

The Crunchbase Series C Pitch Deck

At Crunchbase, we care about sharing information that helps our users grow their businesses. We recently closed our Series C funding round for \$30 million, and thought it could be helpful to share the pitch deck we created to secure this investment.

Thanks to our investors at OMERS Ventures, Emergence, Mayfield, Cowboy Ventures, and Verizon Ventures, for believing in Crunchbase and our vision for the future.

crunchbase



Private companies are a massive opportunity

Public company opportunity is shrinking:

- 46,583 public companies
- Half as many compared to 10 years ago in the US

Private company opportunity is growing:

- Millions of private companies
- Over 200k new companies each year in the US
- \$3T in funding and many times that in revenue
- 124M employees in the US

Millions of professionals desperately search for those opportunities

**Sales People
Business Development
Marketers
Entrepreneurs
Investors
Consultants
Job Seekers**

**Private
Company
Opportunities**

Prospecting for those opportunities is slow and frustrating

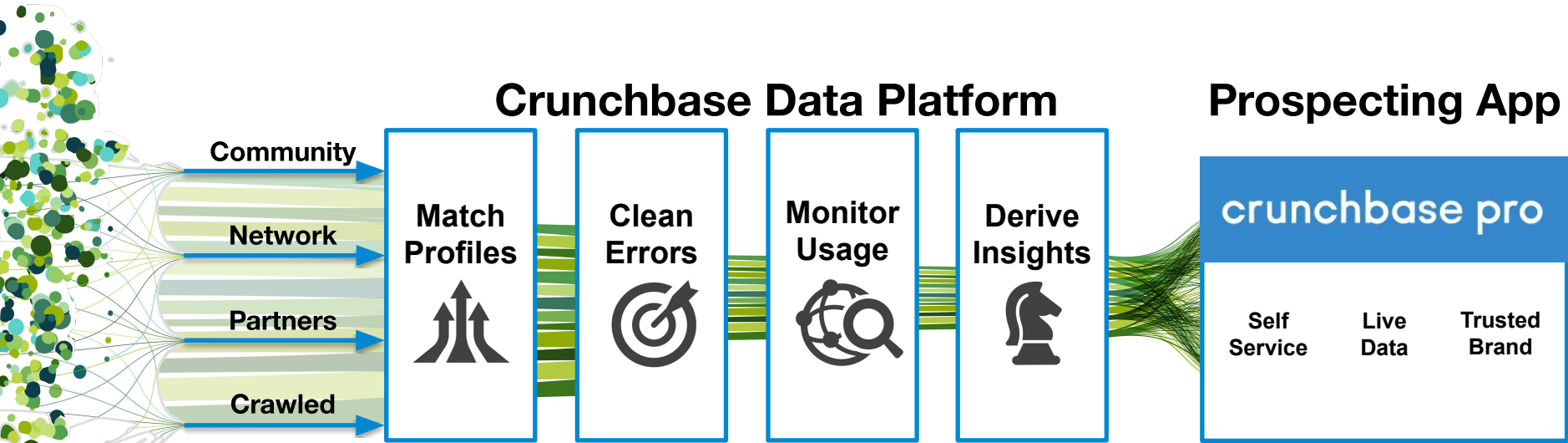
Private company data

- Opaque
- Unstructured
- Unreliable
- Quickly out of date
- Expensive
- Not a graph
- Not easily monitored

Existing solutions

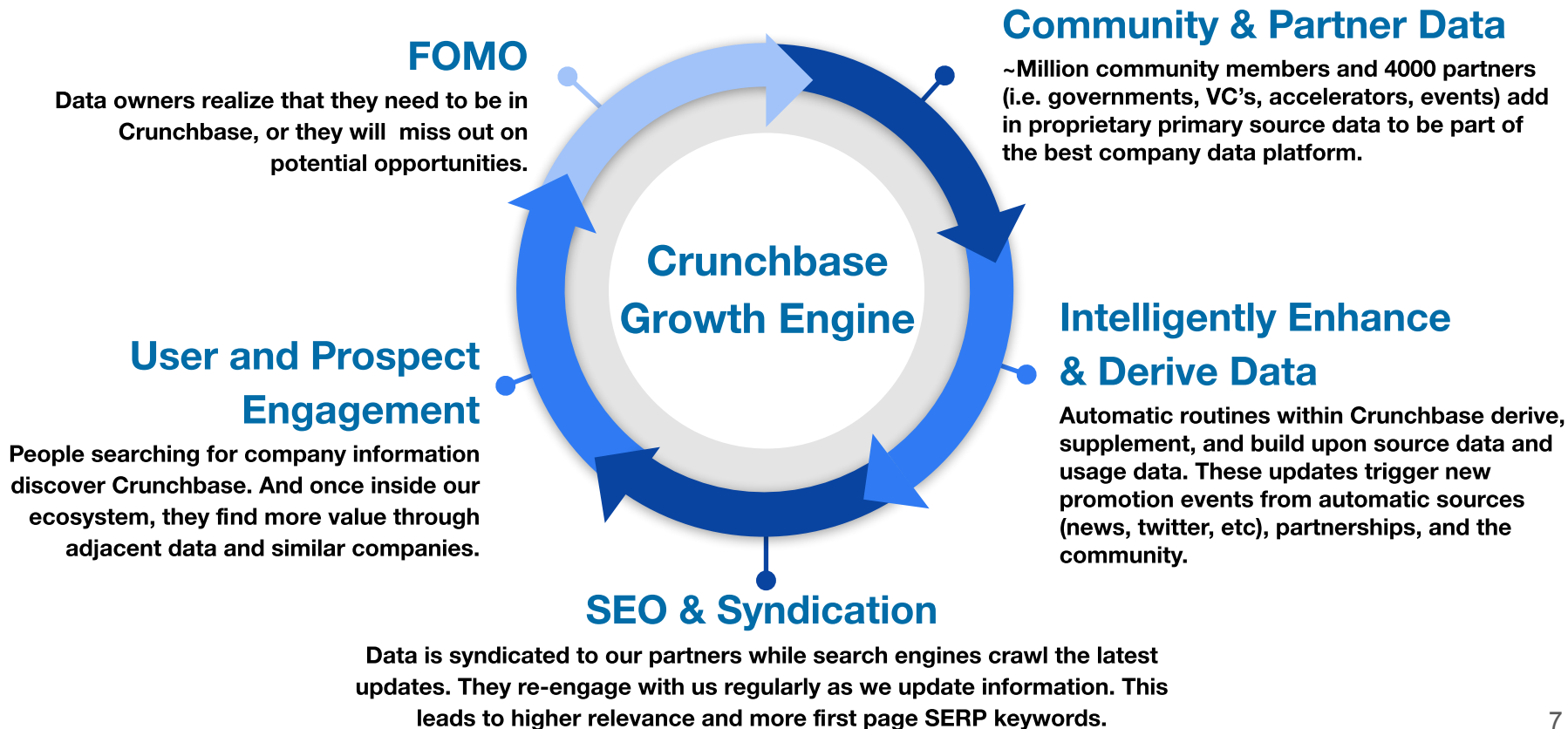
- Typically focus on productivity
- Track progress - not fill pipeline
- Built on top of empty databases
- Rely on you to provide the prospects
- Go stale after import of data
- Don't track buy signals
- Don't suggest new prospects

Crunchbase unlocks those opportunities by offering a world class prospecting tool on top of our proprietary data platform

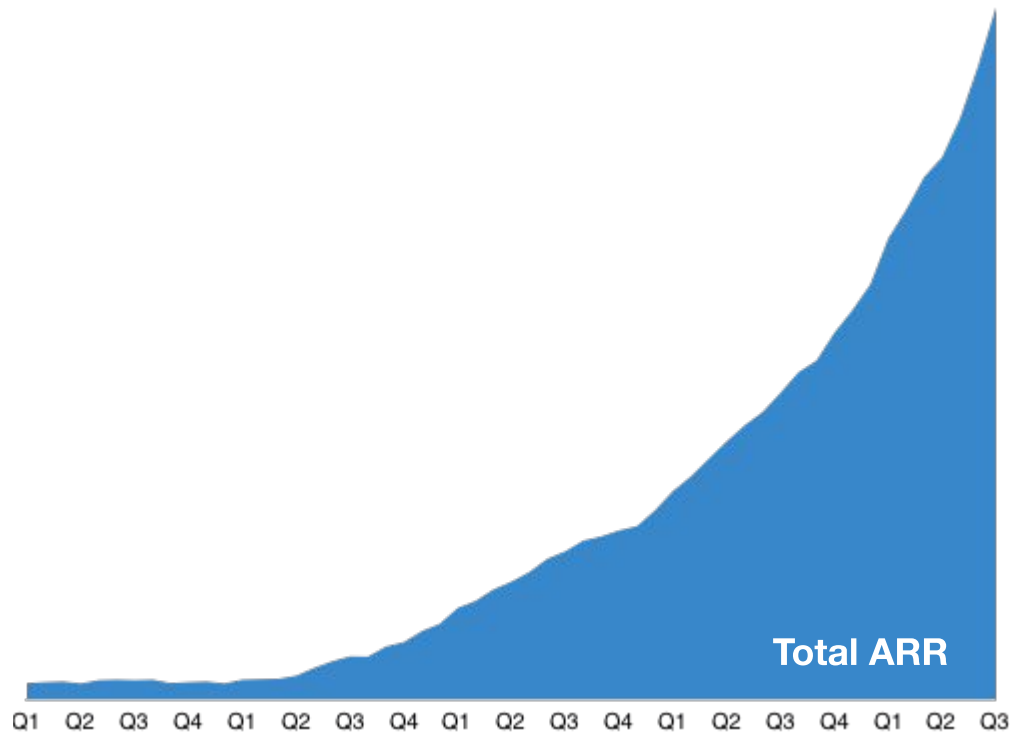


Our data is structured, intelligent, and dynamic.

Our unique dataset drives our growth flywheel



And it's paying off: we make money quickly and efficiently



Over xxk professionals pay us for prospecting tools

multi-join dynamic searches

customizable columns,
sorting and email alerts

statistics and
analysis

The screenshot displays the Crunchbase Pro interface. On the left is a navigation sidebar with categories like Companies, People, Investors, Funding Rounds, Acquisitions, Schools, Events, My Searches, My Lists, Featured, Contribute, and Data Export. The main area is titled 'Companies' and includes a search bar with the placeholder 'Look up a specific company, person, investor, or event'. Below the search bar are several filter criteria: 'Description' (contains health care), 'Headquarters Location' (includes any California, Europe, New York, Japan, Boston, Europe), 'Founded Date' (after 3 years ago), 'Last Funding Rounds' (Funding Type includes any Series A, Series B, Series C, Series A, Cro), and 'Money Raised' (greater than \$ 2000000). A green 'SEARCH' button is at the bottom of the filters. Below the search bar, it says '80 results in 0.325s'. A table of results is shown, with columns for Name, Category Groups, Headquarters Location, and a description. The first result is 'Thrive Global' in the 'Health Care' category, located in 'New York, New York, United States, North America'. To the right of the main interface, there are two panels. The first panel, titled 'Health Care companies founded in the last 3 years', includes a checkbox for 'Make URL Shareable' and a section for 'Choose email alert types and frequency' with a table of alert types and frequencies. The second panel, titled 'Total Equity Funding Amount', shows a range of funding amounts from \$295,000,000 to \$1,000,000,000, with a summary of statistics: Total \$3,495,966,154, Min \$2,129, Max \$347,000,000, Average \$7,945,378, and Median \$1,077,500.

crunchbase pro

Look up a specific company, person, investor, or event

DISCOVER

Companies

People

Investors

Funding Rounds

Acquisitions

Schools

Events

My Searches

My Lists

Featured

Contribute

Data Export

Companies

CLEAR FILTERS

Description contains health care

Headquarters Location includes any California Europe New York Japan, Boston, Europe

Founded Date after 3 years ago

Last Funding Rounds Funding Type includes any Series A Series B Series C Series A, Cro

Money Raised greater than \$ 2000000

SEARCH

80 results in 0.325s

SHOW

Name

Category Groups

Headquarters Location

Thrive Global

Health Care

New York, New York, United States, North America

Thrive Global is a company being and productivity

Name *

Health Care companies founded in the last 3 years

☐ Make URL Shareable ⓘ

Choose email alert types and frequency

Type	Daily	Weekly
Additions	☒	☐
Acquisitions	☒	☐
Funding Rounds	☐	☒
IPO	☐	☐
News	☒	☐
Funds Raised	☐	☒

Total Equity Funding Amount

\$295,000,000

\$347,000,000

\$100,000,000

\$1,000,000,000

Total

\$3,495,966,154

Min

\$2,129

Max

\$347,000,000

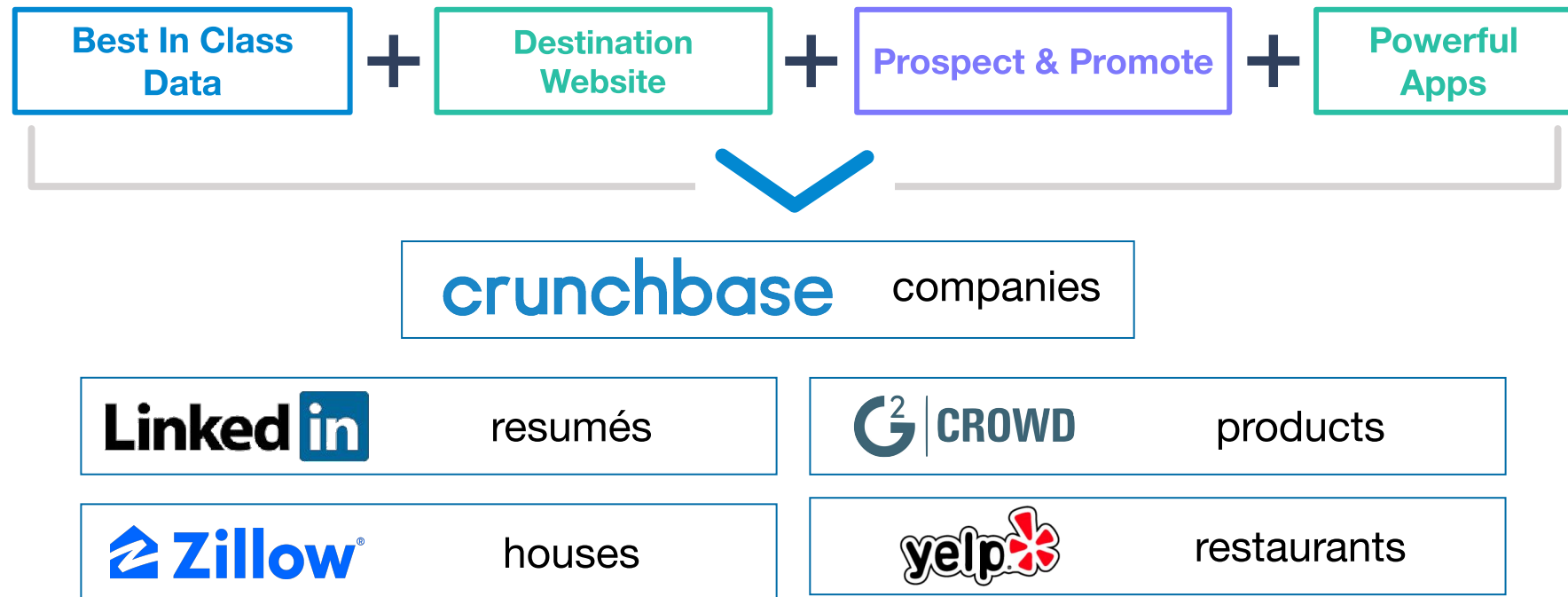
Average

\$7,945,378

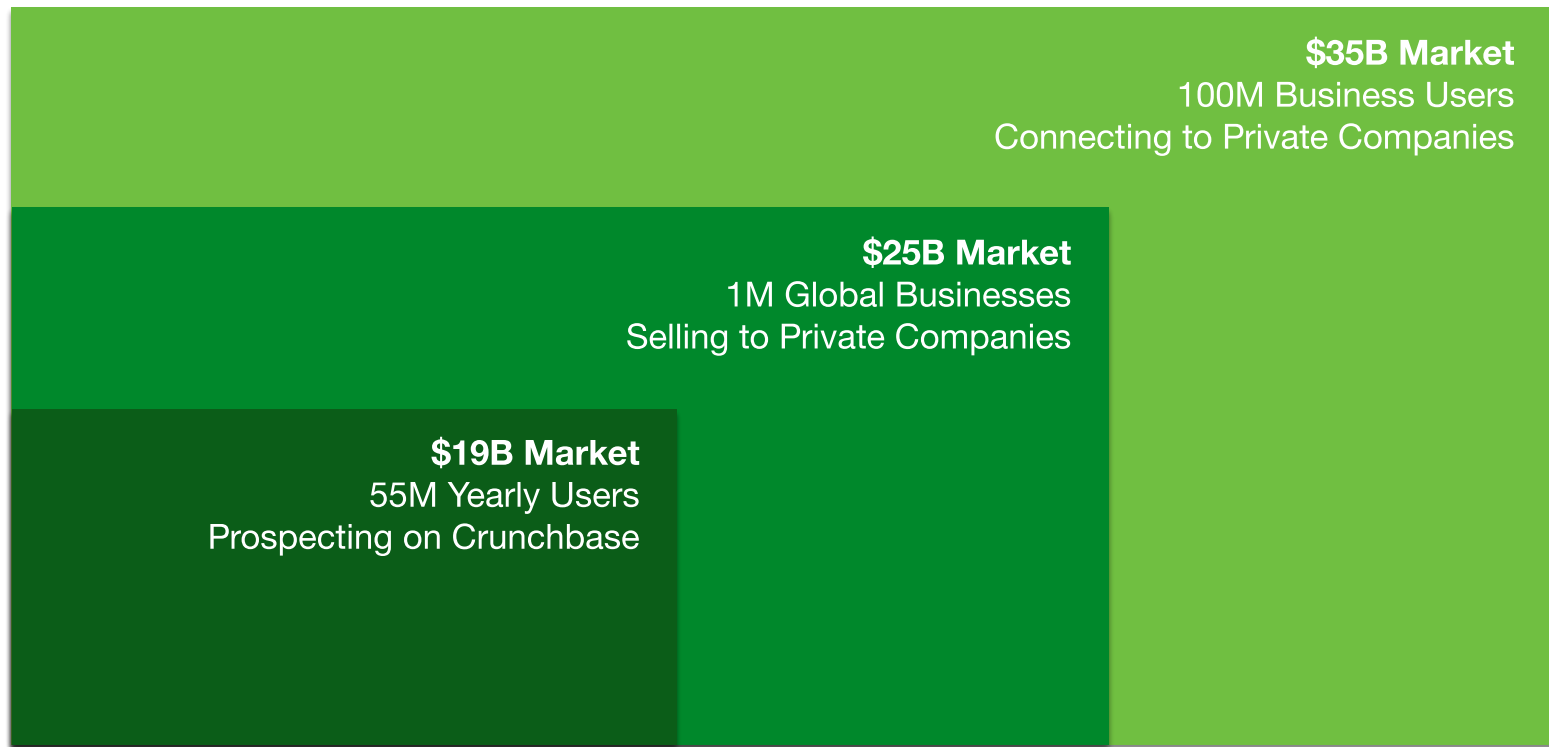
Median

\$1,077,500

This is a proven model that works



Massive \$35B market in private company prospecting space



We know what we're doing and we are here for the same reason



Jager McConnell

CEO

Ran the sfa product line at **Salesforce**



Robert Conrad

Head of Engineering

Owned **Salesforce** Lightning core engineering teams



Nealesh Patel

Head of BD & Direct Sales

Former head of strategic partnerships at **Google**



Marcus Lo

Head of Finance

Former finance leader at **Indiegogo** and **Walmart.com**



Shanee Ben-Zur

Head of Marketing & Growth

Former head of corporate marketing at **Dropbox**



Arman Javaherian

Head of Product

Built crm platform for a \$900M ARR product line at **Zillow**



Victoria Bubien

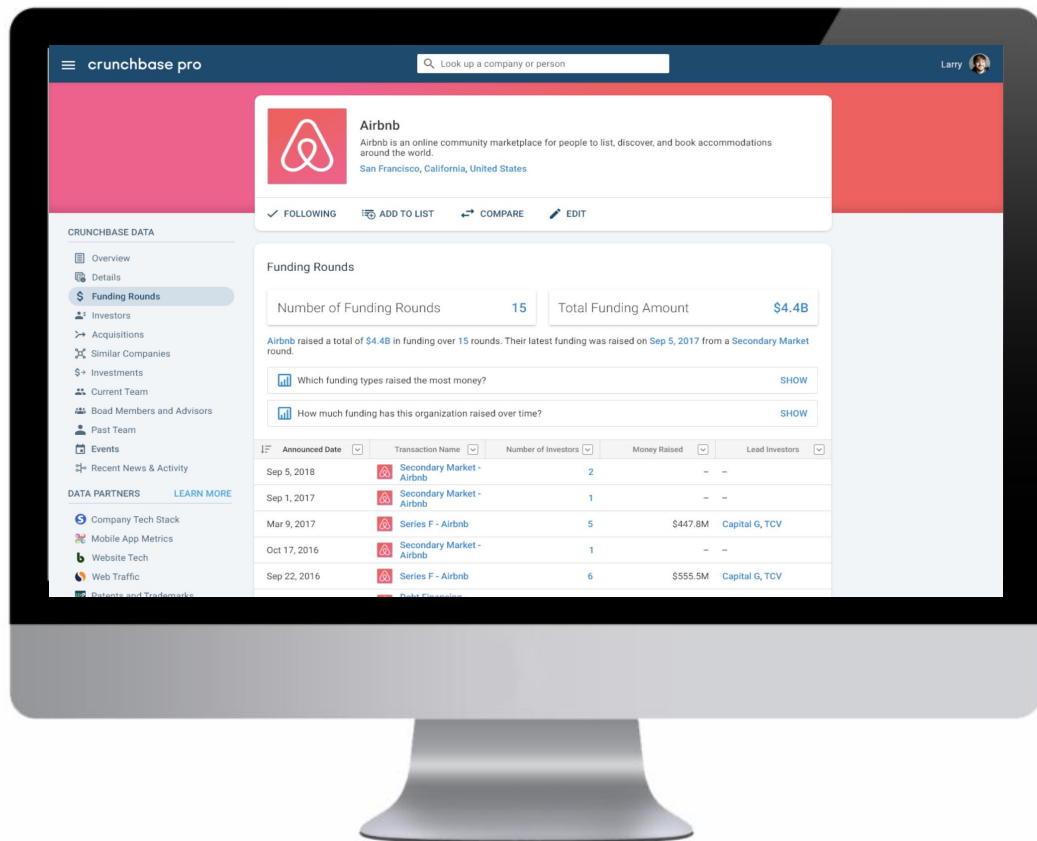
Head of People

Built **Augmedix's** culture from ground up

investors



Crunchbase: the LinkedIn for Companies



crunchbase

