# Capital Finder Overview

The Capital Finder is a customizable database that contains over 7000 alternative capital providers across the developing world (excluding China). The funders are ranked by relevance to specific geographies, sectors, Sustainable Development Goals (SDGs), or companies. The Capital Finder can be branded to your website’s ‘look and feel,’ and is a way to help your audience get a better understanding of the alternative finance landscape in relevant geographies and sectors.

The Capital Finder shows all the innovative sources of capital available to SMEs in a country, including: venture capital firms (seed funds through private equity firms), angel investor networks, impact investors, crowdfunding platforms, accelerators, foundations, development banks, international organizations, and others.

Sources of funding can be categorized by custom sectors (which you can define to fit your organization’s specific focus) and capital type (equity, loans, or grants). The Capital Finder also contains additional data points about the firms / organizations offering the capital, like description, office location, year founded, and social media presence.

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*Capital Finder sample layout*

In order to make the results more actionable, the Capital Finder can be paired with the Entrepreneur Hub, an information portal and toolkit for entrepreneurs and SMEs. The Hub teaches small business leaders how to write a business plan, model financial projections, and craft an actionable pitch. The Hub can be customized to fit your specific sectors and geographies, including by translating into the appropriate languages, referencing relevant regulations, etc. and, for a small fee, creating formats and templates your NGO requires. In other words, the Capital Finder shows businesses *who* to approach for funding, and the Entrepreneur Hub explains *how* to do it. It’s a site that helps entrepreneurs answer the important question: “Now that I know who to approach for funding, what do I do next?”

# Relevancy Score

To make the results highly targeted, the Capital Finder makes use of the Relevancy Score, an algorithm to improve the search results by filtering the most relevant data to the top. The Relevancy Score examines social media follower location, team size, office location, and other data points to attempt to improve the precision and accuracy of the search results.

Crucially, the algorithm conducts keyword analysis of the capital providers’ websites to determine which ones are relevant for specific sectors and countries. For example, if a venture capital firm has many social followers in Kenya, has an office in the country, and mentions Kenya and Nairobi frequently on its site, it would show up higher in the ranking than a venture capital firm that invests more broadly across the continent. The Relevancy Score solves the biggest problem businesses face when fundraising: identifying specific funders with a high probability to invest.

# Data Points

The Capital Finder database results currently contain the following data points:

|  |  |  |
| --- | --- | --- |
| Company Name | URL | Provider Type |
| Year Founded | Logo | Description |
| Contact Details | Sectors | Countries |
| Capital Types | Social Networks | Office Locations |

The data points below, as well as others, can be integrated into the custom Capital Finder at an additional cost:

|  |  |  |
| --- | --- | --- |
| Average Deal Size | Funding Horizon | News Feeds |
| Deal History | Funding Application Process | AUM |
| List of Employees | Web Traffic | Domain Registration Address |

# Expected Deliverables

The deliverable for this proposal is a custom-branded Capital Finder website, as well as access to the underlying data. The Capital Finder will allow you to search funders by country, sector, provider type, capital type, year founded, specific keywords, and more; the results will be sorted by relevancy to the search. Custom sectors can be created in order to make the results as relevant as possible to your organizations. If desired, additional data points can be added to the search results (see above).

The Capital Finder will allow you to help entrepreneurs and SMEs find funding; get data on which countries are leading in alternative finance; analyze impact investment trends; identify potential public-private partners; and much more.