



CASE STUDY

Identifying Start-ups in Infratech Space for a Global Investment Manager





OBJECTIVE AND SCOPE

The client, a global investment management firm, wanted to shortlist start-ups in the Infratech space. For this, it wanted Benori's support to conduct research on these companies for:

- Exploring potential partnership and investment opportunities. The investment was to be made through a dedicated fund set up by the client
- Gaining technology advantage for its portfolio companies through services offered by the shortlisted firms





APPROACH

We created a database of relevant companies by using specific keywords and their subsequent multi-level filtering using parameters such as revenue, employee strength, funding stage, customers, geographical presence, investors and financials. These parameters were applied using databases and secondary sources. The selected companies were then mapped under relevant industry verticals and sub-segments, and a brief profile of these companies was also prepared.



METHODOLOGY



**Secondary
Research**



**Primary
Research**



**Data
Modelling**





IMPACT

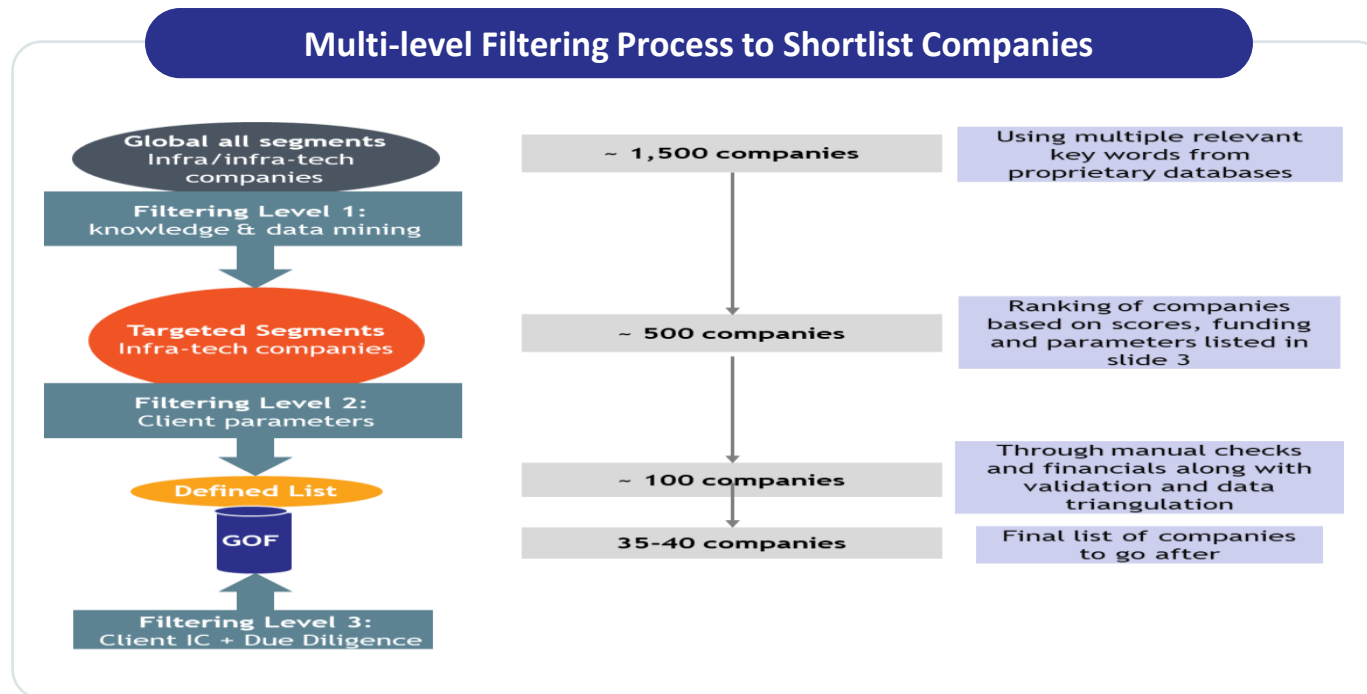
The research helped the client in:

- Getting a list of established start-up companies in the Infratech space along with their brief profiles
- Reaching out to these companies for potential partnership and investment opportunities



SAMPLE OUTPUT

Multi-level Filtering Process to Shortlist Companies



Company Profile

ABC Networks, Inc. (ABC Networks)

Sector/Subsector	Business Description	
Communication/Business/Operation Support System	<ul style="list-style-type: none"> > Overview: ABC Networks, a US-based company, is a provider of networking products that enable government agencies and service providers to control, monitor, and secure critical network infrastructure. 	
Website	<ul style="list-style-type: none"> > The company's offerings include Compact Cyber Applications Platforms, FlowIntelligence Cyber Solutions, and Atlas (a cloud security gateway). 	
www.abc.net	<ul style="list-style-type: none"> > The company's global customer database includes defence and intelligence agencies, military organizations, large enterprises such as Fortune X00 companies and service providers. 	
Key Executives	<ul style="list-style-type: none"> > The company has partnerships with technology partners, system integrators and VARs, and serves clients across the globe. 	
Executive 1- Executive Chairman Executive 2- President Executive 3 - Vice President of Engineering	<ul style="list-style-type: none"> > Investors: Venrock, CrossTechnology Venture Partners, Storm Ventures, ITOCHU Corporation, Goldman Sachs, Silver Creek Ventures, InterWest Partners, and Western Technology Investment are the investors of the company. 	
Technologies Employed	<ul style="list-style-type: none"> > Awards & Recognitions: In October 20XX, the company received "Common Criteria Certification" for its compact cyber security application platforms. In addition, platforms were also added to Commercial Solutions for Classified (CSFC) Components list maintained by the National Security Agency (NSA). 	
Cyber Security, Deep Packet Inspection (DPI), and Cyber Intelligence		
Fast Facts	Key Developments	Funding Details
Founded: 20XX Employees: 51-100 Revenue: \$1M to \$X0M Headquarters: California, US No. of Centers: 1 No. of Customers: N/A	<ul style="list-style-type: none"> > Collaboration: XYZ Inc, in collaboration with ABC Networks introduced integrated portable cyber security operations system "ABC TacRak-LITE" for tactical deployments. The solution helped in providing advanced network threat detection and analysis (May 20XX). > Product Launch: XYZ Inc, announced collaboration with ABC Networks to provide the CSFC validated AAA protected server component of the XYZ Secure Wireless Command Post for Classified Communications (September 20XX). 	Total Funding: \$X0.8M Latest Funding Date: December 200X Latest Funding Amount: \$1X.8M Latest Funding Round: Series D Valuation: \$1B (As o March 20XX)

Source : Company website

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