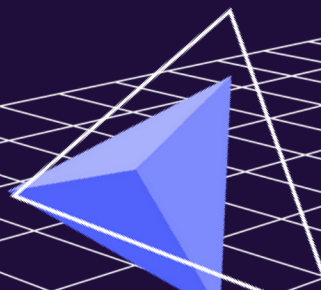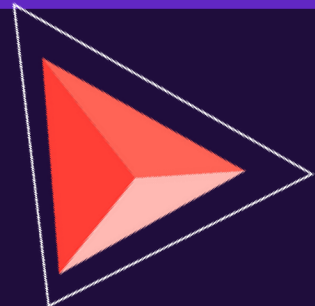**CASE STUDY**

EQUIAM

EQUIAM

EQUIAM is pioneering a new data-driven approach to private market investing.

About

EQUIAM is a growth equity firm focused on private markets with a unique, data-driven investment strategy. Using vast amounts of public and private market data, EQUIAM derives insights into growth and late-stage private companies. Leveraging a unique workforce dataset, EQUIAM generates competitive investment insights at scale to build a portfolio of alpha generating assets.

Data Vertical
Investment Intelligence

Products Used
Company Enrichment API

Ziad Makkawi
Founder & CEO

Arin Nazarian
Partner, Investment Team

Data as an Investment Strategy

Over the past five years, EQUIAM's investment team has developed and refined a model central to the firm's data-driven investment approach. This model systematically and methodically distills a universe of 7,000+ companies into a dynamic list of alpha generating targets for the EQUIAM portfolio, generating unique indicators across various company attributes including firmographics, financials, talent and health. Private market investing is uniquely challenging given the lack of information compared to public markets. However, EQUIAM's systematic approach allows them to limit the biases and inefficiencies of human-centered strategies while maintaining a deal funnel significantly larger than traditional private market investors.

> *"As data continues to become more available in both quantity and quality, systematic data driven investing will become the most significant competitive advantage in private markets"*
>
> *Ziad Makkawi, Founder & CEO*

The Search for Data

To create a best-in-class model, the EQUIAM team realized they also needed the best-in-class data across all aspects of the businesses they evaluate. The team holds very high standards for the type of data they use to generate their investment insights, and all data sources are assessed across several key considerations.

People Data Labs

> ❝ *"We've built our model to leverage 100s of millions of data points, but the real secret sauce is how we use this data. It's the signals and insights we can extract from the data, and the way we leverage these to make our investment decisions."*

The Search for Data (continued)

The first bar in considering any data source is **breadth**, as any potentially viable data source must cover the broad universe of companies evaluated within the EQUIAM model. Here, the team pays particular attention to tracking historical data for companies that have undergone significant rebrandings, which often leaves critical coverage gaps in the data profiles of some of the highest-growth assets. The second consideration is **consistency**, since maintaining a data standardization process across various data sources is key.

> ❝ *"We consider different types of moving signals, both fast and slow. It's very important that we get high fidelity data on a monthly basis to tell us how the market is moving."*

The EQUIAM strategy leverages data sources encompassing a wide variety of company attributes. However, with talent data, the team found it difficult to find a data source that met their evaluation criteria and was on the same level of quality as their existing data sources. To ensure that EQUIAM had best-in-class talent and people data, the EQUIAM team partnered with People Data Labs to help source the data to power their talent and people signals.

A Recipe for Success

With a comprehensive range of talent data, EQUIAM has uncovered new approaches for evaluating employee growth and retention trends, leading to the integration of novel signals into their model. Working alongside a team of data experts has allowed EQUIAM to expedite their integration of this dataset and deepen their ability to derive unique insights from the data. With direct access to the core of the datasets they work with, EQUIAM has been able to recommend impactful data enhancements and additions right at the point of data creation.

With this partnership in place, the investment team at EQUIAM continues to successfully execute on finding the best potential investment, solidifying their distinct competitive advantage and setting the stage for a long-lasting data partnership alongside People Data Labs.

> ❝ *"As we continue to grow our investment team, I see opportunities to deconstruct PDL's rich data into dozens if not hundreds of additional investment signals. There is still so much left to explore with PDL's data and our partnership."*