



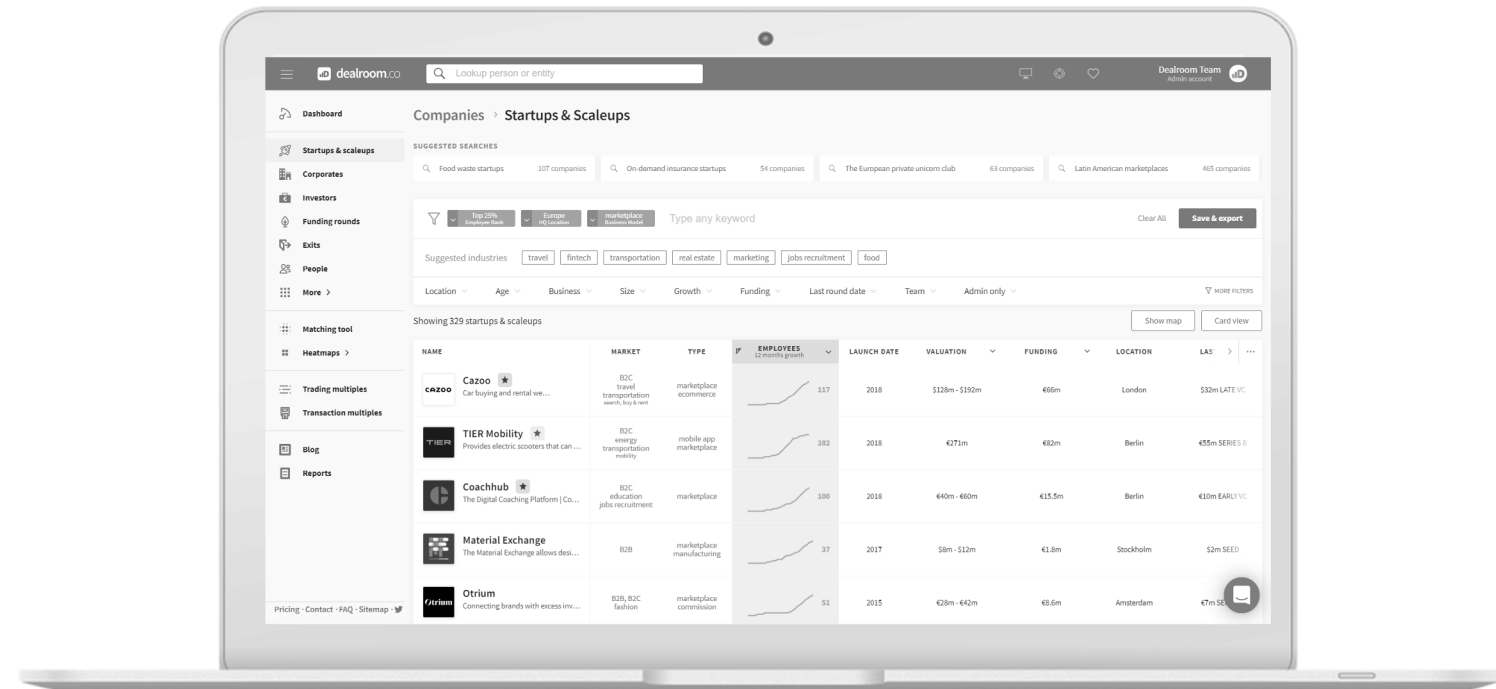
dealroom.co

**Identify promising companies:
six simple steps**

March 2020

What you'll learn

1. Create searches
2. Refine results
3. Saving & exporting, and lists
4. Saved searches
5. Discover your dashboard
6. Enabling daily/weekly email digest



Step 1: create a search

Option A: just type & select ("Europe" or "top 25%")

Option B: use dropdowns to easily specify the exact range you are looking for

Option C: more filters to choose from

The screenshot displays the Dealroom search interface. At the top, there is a search bar with the placeholder text "Lookup person or entity". Below the search bar, there are several filter categories: "Top 25% Employee Rank", "Europe HQ Location", and "marketplace & ecommerce Business Model". A "Type any keyword" field is also present. Below these filters, there are suggested industries: fashion, food, fintech, travel, marketing, transportation, home living, media, real estate, enterprise software, jobs recruitment, health, education, event tech, wellness beauty, telecom, and energ. Further down, there are more filters: Location, Age, Business, Size, Growth, Funding, Last round date, Team, and Admin only. A "MORE FILTERS" button is located at the bottom right of this section. The main content area shows a list of 511 startups and scaleups. The table has columns for NAME, MARKET, TYPE, EMPLOYEES (with a 12 months growth dropdown), LAUNCH DATE, VALUATION, FUNDING, LOCATION, and LAST ROUND. A dropdown menu is open over the EMPLOYEES column, showing options: "min" to "max", "SORT BY", "12 months growth", "6 months growth", "3 months growth", "Total number", and "Sort largest to smallest". An inset window shows the "MORE FILTERS" panel, which includes sections for MARKET & TYPE, CLIENT FOCUS, LOCATIONS, AGE, BUSINESS MODEL, SIZE, GROWTH, INCOME STREAMS, FUNDING, LAST ROUND DATE, COMPANY STATUS, STARTUP INDUSTRIES, and FOUNDERS. The "MORE FILTERS" panel has "Apply", "Clear all", and "Cancel" buttons at the bottom.

| NAME | MARKET | TYPE | EMPLOYEES 12 months growth | LAUNCH DATE | VALUATION | FUNDING | LOCATION | LAST ROUND |
|---|--|------------------------------------|-------------------------------|-------------|---------------|---------|-----------|------------|
| Joonko.de Find the best car insurance for you | B2C fintech insurance | marketplace & ecommerce | 45 | 2019 | €40m - €60m | €10m | Berlin | €10m SEED |
| Smile2impress Invisible orthodontics | B2C health | commission marketplace & ecommerce | | | | N/A | Barcelona | |
| Cazoo Car buying and rental website | B2C travel transportation search, buy & rent | marketplace & ecommerce | | | €400m - €600m | €215m | London | |
| Coachhub The Digital Coaching Platform Co... | B2C education jobs recruitment | marketplace & ecommerce | | | €14m - €22m | €19.1m | Berlin | |
| Freidesk Make freight simple | B2B transportation logistics & delivery | marketplace & ecommerce saas | | | | N/A | Vilnius | |
| Otrium Connecting brands with excess inv... | B2B, B2C fashion | commission marketplace & ecommerce | 102 | 2015 | €28m - €42m | €8.6m | Amsterdam | |
| Spring The online pharmacy access for men | B2C health health platform | marketplace & ecommerce | 32 | 2018 | | N/A | Munich | N/A SEED |

Step 2: refine your results

Exclude: hover over any of the filters, then select exclude

Automatic pairing: the app understands immediately that you mean "Series A or B in Berlin or Munich"

Select columns to view

Click to sort

The screenshot shows the Dealroom.co interface. At the top, there's a search bar and navigation icons. Below that, the page title is "All Companies > Startups & Scaleups". There are suggested searches for various categories like "Purpose-driven European startups", "Most valuable Direct-to-consumer Fashion brands", etc. A filter bar is active with filters for "Required Company Status", "SERIES A Last Funding Round", "SERIES B Last Funding Round", "Berlin HQ Location", and "Munich HQ Location". Below the filter bar, there are tabs for "Include", "Exclude", and "More filters". The main content area shows a table of 245 startups and scaleups. The table has columns for Name, Market, Type, Employees (12 months growth), Launch Date, Valuation, Funding, Location, and Last Round. The "Employees" column is highlighted with a yellow box and a callout "Click to sort".

| NAME | MARKET | TYPE | EMPLOYEES 12 months growth | LAUNCH DATE | VALUATION | FUNDING | LOCATION | LAST ROUND |
|--|--|---|-------------------------------|-------------|-----------------|---------|----------|-----------------|
| Coachhub The Digital Coaching Platform Co... | B2C education jobs recruitment | marketplace & e-commerce | 171 | 2018 | €14m - €72m | €19.1m | Berlin | €3.6m SERIES A |
| wefox Service platform for insurance bro... | B2B, B2C fintech insurance | commission marketplace & e-commerce | 400 | 2015 | \$1.7b | €241m | Berlin | \$110m SERIES B |
| BEAT81 BEAT81 HIIT Functional Training ... | B2C sports fitness | subscription | 68 | 2017 | €26m - €38m | €6.4m | Berlin | €6.4m SERIES A |
| YFood High in protein milk shakes | B2C food innovative food | marketplace & e-commerce | 56 | May 2017 | €17m - €25m | €4.4m | Munich | €4.2m SERIES A |
| Taxfix Tax declaration mobile app | B2C fintech financial management solutions | deep tech mobile app artificial intelligence saas | 182 | 2016 | \$120m - \$180m | €41.1m | Berlin | \$30m SERIES B |
| Zenhomes Property management made easy | B2B real estate real estate software | saas | 51 | 2016 | €52m - €78m | €13m | Berlin | €13m SERIES A |

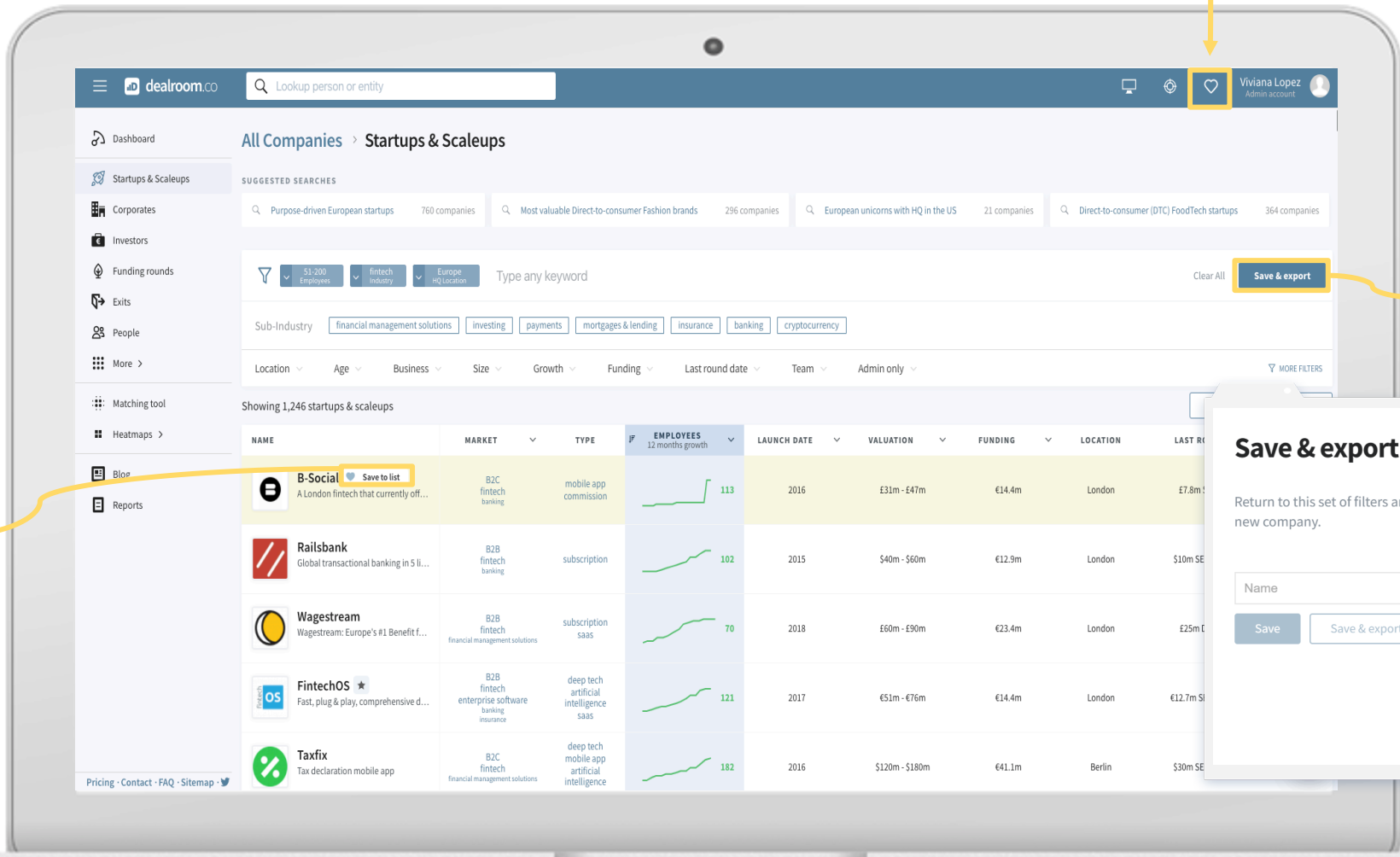
The "Select columns" dialog box is open, showing a list of columns with checkboxes. The columns are: Name, Market, Type, Employees 12 months growth, Launch date, Valuation, Funding, Location, Last round, Revenue, Status, Growth stage, Monthly web visits last 12 months, Past founders (Europe), Past founders that raised more than €10m, Founders score cumulated, Web visits change in rank last 12 months, and Employees change in rank last 12 months. All columns are checked. There are "Deselect all" and "Select all" buttons at the top right. "Apply" and "Cancel" buttons are at the bottom.

Step 3: save & export, and lists

Go to your saved lists

Save & export: Choose to only export a query or also save it and receive notifications for new matches

Save companies directly in your lists from table view



Save & export

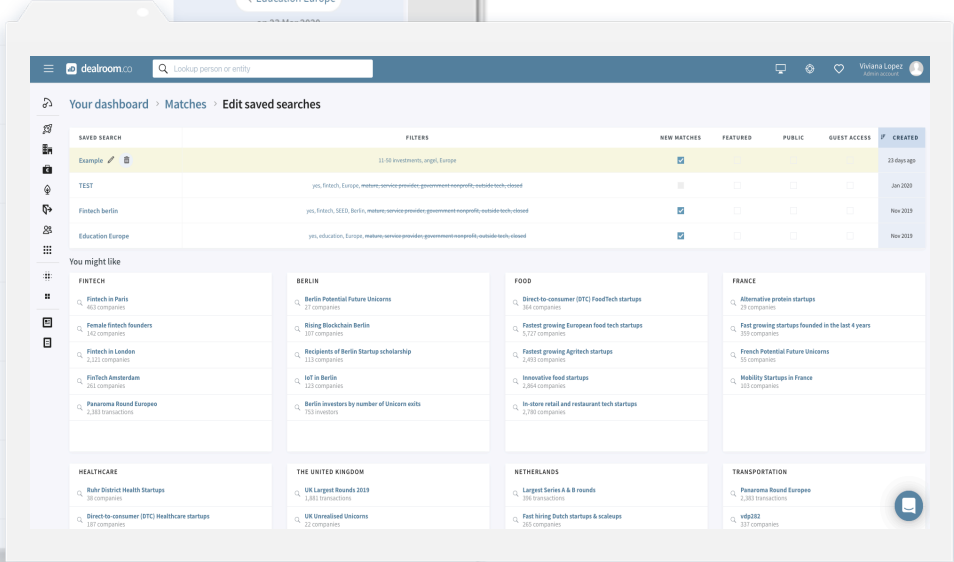
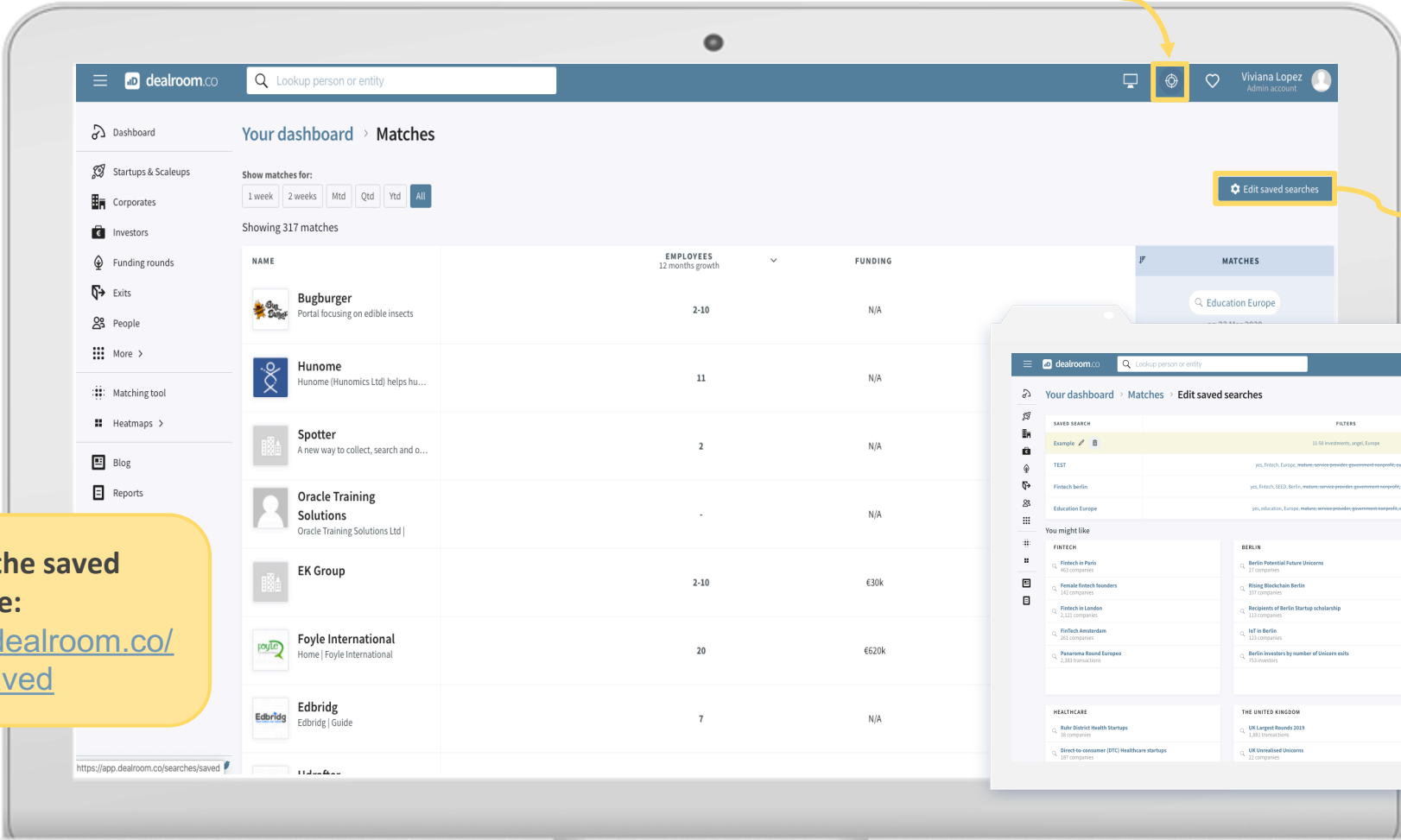
Return to this set of filters any time. Receive notifications when there is any update or new company.

Step 4: saved searches

Go to your saved searches

See, edit or delete your saved searches

Always find the saved searches here:
<https://app.dealroom.co/searches/saved>



Step 5: your dashboard and alerts

News about companies you are following in your saved lists

Recommendations: companies and investors matched to your profile

Access your personal New Matches

The dashboard features a sidebar with navigation options: Dashboard, Startups & Scaleups, Corporates, Investors, Funding rounds, Exits, People, More, Matching tool, Heatmaps, Blog, and Reports. The main content area is divided into several sections:

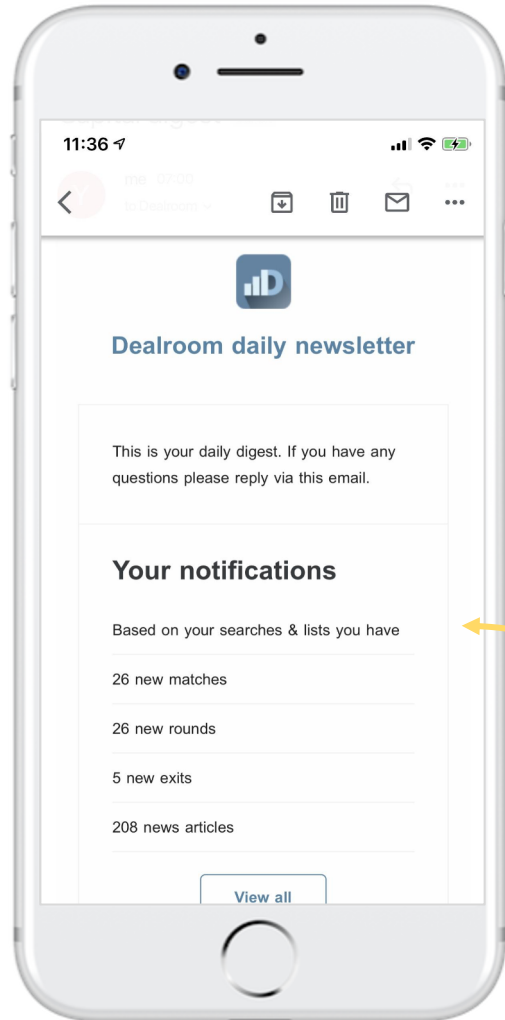
- Hot startups:** A list of 2-50 employees with growth signals. Includes Honorlock (48 employees), Genvid Technologies (49), UNL (44), Sunfire (46), RFP360 (45), and Vault Health (36).
- Hot scaleups:** A list of 51-500 employees with growth signals. Includes Boro (76), Firefly (193), LumenAd (82), Cazoo (164), Lilium (393), and TymeBank (336).
- Recommendations:** A highlighted section showing matches between dealroom.co and investors. It features iTech Capital, a venture capital firm in Moscow, Russia, with 88% match score and €5.6m invested in 12 months.
- Company updates:** News about companies in saved lists, such as Crystalline Mirror Solutions and GitLab.
- New matches:** Discover new companies meeting search criteria, including Bugburger, Hunome, and Spotter.

The 'Matches' page shows a table of search results with filters for timeframe (1 week, 2 weeks, etc.) and a 'Show saved searches' button. The table lists companies like Logiscool, EK Group, Edbridge, and Udrifter with their employee counts and funding amounts.

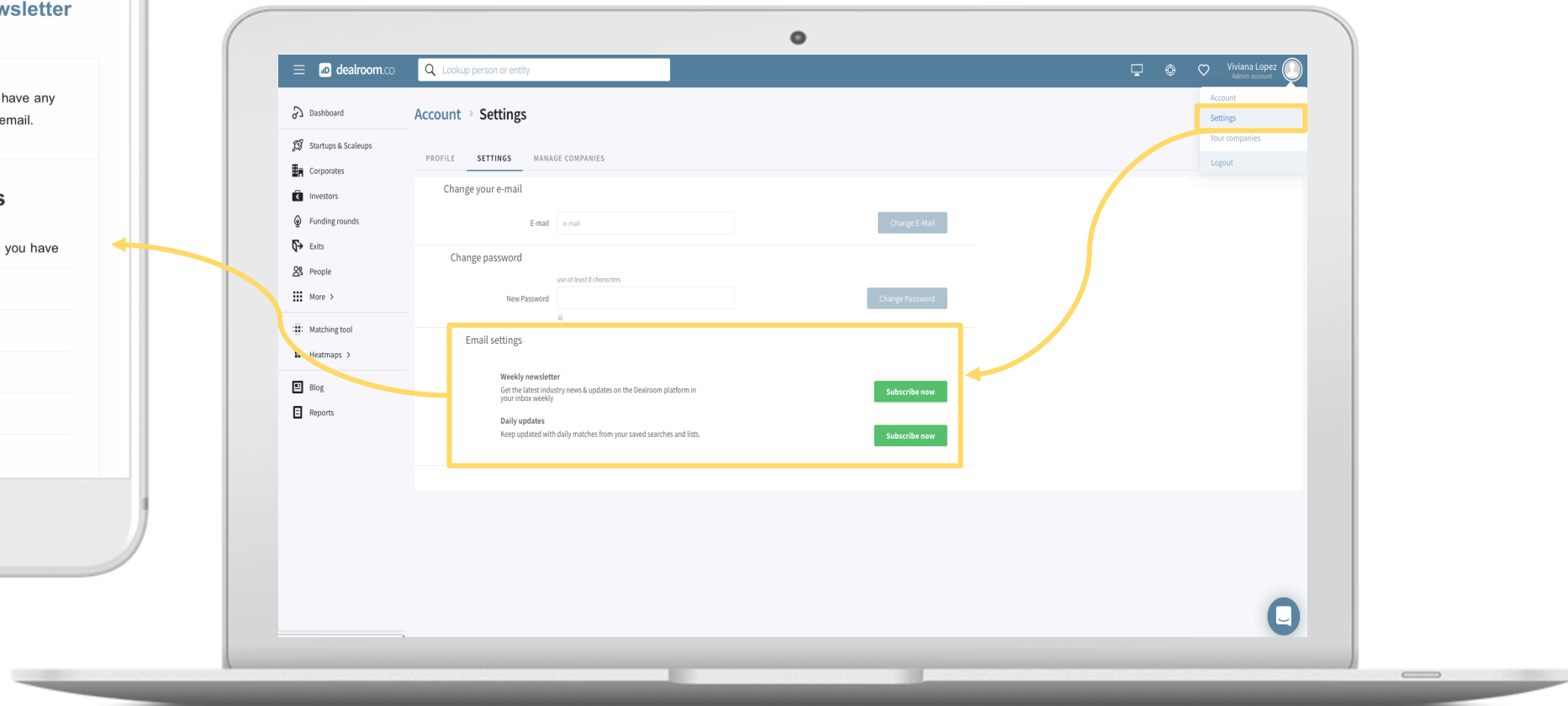
| NAME | EMPLOYEES | FUNDING | MATCHES |
|-----------|-----------|---------|---------------------------------|
| Logiscool | 85 | €3.5m | Education Europe on 23 Mar 2020 |
| EK Group | 2-10 | €30k | Education Europe on 23 Mar 2020 |
| Edbridge | 7 | N/A | Education Europe on 23 Mar 2020 |
| Udrifter | 6 | €271k | Education Europe on 23 Mar 2020 |

Discover new companies that meet your search criteria: receive updates of new companies matched with your saved searches. You can also filter your new matches by timeframe

Step 6: enabling daily/weekly email digest



Subscribe to the daily updates: stay up to date with daily matches from your saved searches and lists.
Subscribe to our weekly newsletter: the latest industry news & updates on the Dealroom platform, curated by our intelligence unit

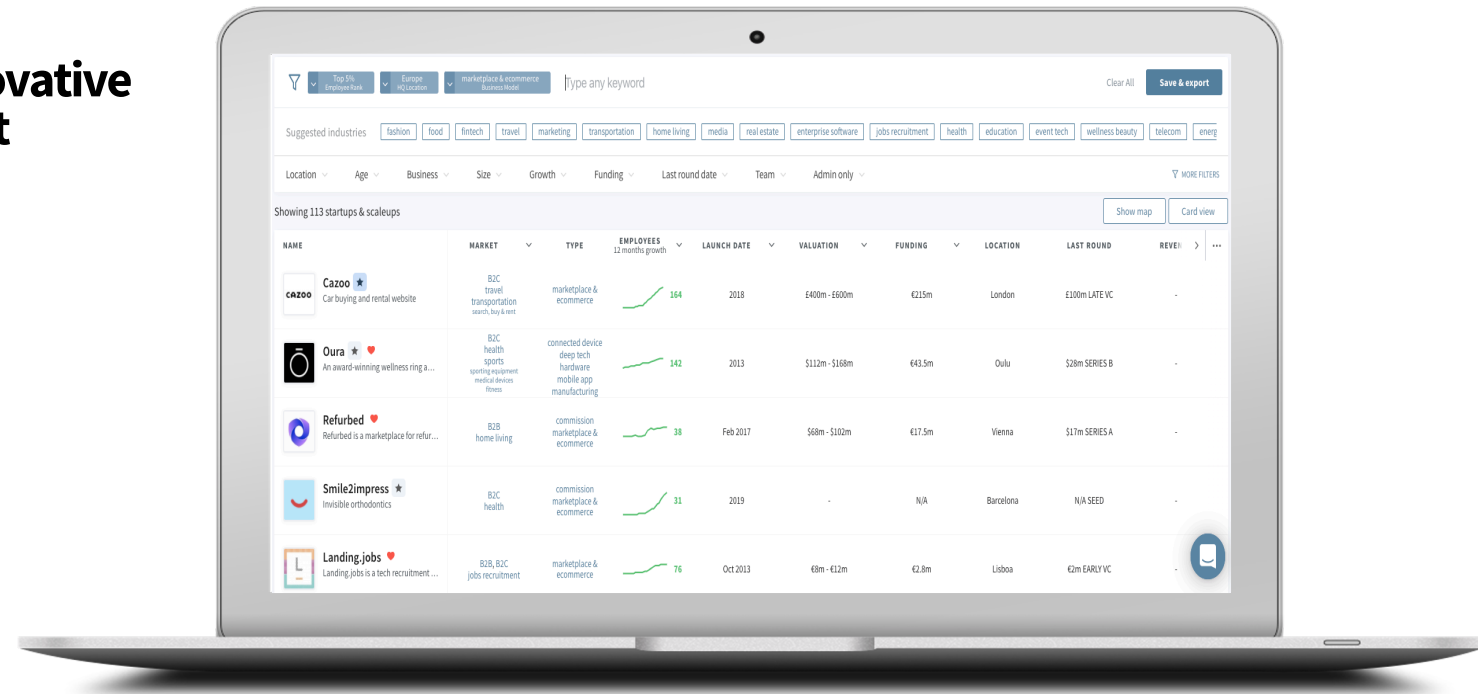




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