

# Digestible Market Research for Busy Entrepreneurs and Investors

Market intelligence can create a massive competitive advantage — and it doesn't have to be time-consuming.



**YORK · IE FUEL**

## THE MARKET-IN APPROACH

We hate to break it to you.

Your company is important to you. But how your company is solving an industry problem differently from the competition is important to your prospects and customers. That is why for a company to succeed it must create a “market-in”, not just a product-out, strategy.

To have a market-in strategy you must understand your markets, its trends, its players, and its influencers.

Market research at every stage of business building is necessary for strategic and [sustainable growth](#). An understanding of the market will influence every aspect of the business from product roadmap to pricing and packing to fundraising and go to market strategy.

From the hungry entrepreneur with an idea to the Fortune 100 product manager looking to enter a new market to an investor trying to understand what companies to back, the upfront work to understand the trends in the market research and the positioning of its players can be the difference between failure and unimaginable success.

## NOT ENOUGH TIME

While we can all agree upon the importance of market and competitive intelligence, if we're being honest with ourselves we all know we do not invest as much time and energy into researching it as we should. The reason: it is hard.



Only when you know your market like the back of your hand, can you truly define your vision, strategy and execution plans and deeply understand your differentiators to create that much sought after moat to protect market share from competing firms.”

– Kyle York, CEO & Co-Founder, York IE



Sure we all may do a quick review of a competitor's website or try to find a free image of a Gartner Magic Quadrant to see who is listed. But that's where we often stop feeling that good enough is good enough.

But here's a secret: the best strategists in the world don't just cram for the exam at the outset.

### They:

- Build market maps and competitive landscapes
- Examine competitive pricing, messaging and strategies
- Discover tools and tech platforms
- Continuously track, track, track!
- Follow, study, immerse, every single high-level trend and subtle market move
- Drive end to end strategies
- Continuously think about what's next
- Learn "who's-who" in their market by following successful investments and exits

They're the most prepared person in the room. And, inevitably, they are successful. But that's easier said than done. As a founder, operator or investor we are busy. At the end of the day our to-do list only gets longer, it never gets shorter. As a result, we simply don't have the time to take on the laborious effort of tracking down private company information, keeping an eye on our competitors every move or reading the latest thought leadership in our industry.

**"Market and competitive intelligence is my job, but it's not my job, so it is done in stolen moments. But it is so strategically valuable." said Paul Heywood, Chief Revenue Officer, Puppet.**

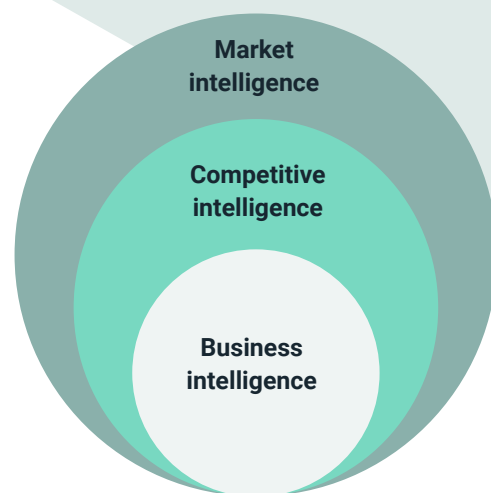
There was just too much information in too many different locations.

### Market

**intelligence** is data gathered and analyzed to gain a picture of the larger market. The purpose of marketing intelligence is to understand customers and their consumer behavior. This means that marketing intelligence is client-focused.

**Competitive intelligence** is information such as the strategies and tactics of competitors, the competitors' percentage of the current market, their strengths and weaknesses, and the impact they have in your business.

**Business intelligence** is about your company.



As operators ourselves, we knew the pain was real. We knew the value in market and competitive intelligence but knew that it needed to be simplified and injected into our daily work flow. When we couldn't find a better option already out there, we took matters into our own hands and implemented a platform around the research and competitive strategies that worked for us while operating and exiting successful SaaS businesses. We solved the problem, first for ourselves, and now for you.

## INTRODUCING FUEL

Fuel is York IE's proprietary market and competitive intelligence platform that helps accelerate strategic growth with data to help track the market, its trends and its players.

**Fuel will add value to your everyday work flow by allowing you to:**

### Create Watchlists

Search and find companies and curate them into watchlists that make sense to you.

### Research

Dive deep on those companies and markets with our robust profiles and connected data.

### Stay Updated

Use Fuel News to get the latest announcements and insights from the companies you care about.

York IE ~ Cohort 1 Watchlist

Created by ryan@york.ie  
Last updated a month ago

Share

Notifications  
☐ Follow  
☐ Email Updates

**Companies**  
Add or remove companies to organize based on your criteria.

Defendify 11:50  
WEVO 11:50  
Thundra 11:50  
Mayflower Venues 1:10  
Cyberhaven 11:50  
Datanomix 1:10  
Flywheel.io 11:50

**Analysis**  
Watchlist stats, summaries, and analysis

Companies	Rounds	Funding
7	19	\$53m

Research / Markets / Cyber Security

### Cyber Security

**Overview**  
Get smart quick on this market.

# Companies  
9,365

**Related Markets**  
Security Software  
Network Security  
Information Technology  
Enterprise Software

**COMPENTS**  
Overview  
Companies  
Funding History  
Recent Funding  
Company News  
Market News

**Companies**  
Here are some top companies within this market category.

Company	Location	Founded	Total Funding
Palantir Technologies	Palo Alto, CA, USA	Apr 30, 2003	\$ 2,578,910,015
Booz Allen Hamilton	McLean, VA, USA	Dec 31, 1913	\$ 1,711,760,000
FireEye	Milpitas, CA, USA	Dec 31, 2003	\$ 1,226,445,776

How IoT advances smart waste management - Evreka

**Evreka**  
Evreka is a leading Saudi company providing the most comprehensive intelligent solutions designed for the entire category of waste management across the globe.

http://evreka.co/  
@evreka\_TUR  
January, 2015  
11:50

**MORE FROM THIS COMPANY**

**Ultrasonic Sensors to Track Fill Levels For Optimization**  
We are talking about wastes that are spread to a huge land here which needs to be handled efficiently. For this reason...

APR 28 - 4 MIN - EVREKA

**Food Waste Collection Software for a Better Environment and Easy Management - Evreka**  
Millions of tons of food go to waste each year. Read more to find out about its environmental effects and how you can...

APR 27 - 3 MIN - EVREKA

**Industrial Waste Collection Software Implications; The Greatest Concern - Evreka**  
Industrial waste collection is becoming a greater concern

**Key Points**

- The most significant notion when implementing a smart waste management solution is that your method should be environment friendly and inappropriate with your specific region since every country, region or city has its own characteristics. Otherwise, although the aim is to make nature more green, there would be greater damages.
- Waste management is a significant addition to the development of smart cities. Governments and private institutions are both investing heavily in this application today, benefiting automated smart waste management software.



Fuel makes this all happen by consuming accurate and connected data from hundreds of sources, then validating, and summarizing through machine learning in a digestible way for investment analysis and in depth market analysis. You no longer need to track down all of these different sources and piece them together. Fuel does it for you saving you time and ensuring you're seeing the most updated information. Additionally, Fuel puts the best content by operators for operators into your watchlists daily. You'll be able to easily participate in the conversations happening in your space. We believe the best way to truly know a company is to read what they're writing

#### WITH FUEL INDIVIDUAL ACCESS, YOU CAN:

- Subscribe to Fuel News Market Pulses to get the best content for operators by operators in a given industry
- Create up to 5 watchlists to track companies
- Share and collaborate watchlists with coworkers
- Access 5 pieces of premium Fuel research and operator-focused content
- Receive email updates about your watchlists and gave updates on your competitors in your inbox each day
- Dive deep into researching companies and markets

#### WITH FUEL INDIVIDUAL PLUS ACCESS, YOU CAN:

- Subscribe to Fuel News Market Pulses to get the best content for operators by operators in a given industry
- Create unlimited watchlists to track companies
- Share and collaborate watchlists with coworkers
- Access unlimited pieces of premium Fuel research and operator-focused content
- Receive email updates about your watchlists and gave updates on your competitors in your inbox each day
- Dive deep into researching companies & markets
- Gain basic operator and market analyst access
- Layer on York IE's advisory services to receive hands-on strategic growth and execution help

#### WITH TEAM ACCESS, YOU GET:

Everything included in Individual Plus access, but you also get the ability to collaborate. It might seem simple but simply aligning behind who your competitors are is simple. Every company needs a rival. Identify, research and then destroy (in a friendly, good-natured sort of way!).

Now, here's another big question: who would benefit from Fuel?

#### Short answer: everyone!

A little more specific, we've found Fuel incredibly helpful for people in the following roles:

- Entrepreneur/founder/executives
- Product management/ strategy
- Business development/corporate development
- Marketing
- Institutional/angel investor

#### Sign up for Fuel today!

While all that sounds cool, you may be asking how do I use those insights to help me gain a competitive edge? Don't worry, we got you covered. In this eBook, we look at three use cases for Fuel and how they can help you stay a step ahead of your competition.

1. Tracking and deep dives on your competitors/comparators
2. Tracking a group of investments
3. Tracking local companies within your network



## USE CASE #1:

Tracking Your Landscape  
of Competitors/Comparators



Technology has lowered the barriers to entry for any start-up, which means it's more difficult than ever to stand out from the competition. As a result, it has never been more important for a company to have a strong understanding of the market it plays in and the competitors it competes against.

Yet, the current way for companies to get this vital information is broken. Traditional market analyst firms are unnecessarily expensive and are pay-to-play. Niche research players or limited data platforms tend to be too small and specialized and don't have much market breadth. And most of these folks don't understand the operations aspect of a business. They can give research, but is it actionable?

There needs to be a simple yet thorough way to quickly understand the competitive landscape.

### Enter Fuel.

Fuel allows you to understand your competitor's technology, communications, and strategy. It allows you to know more. What are they blogging about? Based on their product announcements, what direction is their roadmap heading? Do they have a larger social following than you? Is their underlying infrastructure more sophisticated than yours? What does that say about them?

But it doesn't stop there. Fuel allows you to follow your 'comparators' - companies that you don't directly compete with but whose trajectory you'd be interested in following. Doing so will give you additional insight into their maturity level, go to market strategies, and even their own competitive positioning.

Building a strategy around competitive differentiation is impossible without visibility into competitors' activities. For investors, they rely on trusted resources to make informed investment decisions and review relevant KPI's. Let's break down a company profile to learn how investors and entrepreneurs gain some extra competitive intelligence on a company to understand their potential global footprint:

**Olivia the Operator has been spinning her wheels trying to track her competitive landscape, all while growing a business. There's not enough time in her day. What can she do?**



## Overview

Get smart quick on this company and market.

Status: operating

Market: Financial Services

Categories: Enterprise Software SaaS Venture Capital Angel Investment

Social: LinkedIn Facebook Twitter Instagram

Crunchbase: cb

## COMPANY OVERVIEW

Fuel has the most accurate and connected private company overviews. Here you can find information like website, location, employee size, founding date, social profiles, etc.

## LEADERSHIP

A company is simply a collection of people so it is critical to understand the people running a business. There are many startups with great ideas. But the ones that become successful have a well-balanced and complementary leadership team. With Fuel, you can quickly see key company leaders, as well as explore further through their personal social profiles.

## Leadership

The leadership team plays an important part of growing a healthy, successful and balanced company.



Kyle York

CEO & Managing Partner



Mike Veilleux

CTO



Joe Raczka

COO & Managing Partner



Adam Coughlin

CMO & Managing Partner

## TECH STACK

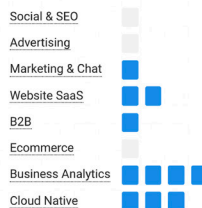
Every good company is built on underlying technology and understanding what they are using tells a lot about their maturity. Knowing what tech a company is using for SEO or marketing or business analytics gives insights into their GTM and product strategies.

## Technology Stack

The technologies in use by this company can provide insight into GTM and product strategies.

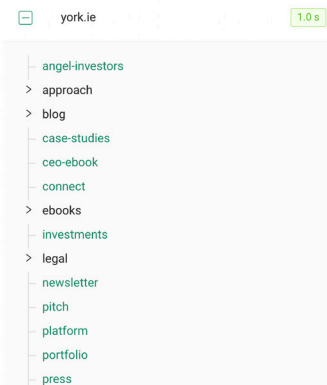
### Tech Stack Insights

Understand this company's focus areas through the technologies they use.



### Web Properties

This company's websites and navigation.



## STRENGTH OF VOICE

What is a company saying? What are people saying about it - if any? And how is all of that messaging and positioning resonating? Understand these things and you will understand your competition.

### Strength Of Voice

Evaluate this company's Share of Voice and quality of messaging.

#### Social Audience

Social audience size can be a good indicator of a Company's community.

Twitter Followers

3,651

Facebook Followers

1,448

#### Web Traffic

Alexa Web Information Service provides a glimpse into this company's web traffic.

Alexa Rank (Global)

↑ 90,239

Alexa Rank (US)

↑ 18,744

Links In

39

+ Show more...

#### Owned Content

Internally generated content can show intent and a drumbeat of this company's marketing.



##### Splitspot Raises \$2M In Seed Round

York IE led this round because we believe SplitSpot is the answer to the overly complicated rental process.

APR 30 · 2 MIN · YORK IE · [Social Icons]



##### York IE Adds New Investment Partner and Advisor

Kara Banosian's advisory role will be focused on digital marketing in helping to identify smart approaches to communicating with customers.

APR 29 · 3 MIN · YORK IE · [Social Icons]

## FUNDING

Raising a big round doesn't mean you'll be successful. Going against a heavily venture backed Goliath doesn't mean you can't go all David on them. But it is good to know what you're up against and understanding the amount of funding and players behind it is a big piece of competitive intelligence. It also helps better understand markets by knowing what are hot markets that people are pouring money in or what are markets people are either ignoring or not understanding.

### Funding

Get a snapshot of this company's funding rounds and investors.

Rounds Raised

7

Total Funding

\$ 8,800,000

#### Rounds

Date	Name	Amount	Investors
Sep 8, 2020	Series A - Metadata	\$6,500,000	York IE   Resolute Ventures   Greycroft   Stormbreaker Ventures   Partech   Graph Ventures
Sep 8, 2020	Series A - Metadata	\$6,500,000	Partech   Resolute Ventures
Mar 30, 2020	Series A - Metadata	\$0	
Jan 24, 2019	Seed Round - Metadata	\$0	SeedInvest
Jul 31, 2018	Seed Round - Metadata	\$0	Venture University   VU Venture Partners
Jun 25, 2017	Venture Round - Metadata	\$0	Hillview Capital   Acorn   Emery Capital   SeedInvest
May 19, 2016	Seed Round - Metadata	\$2,000,000	Hillview Capital   Greycroft   500 Startups   Right Side Capital Management   Acorn Pacific Ventures   Alchemist Accelerator
May 18, 2016	Venture Round - Metadata	\$0	Alchemist Accelerator
Dec 23, 2015	Convertible Note - Metadata	\$300,000	Right Side Capital Management

## FURTHER EXPLORATION

There is always more to know. Fuel gives you an easy jumping off point to further your discovery of a market or company.

### Further Exploration

Continue exploring this company with these customized quick links.

Careers

Pricing

Diversity

Sub-Processors

Reviews

Solutions

Customers

CEO





## USE CASE #2:

Tracking a Group of Investments



It is not easy to invest in early stage companies. There is a two part problem: finding good companies to invest in and then following their progress over the length of your investment.

## TRACKING PROSPECTIVE COMPANIES

It is hard to find good startups worthy of investment. Of course, it helps if you have a strong network or reputation. Or if you're a major VC in the Valley. Otherwise, even for professional investors, having an eye on the up and coming disruptors is hard. They do not have large digital footprints and what does exist is usually spread across many different platforms. Being able to find and curate that into anything meaningful can be a full time job.

So what do you do?

### With Fuel you're able to:

- Track the prospective investment to stay in tune with them, their growth, and how they speak to the market
- Add comparators and leaders in the space to understand how your prospective investment compares in messaging, M&A, and funding in the space.

## TRACKING YOUR ACTIVE PORTFOLIO

As an investor, you give a company your money and then what? You wait three months for a quarterly update. This is especially true for angel investors who probably don't have direct access to the entrepreneurs they've invested in. Startups live in dog years. Everything can change in three months. You need real-time insight into the companies you invest in.

By creating a watchlist within Fuel Pro, you can easily track and monitor all of the companies within your portfolio. Even more than simply tracking, you can dive in and understand their approach to Go To Market and watch it unfold as frequently or infrequently as you would like. Being able to track performance lets you know what the company is doing, how they're talking about themselves, any major news or announcements and how they're stacking up against the competition.

**Here's how you can make the most out of monitoring your current or future investments within Fuel Pro:**

**Ian the Investor has Google alerts set up, checks Crunchbase 15 times a day and still doesn't feel like he knows everything going on across his investment portfolio. There has to be a better way, right?**



- Easily set up watchlists to stay on top of your portfolio
- Learn additional information about the company like tech stack, strength of voice, total funding and additional information
- Receive daily email updates on any company news like funding announcements, key leadership hires, and published owned content

York IE ~ Cohort 1 Watchlist

Created by ryan@york.ie		Companies		CONTENTS	
Last updated 25 days ago		Add or remove companies to organize based on your criteria.		Companies	
Share		Add company		Analysis	
Notifications		Defendify		Keywords	
<input type="checkbox"/> Follow		WEVO		Geography	
<input type="checkbox"/> Email Updates		Thundra		Employees	
		Mayflower Venues		Updates	
		Cyberhaven		Attachments	
		Datanomix			
		Flywheel.io			





## USE CASE #3:

Keeping Tabs on Your Network



Thus far in this eBook we've talked about how Fuel can help an investor and a company. But it can also help you in your own personal growth as well.

One of the biggest differentiators for any company is the network of its employees. For startups, the first few sales that prove product market fit are always from a founder's network. As a young person at a company the single best thing you can do for the future of your career is to build out your network.

But that takes time and consistency. Two challenges that can be hurdles. Fuel helps.

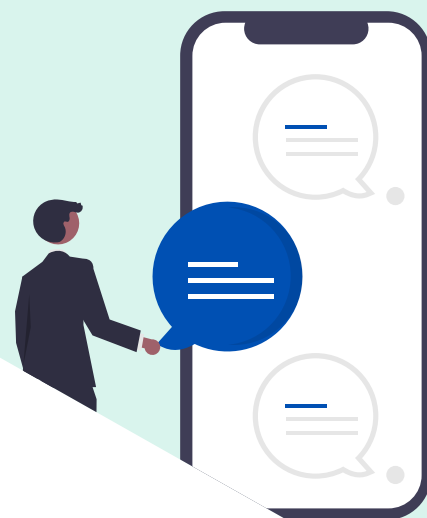
Relationship building starts with staying informed. By following the companies in your geography or where your network is employed, will help you stay informed. It will provide fodder and excuses to drop a knowledgeable email. Providing value to your peers or mentors without asking for a favor is huge.

Besides relationship building it will help you keep tabs on the action within your industry or location. You won't need to wait for a job posting. You'll be able to read the writing on the wall and inject yourself into the process.

On the marketing side, knowing the collective stories of your region can help you tell a broader story that is more likely to garner attention.



**Edgar the Entrepreneur wants to start a new company but he knows he needs to build his network. But he doesn't know other entrepreneurs in his area and certainly doesn't know how to connect and keep track of them. What can Edgar do?**



Lastly, learning about new technology and trends outside your market is a chance for new knowledge to enhance your own skill set. Growth can often start with observation. You're putting yourself in the best position to forge renewed relationships in your network that may breed new opportunities. Just like your competitors, keeping a pulse on these companies may offer creative solutions or helpful perspectives to your own obstacles. The lifecycle of continuously maintaining these peer connections will help you follow, learn from, and iterate your own strategies over time.





# WHAT FUEL CAN DO FOR YOU



**YORK · IE FUEL**

Fuel accelerates strategic growth. Fuel is the most accurate and connected, growth-focused, company data platform reshaping how companies are built, scaled and monetized.

Fuel summarizes market, competitive and business insights for you. It eliminates time spent browsing through websites and blog posts of different companies to figure out “where they are”. It’s done in a consumable way, pulled together and personalized in an easy to digest interface.

Fuel is built on a foundation of market research. We take a market-in approach to business strategy, which means we know the market trends and understand the players. Let Fuel Pro work as an extension of your own operating team and steer you in the data-driven direction to make the best decision and scale your business to new heights!

**[SIGN UP FUEL FOR TODAY!](#)**

