Tracxn

How Universities and Students Leverage Tracxn!
-Tracxn is one of the largest Private Market Intelligence Platform globally.

-We track information about private companies, startups and emerging technology sectors.
Fostering Entrepreneurial Drive: Empowering students with real-time market insights and trends to foster an entrepreneurial mindset. Providing access to comprehensive startup data, industry analysis, and success stories to inspire and guide aspiring entrepreneurs.

Academic Research and Case Studies: Facilitating academic research by offering a rich repository of data for students and faculty to conduct in-depth studies and analysis. Providing real-world case studies and industry-specific information for business schools to enhance classroom learning and B-school competitions.

Investment & Finance Education: Enabling students to follow, understand, and engage with the investment industry by providing comprehensive data on startups, venture capital funding, and private equity deals. Supporting finance-related courses and programs by offering real-time insights into market trends and investment opportunities.

Global Startup Ecosystem Tracking: Offering a holistic view of the startup ecosystem globally, allowing students and faculty to stay updated on emerging technologies, disruptive business models, and investment trends. Providing access to startup data from various geographies, sectors, and stages of funding.

Career Services Enhancement: Assisting students in their job search and internship opportunities by leveraging accurate and up-to-date data on companies, industries, and market trends. Enabling career counselors to provide personalized guidance and recommendations based on industry insights.
Why Tracxn? USPs

**Sector-based coverage:**
- The system is designed such that we’re able to differentiate between companies like Airbnb & Hilton.
  - Even though both of them provide accommodation, we’re able to prioritize companies new age companies based on their business model & build extensive coverage of new-age companies
- We cover **2.2M+ companies across 500+ sectors and 40K + taxonomies** operating across the globe.

**Comprehensive Competition Analysis:**
- Because of our sector-based focus and **extensive coverage of new-age** companies, we’re able to build an **unparalleled list of real-time comps** for every company that you are evaluating
  - For example, if you are evaluating a deal in EV charging, then you would want to see the other players in the market. Tracxn would always have the most exhaustive list of players compared to other platforms

**Sector trends:**
- If you are trying to understand a new sector, there are many tools that are bundled into the same subscription
  - We have the **largest repository of reports** that will help you in your due diligence/market research processes.
  - You can get access to **Sector Wise / Geowise Newsletters** that are part of the subscription.
Features for Universities

- Market Research
- Funding Research
- Company Research
- Competitor Analysis
Tracxn's Reports are extensive landscapes describing the Investment/Entrepreneurial activities within the sectors that you track.

- Reports show the Landscape (such as in Marketmaps), Entrepreneur Activity, Investment Trends, Top Companies, Active Investors, Exit Outlook, Unicorns and Key News.
- Helps you stay on top of all the innovation across the globe
A Marketmap or a Blue Box is a visual overview of a feed. It shows how the major business models in a particular feed interact with each other on the basis of value chain or how the industry has evolved over the years.
Taxonomies help you build an in-depth understanding of the various business models within a feed, and identify competitors and exact similars of the target company or any inbound lead.

- The Taxonomy view lets you see both the feed landscape and details about business models, such as number of companies, funding activity in the last two years and major companies.

<table>
<thead>
<tr>
<th>Taxonomy</th>
<th>Description</th>
<th>#Cos. Tracked</th>
<th>#Funded Cos.</th>
<th>$Invested in last 24 Months (Δ change)</th>
<th>Notable Companies</th>
<th>Other Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Age Universities</td>
<td>Universities which use technology to improve learning outcome and in...</td>
<td>5</td>
<td>2</td>
<td>$ 63M (+ 207%)</td>
<td>Sunstone</td>
<td>Investors</td>
</tr>
<tr>
<td>Online Universities</td>
<td>Institutions which provide higher education degrees in online mode</td>
<td>190</td>
<td>32</td>
<td>$ 55.2M (+ 345%)</td>
<td>Penn Foster</td>
<td>Investors</td>
</tr>
<tr>
<td>Admissions Support for Students</td>
<td>Companies providing admission assistance, college discovery and care...</td>
<td>1,432</td>
<td>329</td>
<td>$ 2.44B (+ 200%)</td>
<td>Topica</td>
<td>Investors</td>
</tr>
<tr>
<td>B2C Learning Solutions</td>
<td>Online platforms which provide learning resources, online courses, tut...</td>
<td>2,039</td>
<td>188</td>
<td>$ 1.57B (+ 492%)</td>
<td>Leap Scholar</td>
<td>Investors</td>
</tr>
<tr>
<td>B2B2C Learning Solutions</td>
<td>Learning Solutions such as online courses and activity-based services L...</td>
<td>344</td>
<td>126</td>
<td>$ 155M (+ 18%)</td>
<td>Course Hero</td>
<td>Investors</td>
</tr>
<tr>
<td>College IT</td>
<td>Companies that provide platforms to higher education institutions to m...</td>
<td>2,746</td>
<td>601</td>
<td>$ 680M (+ 26%)</td>
<td>Labster</td>
<td>Investors</td>
</tr>
<tr>
<td>Tech for Teachers</td>
<td>Companies providing educational resources, teaching tools, etc., to hig...</td>
<td>432</td>
<td>120</td>
<td>$ 191M (+ 71%)</td>
<td>Instructure</td>
<td>Investors</td>
</tr>
<tr>
<td>Student Communities</td>
<td>Online platforms which enable students to exchange knowledge with e...</td>
<td>443</td>
<td>100</td>
<td>$ 15.6M (+ 176%)</td>
<td>Geno</td>
<td>Investors</td>
</tr>
<tr>
<td>Digital Yearbooks Publisher</td>
<td>Companies enabling users to digitally publish college yearbooks</td>
<td>3</td>
<td>1</td>
<td></td>
<td>Yearbook Can...</td>
<td>View All</td>
</tr>
<tr>
<td>Digital Publisher</td>
<td>Companies enabling users to digitally publish books and content</td>
<td>4</td>
<td>0</td>
<td></td>
<td>Storyboard Th...</td>
<td>View All</td>
</tr>
</tbody>
</table>
Top Funded Business Models view provides the top Business Models in a market based on the funding amount & number of rounds received by the Business Models.

- Top Business Models can be sorted based on Number of rounds or Funding Amount or a combination of both. You can track the change in a BM ranking with respect to the previous equivalent time period.
- It viewed based on the activities in different time periods such as 3 months, 6 months, 1 Year, 2 Year and All Time. You also have an option to include non-equity funding rounds in the analysis.
Tracking boards are designed to help you stay updated on the latest happenings in markets, investment industry and top companies of your interest.  
- You can track the entity of your choice by using a wide range of tracking boards

<table>
<thead>
<tr>
<th></th>
<th>Global Tracking</th>
<th>Local Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets</td>
<td>Track Key Global Updates, Sector Watch</td>
<td>Track Updates in My Mandate</td>
</tr>
<tr>
<td>Funds</td>
<td>Track Deals by Key Global Investors</td>
<td>Track Peer Funds, Track Investment Banks</td>
</tr>
<tr>
<td>Top Startups</td>
<td>Track Unicorns</td>
<td>Track Peer Companies</td>
</tr>
</tbody>
</table>
All Funding Rounds help you track all the investments in a given sector real-time with the Date of funding, Founded year, Location, Round name & Investors.

<table>
<thead>
<tr>
<th>Date</th>
<th>Company</th>
<th>Founded Year</th>
<th>Location</th>
<th>Round Name</th>
<th>Round Amount (USD)</th>
<th>Round Post-Money Valuation (USD)</th>
<th>Investors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 14, 2023</td>
<td>NewsWhip</td>
<td>2011</td>
<td>Ireland</td>
<td>Series B</td>
<td>13M</td>
<td></td>
<td>AshGrove Capital</td>
</tr>
<tr>
<td>Feb 04, 2023</td>
<td>Woomio</td>
<td>2013</td>
<td>Denmark</td>
<td>Series A</td>
<td>5.05M</td>
<td></td>
<td>Vendep Capital [+1]</td>
</tr>
<tr>
<td>Jan 05, 2023</td>
<td>Ripar</td>
<td>2012</td>
<td>United Kingdom</td>
<td>Series C</td>
<td>Undisclosed</td>
<td></td>
<td>Dow Jones</td>
</tr>
<tr>
<td>Nov 02, 2022</td>
<td>Contenttoo</td>
<td>2015</td>
<td>Netherlands</td>
<td>Series A</td>
<td>4.95M</td>
<td></td>
<td>Perry Oostdam [+1]</td>
</tr>
<tr>
<td>Oct 12, 2022</td>
<td>Metricool</td>
<td>2015</td>
<td>Spain</td>
<td>Series A</td>
<td>4.86M</td>
<td></td>
<td>Axon Partners Group</td>
</tr>
<tr>
<td>Sep 30, 2022</td>
<td>QuickMetrix</td>
<td>2015</td>
<td>India</td>
<td>Angel</td>
<td>30.6K</td>
<td>3.07M</td>
<td>Vijosh Annayath</td>
</tr>
<tr>
<td>Sep 14, 2022</td>
<td>Prezly</td>
<td>2010</td>
<td>Belgium</td>
<td>Series A</td>
<td>6.07M</td>
<td></td>
<td>The Cronos Group [+1]</td>
</tr>
<tr>
<td>Sep 07, 2022</td>
<td>Muck Rack</td>
<td>2009</td>
<td>United States</td>
<td>Series A</td>
<td>180M</td>
<td></td>
<td>Susquehanna Growth Equity</td>
</tr>
<tr>
<td>Aug 22, 2022</td>
<td>Opendorse</td>
<td>2013</td>
<td>United States</td>
<td>Series B</td>
<td>15M</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Find the most active investors using different filters:

- Investor specific filters like Investor Location
- Investment specific filters like Investment Sector
- Investment Round filters like Round Name
Use the Investors View to find out top investors in any Sector and Geo. Find investors using different filters:

- Investor specific filters like Investor Location
- Investment specific filters like Investment Sector
- Investment Round filters like Round Name
Next Round Investors feature helps you find potential investors for your incubation programs:

- Sector/Stage/Geo focused Local Investors
- Sector/Stage/Geo focused Global Investors
  - Further categorized as VCs, PEs, Corporate, Private Debt Funds & Others
  - Ranked based on the number of investments in similar stages, sectors, and Geography
Sourcing boards are designed to help you discover new companies as per your investment research.

1. Markets:
   - Sourcing by Wide Scan
   - Sourcing by Sectors
   - Sourcing by Trending Themes
   - Sourcing by Waves
   - Covid-19

2. Investors: Sourcing by Following Investors

3. People: Sourcing by Team

4. Metrics: Sourcing by Signals
Source using 50+ filters that can help you shortlist the exact set of companies
  - Filter by country, stage, practice area, editor’s rating, founded year, total funding, and many more...
A company can be considered to be a competitor of another company if both of them are competing for the same wallet share.

- On our platform, Competitors of a company are derived based on the Business model(s) it operates in.
- Our analyst team looks at each business model (taxonomy node) and based on its target market defines which other business models it competes with.
- The underlying companies in all these competing business models become competitors of each other based on the geographies they serve.
Tracxn’s Company report helps to deep dive into any company for your analysis

- This report provides all the major details:
  - Financials
  - Major Competitors
  - Sector Landscape
  - Key People among others

### Funding raised by Competitors (1/2)

<table>
<thead>
<tr>
<th>Early Stage</th>
<th>Early Stage</th>
<th>Early Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$12.5M - Series B</td>
<td>$15.7M - Series B</td>
<td>$2.0M - Series B</td>
</tr>
<tr>
<td>wefox (2014, Berlin, $20M)</td>
<td>Insurance policy management platform</td>
<td>Insurance policy management platform</td>
</tr>
<tr>
<td>$1.09M - Series B</td>
<td>$14.7M - Series A</td>
<td>$2.6M - Series A</td>
</tr>
<tr>
<td>Insurance policy management platform</td>
<td>Insurance policy management platform</td>
<td>Insurance policy management platform</td>
</tr>
<tr>
<td>December 2014</td>
<td>Apr 2018</td>
<td>Aug 2014</td>
</tr>
<tr>
<td>$29.0M - Series B</td>
<td>$5.5M - Series A</td>
<td>$28.0M - Series A</td>
</tr>
<tr>
<td>Insurance management platform</td>
<td>Insurance policy management platform</td>
<td>Insurance policy management platform</td>
</tr>
<tr>
<td>April 2018</td>
<td>Jan 2016</td>
<td>Sep 2016</td>
</tr>
</tbody>
</table>

### Internet First Insurance Platforms Feed Summary

Companies which provide tech platforms to consumers for purchasing and managing their insurance

- **Inclusions**: Internet First Insurers including P2P Insurers, Insurance Comparison Platforms, Consumer Insurance Management Platforms, Insurance-Related Knowledge Platforms

  - **Exclusions**: Traditional insurers; Traditional insurance brokers; Service Providers for Insurance Industry like TPAs, Claims Adjusters, etc; Software providers to insurers and intermediaries; Data providers to insurers

  - **Top Companies**
    - 10 Unicorns
    - 36 Sosonicorns
    - 141 Acquisitions
    - 247 Series A+Cos
  - **Feed in Numbers**
    - 2639 Covered on Tracxn
    - 779 Funded
    - 26 Mega Companies
    - $28.5B Funding

  - **Overview**
    - 10 Unicorns
    - 36 Sosonicorns
    - 141 Acquisitions
    - 247 Series A+Cos
    - 153 Minicorns
    - 44 Late Stage Cos
    - 1 IPOs Cos
Cap Tables (capitalization table) shows the distribution of equity shares for a legal entity. It captures pre-and post-money valuations, return multiples, ESOP allocations, etc. along with the shareholding pattern.

- Data is sourced from government sources, such as the Ministry of Corporate Affairs for Indian companies & Companies House for the UK.

Financial statements are written reports created by a company’s management to summarize the business’s financial condition over a certain period (quarter, six-monthly, or yearly).

- These statements comprise of: Income Statement, Balance Sheet & Cash Flow statement.
Additional Benefit

➢ Get your Alumni covered as part of the ‘Team Background’ Feeds
  ○ With our extensive coverage of the global startup ecosystem, we are able to cover all the companies founded by your Alumni across geographies
  ○ Discover companies based on alma mater & benchmark against other top universities
Thank You!

Take a look at our self-serve repository