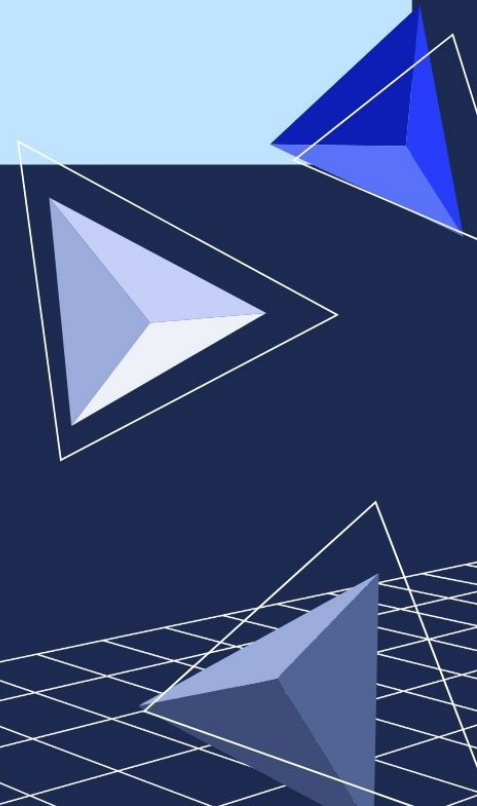


CASE STUDY



Old Well Labs



Old Well Labs

OWL is revolutionizing the way capital allocators find, monitor and connect with funds

About

Old Well Labs (OWL) is building a platform for capital allocators to find, analyze, monitor and connect with fund managers from across the world. OWL aggregates billions of data points on funds and their management teams to provide their users with a single streamlined source for all their investment intelligence needs.

Data Vertical

[Investment Intelligence](#)

Products Used

[Person Enrichment API](#)

[Person Search API](#)



Grant Carney

Head of Data



Stirling Hedderich

VP of Go-to-Market

Find, Monitor, Connect

Capital allocators are investors typically charged with deploying resources on behalf of the institutions they work for in order to meet key organizational objectives and performance goals. Allocators accomplish this by deploying capital across various funds, each of which must be discovered, vetted and monitored over time. As a result, an allocators ability to deliver returns to their institution rests entirely on their ability to find, monitor and connect with the most strategic funds for their portfolio.

Origins

The founding team at OWL are no strangers to the challenges faced by allocators. The team developed the initial version of the OWL platform as part of a systematic hedge fund strategy, allowing them to monitor the performance of funds around the world. This tool, which quickly gained popularity among the team's network of peers, found enough momentum to spin out into a standalone company, Old Well Labs. Today, the OWL platform not only provides holdings data across more than ten thousand funds, but also allows allocators to benchmark performance against their peers, evaluate the organizational history of a fund, and even discover promising new funds right at their inception.

“Our goal is to make it easy for allocators to find their next investment by bringing together a variety of publicly available, but disconnected, data sources.”

Grant Carney, Head of Data

Talent Data

Talent data forms a key part of OWL’s offering, allowing allocators to evaluate and monitor the expertise and experience of the managers behind the funds they invest in. Unexpectedly, OWL discovered that they could also help their users **identify the launch of promising new funds** by tracking changes in team composition at relevant organizations, particularly as key individuals left to start their own fund.

Having fresh and accurate talent data became essential in order to provide their users with reliable intelligence. However, despite the significant value it offered, sourcing the necessary talent data at the scale required proved to be particularly challenging.

A Scalable Sourcing Solution

“We’ve looked at other solutions, and in our opinion, none of them can do this at the scale that we want.”

The OWL team has two main criteria when sourcing data: **depth** and **quality**.

For talent data, the team was searching for a dataset that could track the evolving relationships between individuals and the companies they worked for.

To provide their users with the person data they needed, OWL chose to source their data from People Data Labs.

With access to a standardized and regularly refreshed dataset of work history, educational experience and contact information, OWL has been able to dramatically expand their coverage of new and existing funds.

“The consistency of PDL updates, the quality of the data are hard to find at scale.”

OWL now tracks nearly 10,000 funds on their platform for allocators to find, monitor and connect with. With a scalable solution in place for sourcing talent data, OWL is poised to continue their rapid growth trajectory into the coming years.

“We want to move fast, and we’ve seen PDL does too. We are very excited to see what the future holds for our partnership.”