

## Startup Analytics and Reporting

### What is the Problem Need?

Hard to find data related to startups for opportunity assessment and market research. Entrepreneurs, investors, marketers, bloggers and technology journalists are always looking for data related to startup companies. Because of lack of existing sources of data on private companies users are forced to search online extensively or look for paid reports from various companies like Gartner, Frost & Sullivan etc. The big market research firms do not provide customized information for startups to do say a competitor analysis.

This is a common problem which we have experienced even while doing assignments for this course. The task of doing research on a particular market or category of startups is time consuming and requires huge effort. Due to lack of structured data on startups and related funding activity, the typical way to do research on a particular area currently involves reading several blog posts, analyst reports, and countless web searches. Data collected this way has to be then aggregated and collated for proper use.

### What is the proposed Solution?

We want to address this issue by providing a search and analysis platform for this kind of data. There is already an existing data set from CrunchBase which is an open community product. Anyone can edit and add information related to startups on the site. It is managed by TechCrunch. We want to use this data and provide services on top of it. An analogy with patent information will help here, all patent information is made public by the USPTO but there are companies which provide better search and reporting on this information. In particular [patsnap.com](http://patsnap.com) a previous NUS incubated startup is this business. We want to be able to provide a Patsnap like service for startup data.

The number of new startups is growing and now we are in a position to have some substantial data about them through the startup and blogging community. Due to the inherent uncertainty in investments in startups people are looking at other ways to analyze recent trends. The existing trends indicate that providing services for startups can be a viable business. Due to inherit dynamic nature of starting a company and playing an in ambiguous marketplace most new companies are looking for ways to use data analytics to improve their offering. We also aim to remove some of the ambiguity in startup funding and valuations enabling people to track the trends based on real data. Our aim is to become the go-to tool for data related to startups for people who make decisions based on such data.

### What is the innovation?

Provide a simple easy to use search and reporting platform for data related to startups. We take care of the issues like data quality, gathering proper data sets and generating reports. Provide the user with a single platform for doing analytics and reporting on these kinds of data. Also provide quarterly reviews of different trends in various markets based on this data. Develop focused reporting on new markets and existing trends. Provide interested companies (already part of our data set) with pre built reports on their market which help in competitor analysis.

Additionally company specific services can utilize the social media analytics to enhance the other reports we have. As an example, we also plan to include an ongoing social media monitoring service will help startups track their brand image and engage with their customers.