



Case Study

Financial Services

Independent investment research and analysis for a private equity firm

Objective

A New York-based venture capital firm investing in early stage broad-based technology and medical device companies was looking for a research firm that could do an independent analysis of potential investment opportunities and provide recommendations based on the insights.

Solution

The client would identify about five investment opportunities across the globe every month. It engaged Netscribes to carry out an independent analysis, who evaluated potential investment opportunities on an on-going basis and provided recommendations with a dedicated three-member team.

The team conducted both macro and micro level analytic research, which involved the following steps:

- Analysis of the prospect company’s business model
- Analysis of the company’s technology/product/services
- Analysis of the market:
 - Market opportunity
 - Market trends and analysis
 - Growth drivers
 - Competitive landscape
 - Competitor profile
 - Porter’s Five Force analysis
 - SWOT analysis
- Analysis of the company’s business strategy
- Financial analysis and valuation
- Technology and IP research
- Precedent transaction analysis
- Conclusion and recommendations

Research Methodology

The team followed Netscribes’ proprietary EICPT (Economic, Industry, Company, Product/Service, and Technology) model which drills downwards from macro-economic scenarios and key global developments, to industry and sub-sectors, followed by a company and peer group analysis, product & services, and finally a technology roadmap and IP research based on an in-depth analysis of relevant patents.

Benefit

Through the partnership with Netscribes, the client company obtained timely and up-to-date insights to inform their investment decisions. Furthermore, outsourcing their intelligence requirements helped them place greater focus on revenue-generating tasks and reduce costs through the efficient use of premium databases. The engagement also helped the company build a knowledge repository for future research.

Drive informed investment decisions and improve business growth through independent, high-quality research

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