# crunchbase

# How to Use Predictions and Insights to Stay Ahead of the Market

Insight

Growing

Prediction

90%

Likely
to fundraise

Insight

Invests in early-
stage startups

**crunchbase**
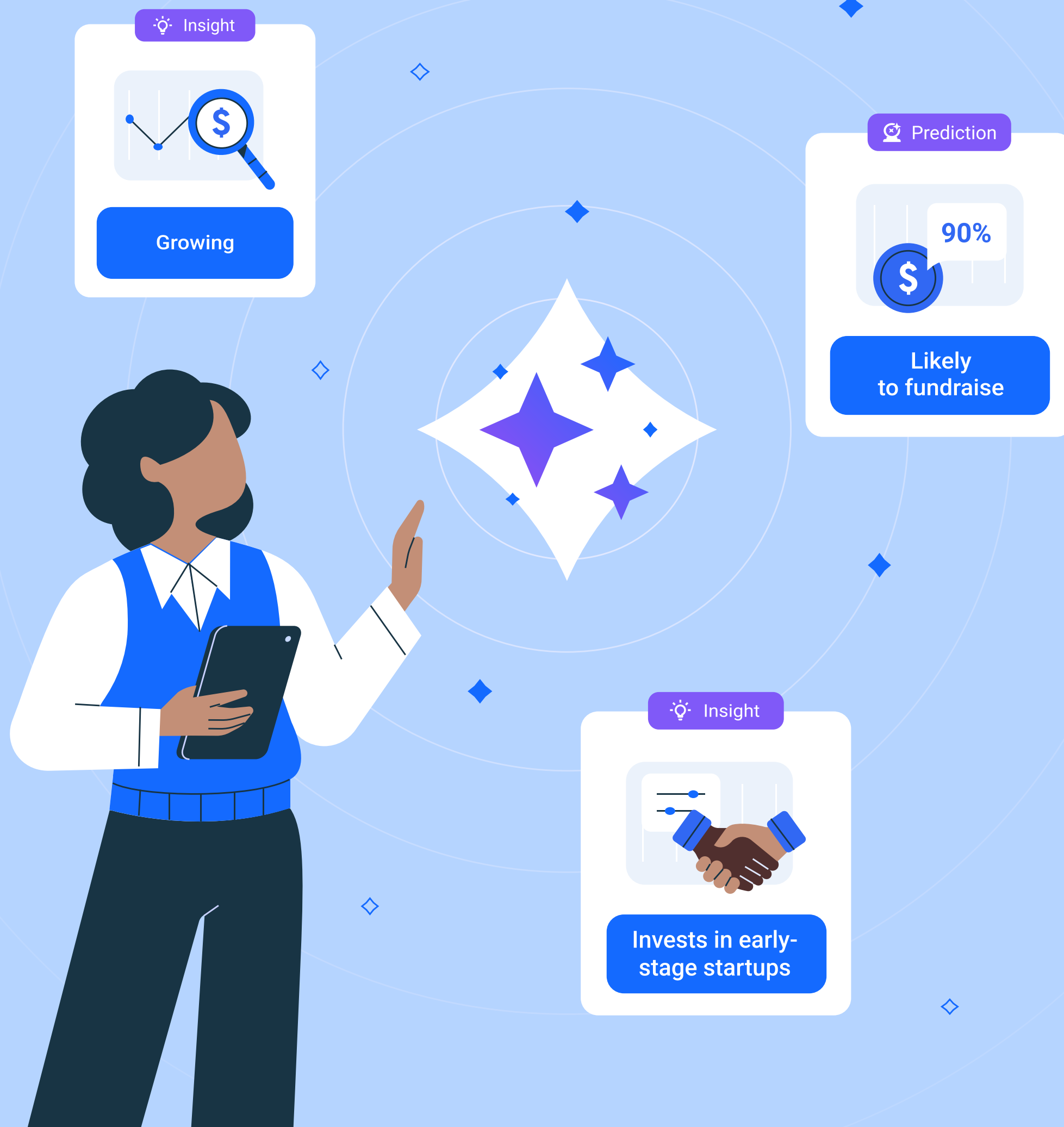
Tracking down private company data and then analyzing it to draw conclusions for your business has long been a slow, manual task. Imagine everything you could achieve if you got that time back. In this guide, you'll learn how to use AI-powered Predictions and Insights to stay ahead of the market and make proactive decisions for your business.

🔅 Insight

**Growing**
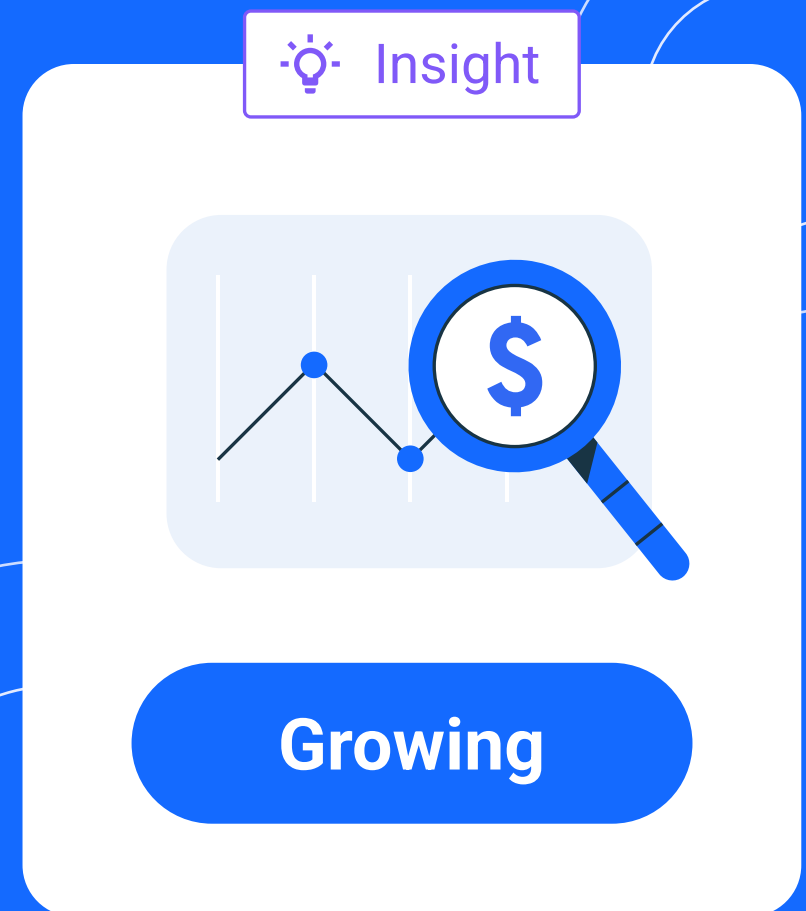
Should I invest or partner with this company? Who should I target for funding, and when? Is this company likely to buy my product right now? These are the questions you're probably seeking to answer when you look at company data.

The thing is, analyzing the data to get these answers can be time-consuming and tedious. What if there were a way to get these answers at first glance — no manual analysis required?

Our goal is to help you do just that. Now, we're not just a platform for best-in-class data; we're also delivering AI-powered Predictions and Insights about private companies and the market by uncovering hard-to-find company data and extrapolating this data for you.

Here's how to use Predictions and Insights to proactively uncover opportunities, mitigate risk, and make strategic decisions for your business.

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Crunchbase is uniquely positioned to offer Predictions and Insights because we already have a treasure trove of historical context that we've gathered by tracking millions of startups from their initial ideas through seed funding, IPOs, and exits. In other words, we have great, hard-to-replicate, proprietary data— the core of any successful AI platform.

Megh Gautam, Chief Product Officer

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# Harnessing Predictions and Insights within the Crunchbase API

Predictions and Insights are built on our proprietary private company data and powered by AI. Currently, you can access the following Predictions and Insights within the Crunchbase API:

**Growth Insights** show you a particular company's growth trajectory so you can identify healthy companies for partnerships, investments, and sales.

**Funding Predictions** show you the likelihood of a private company securing funding in the near future, helping you identify up-and-coming opportunities and gain an edge over your competitors.

**News Insights** aggregate the most important news and extract key company and industry information – including new partnerships, product launches, and expansion plans – so you can closely monitor the companies you care about and quickly adapt to changing market circumstances.

**Investor Insights** analyze an investor's historical movements to generate patterns and give you a robust understanding of their investment thesis at a glance. This makes it easier to source investors that align with your goals, identify high-growth sectors in the market, and improve sales forecasting and lead qualification.

**Product and Services Insights** provide a detailed description of a company's product offerings so you can better understand if there is market alignment, evaluate investment opportunities, and conduct comprehensive market analysis.

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We're going to proactively deliver this information and answer our users' underlying questions — sharing insights and predictions about company health, the market landscape, and risks — without making people dig for that information themselves.
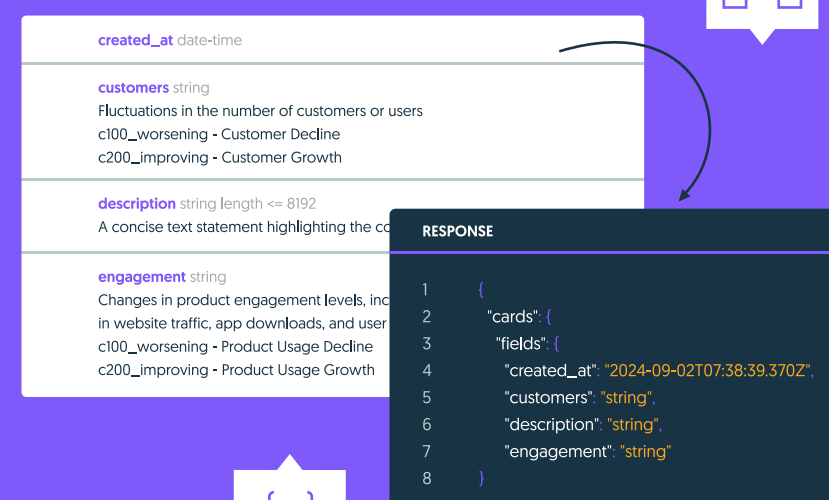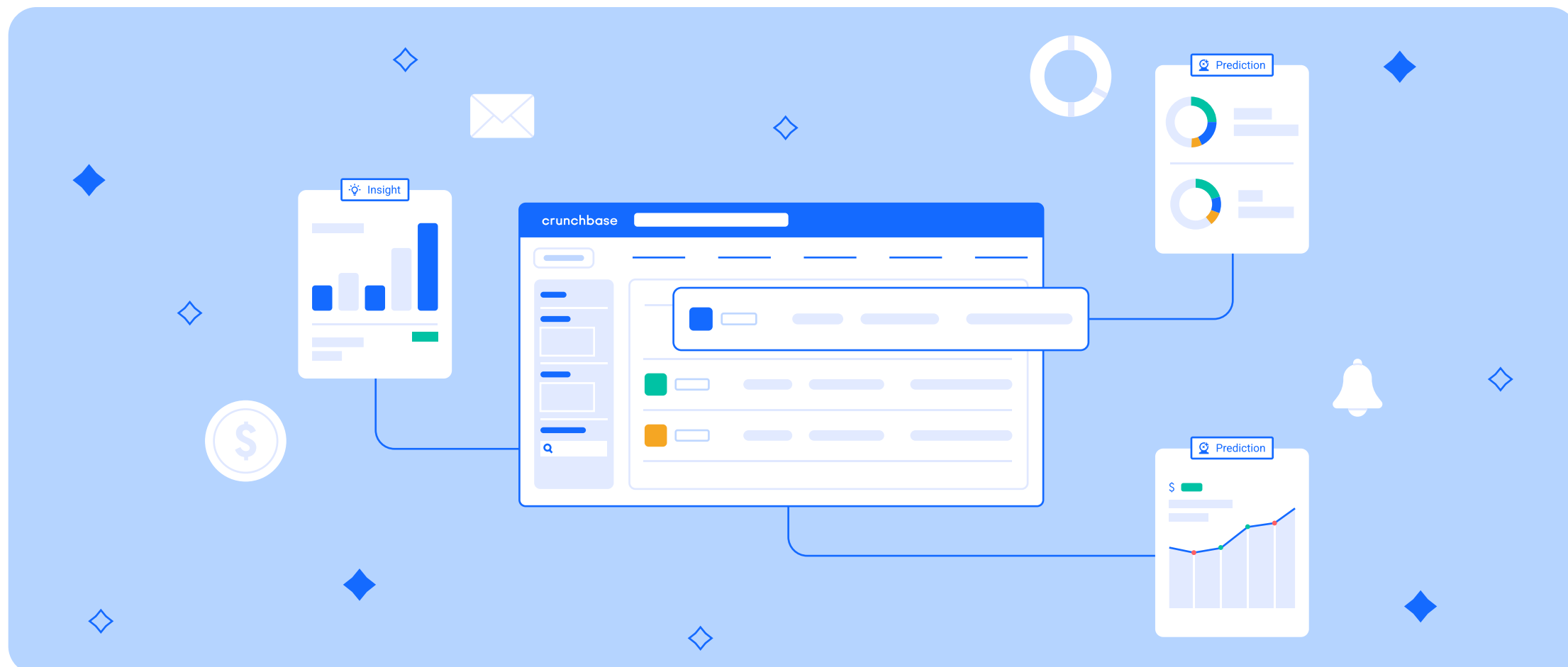
Megh Gautam, Chief Product Officer
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## Want to explore these Predictions and Insights in the API?



**Get in touch with us here**

# How to leverage Predictions and Insights for your business

There are several ways to use Predictions and Insights within the Crunchbase API. First, you can incorporate this data into your own internal tools to supercharge your workflow and increase your team's efficiency so they can focus on more strategic initiatives.

You can also use the Crunchbase API to build stickier products for your customers. Rather than taking resources and time from the engineering team to build with data from scratch, you can get live company intelligence from the get-go to deliver even more value.

Within the coming months, we'll be releasing Predictions and Insights within the Crunchbase platform as well.

You'll see additional Predictions and Insights released on a rolling basis within both the Crunchbase platform and API. This is just the beginning of how we're building AI on top of our best-in-class data to help you make smarter, faster business decisions.

Interested in trying Predictions and Insights in the API?

**Click here to get in touch**

# How trustworthy are Predictions and Insights?

Predictions and Insights are based on our best-in-class data so you can make confident, informed decisions for your business. Evaluated against strict quality guidelines, Crunchbase data is uniquely sourced and verified by 1 million subject matter experts, industry partners, and in-house data analysts, and trusted by over 80 million users.

On top of that, our Data Management team evaluates and refines the results of each generative AI prompt that produces Predictions and Insights. Our generative AI system also implements an additional evaluation and validation step to assess prompt output, rejecting generated data that does not meet our rigorous standards. This combination of human verification and output assessment ensures we hit accuracy scores higher than 85%.

# 85%

## Accuracy score proved by human verification and output assessment

## Your source of truth for business decision-making

With our rigorous verification system and best-in-class private company data, Predictions and Insights can serve as your guiding source of truth about companies and the market. Keep an eye out for additional Predictions and Insights we're adding to the Crunchbase API, including Acquisition, IPO, Closure, and Layoff Predictions for private companies. Making strategic business decisions just got a whole lot easier – and a whole lot smarter.

# Stay ahead of the market with Predictions and Insights
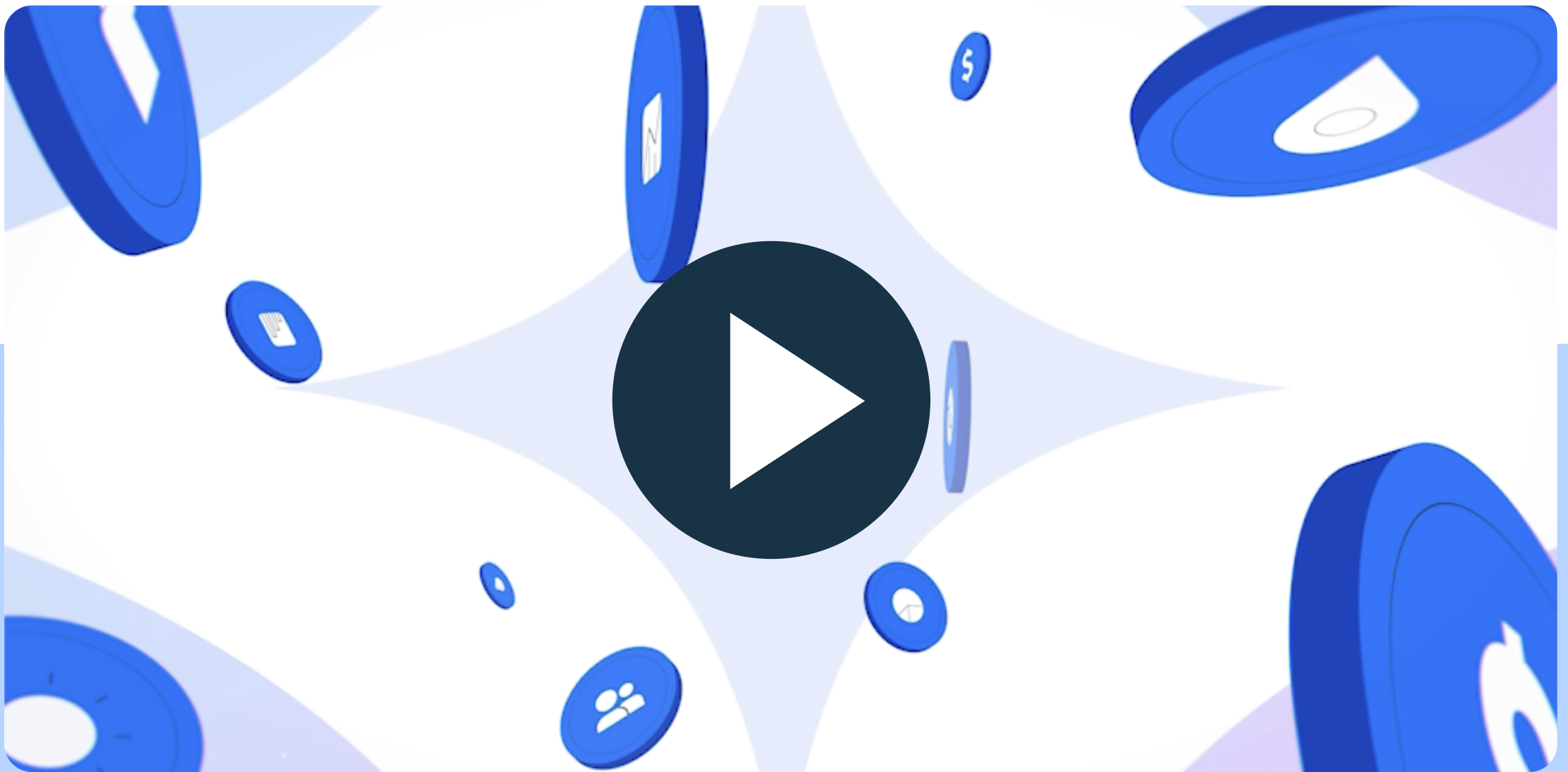


## About Crunchbase

Crunchbase is an AI-powered platform that helps over 80 million dealmakers discover and prioritize the right opportunities using best-in-class company data. Companies all over the world rely on us to power their applications, making over a billion calls to our API each year.

Contact us to explore Predictions and Insights in the Crunchbase API.

**Talk with our team**

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