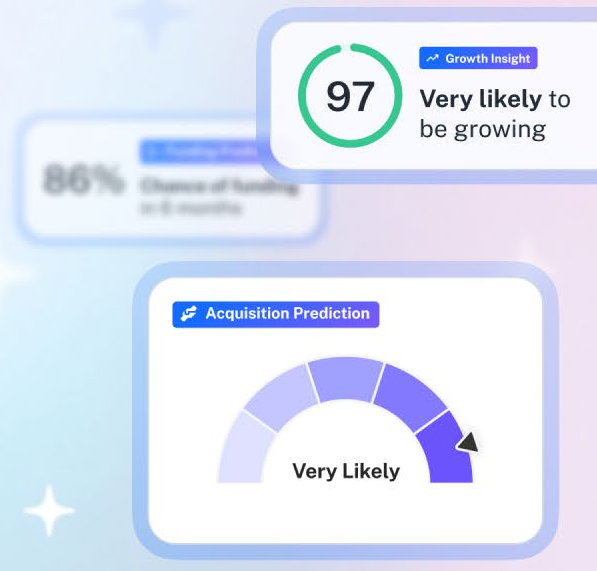# The Investor's Edge: Move Early, Invest Smarter with Predictive Intelligence

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Introduction

Understanding the private market requires significant time, manual research, and a high tolerance for uncertainty. For investors, that means long hours spent reviewing fragmented datasets, chasing murky signals, and competing with others to spot promising companies first. In this guide, you'll learn how to use predictive company intelligence to sharpen your investment strategy, accelerate deal flow, and de-risk your pipeline — so you don't miss the next high-growth startup.

Your competitive edge hinges on acting earlier and more strategically than the rest of the market. You want to know when a private company is about to gain momentum, when it's likely to raise a new round, or when early warning signs suggest trouble ahead. Spotting those signals is nearly impossible when the data is fragmented or obscured, and being the first to act on those signals is even harder.

Crunchbase's predictive company intelligence changes that, delivering timely, trustworthy predictions about funding, growth, exits, and closures. These predictions aren't based on guesswork or intuition; they're meticulously calculated using our unique combination of proprietary private company data, AI-powered analysis, and usage insights from our 80+ million users.

In this playbook, we'll show you how to harness those predictions to uncover high-potential startups, identify risk before it materializes, and perform smarter due diligence — so you can invest ahead of the curve.

> "Crunchbase has always been a trusted source for hard-to-find, high-quality data on private companies, but the predictive engine they've built is game-changing. Having accurate, predictive insights that let my teams act before any of the competition? That's indispensable."
>
> **Todd Olson**
> CEO and co-founder of Pendo
>
>

How to Make Strategic Investment Decisions with Predictive Intelligence

As an investor, being first isn't just an advantage — it's essential. Speed-to-signal can be the difference between backing the next breakout company and missing the window entirely.

With predictive intelligence, you can be more strategic about how you source, vet, and act on emerging opportunities. Let's go over the specific ways you can harness predictions to guide your strategy.

1. Find Your Next Investment Opportunity

As an investor sourcing early-stage companies, you need more than raw data — you need a faster, more reliable way to uncover high-growth startups before they're on everyone's radar. But manual research slows you down, especially when evaluating a high volume of companies.

Crunchbase's predictive company intelligence speeds up discovery and gives you clarity into future market movements. With indicators of momentum, growth potential, and funding activity, you can quickly surface the right opportunities and act before the rest of the market catches on. You'll gain visibility into which industries are heating up, which companies are gaining traction, and where early signals of momentum are emerging — allowing you to build a strategy that looks toward future company activity, not just past behavior.

2. Minimize Risk

You can also use predictive signals to de-risk your pipeline. Assessing the long-term viability of early-stage private companies can be difficult, especially when traditional red flags like cashflow strain or market misalignment aren't visible. Crunchbase surfaces early indicators of instability so you can identify potential risks and avoid companies likely to underperform or close prematurely. Signals like layoffs, leadership changes, and hiring freezes help you identify potential pitfalls early — allowing you to adjust your strategy and protect your returns.

3. Accelerate Due Diligence With Confidence

Whether you're evaluating fit against your thesis or trying to get ahead of the market, traditional due diligence workflows can bottleneck your process — and cost you the deal.

Crunchbase shortens the path from discovery to decision with centralized intelligence built for investors, equipping you to answer critical due diligence questions like:

- Is this company likely to raise funding soon? Should I get in front of the round?
- How likely is this company to exit — and on what kind of timeline?
- Are there signs of organizational risk, such as layoffs or leadership turnover?
- Is the team scaling in the right areas to support growth?
- What's driving traction — partnerships, media buzz, or product launches?
- How does this company compare to peers in terms of momentum and strategy?

Going beyond historical data, Crunchbase surfaces predictive signals that enable you to move faster with more strategic foresight. Whether it's identifying likely fundraising activity or shifts in sector-level momentum, Crunchbase helps you accelerate due diligence with deeper analysis and increased confidence in your decisions.

Get Exclusive Risk Predictions with the Crunchbase API

The Crunchbase API is the only solution that offers our full suite of private company predictions — including layoff and closure predictions that help you steer clear of risky investments.

TALK TO OUR TEAM

Predict The Private Market.
Invest With Foresight.

At this point, you know how you can move faster, act smarter, and stay ahead of the market with predictive company intelligence. Here's a look at some of the Predictions and Insights you can access with Crunchbase:

Predictions for Early Market Foresight

Exit Prediction Model

Forecasting IPOs, acquisitions, or closures is challenging in the private market, where signals are often obscured or delayed. Crunchbase's Exit Prediction model cuts through the clutter, surfacing key indicators that flag a company's likelihood of an exit. That means sharper portfolio planning, better timing on follow-on investments, and a clearer picture of potential return trajectories.

Funding Prediction Model

Early-stage momentum isn't always visible — but Crunchbase makes it predictable. Crunchbase's Funding Prediction model forecasts if and when a company is likely to raise its next round, helping you spot high-potential opportunities early.

Growth Prediction Model

Spotting the next breakout company before anyone else requires more than instinct — it takes data and predictions you can trust. Crunchbase's Growth Prediction model gives investors the clarity to assess risk, prioritize opportunities, and gauge long-term stability.

Layoff Prediction Model

In the fast-moving private market, early warning signs often go unnoticed. Crunchbase's Layoff Prediction model identifies the likelihood of layoffs up to six months in advance, helping investors assess risk early and focus on more stable, high-potential opportunities.

Get Funding Forecasts with Proven Accuracy

Crunchbase's Funding Predictions excel at predicting whether a funding event will occur, achieving up to 95% precision on our test data.

GET AHEAD NOW

Up to

95%

precision on our test data.

Insights for Instant Market Analysis

Crunchbase's Insights are also part of our predictive intelligence solution, empowering teams to go beyond manual research and get instant clarity. You can uncover key company trends faster and turn private market activity into action with LLM-powered Insights such as:

Investor Insights

Crunchbase's Investor Insights analyze historical investment data and activity for any given company — including sectors, funding stages, round sizes, and more — so you can form a thesis based on their investment and funding patterns.

Products and Services Insights

Screening, evaluating, or comparing companies is a critical part of your research and due diligence. Crunchbase's Product and Surfaces Insights give you a break-down of what companies build and sell, offering a clear view of their market positioning and how they'd fit your portfolio.

News Event Insights

As an investor, staying on top of news and public sentiment around notable company events is key to evaluating market viability and knowing when and where to invest. With Crunchbase's News Event Insights, you save time on manual search with real-time updates and summaries on new product launches and partnerships. Plus, Crunchbase gives you sentiment analyses that could be the flag for risky investments.

Winning in the private market means staying ahead of it. Crunchbase's AI-powered Predictions and Insights equip you with the foresight to act early and build smarter, more resilient strategies.

> "AI has completely disrupted the business model for data companies. The era of static, historical data is over. The future is live, predictive, and dynamic — and Crunchbase has been a valuable partner in making that a reality."

Dmitry Shevelenko
Chief Business Officer at Perplexity

perplexity

License Crunchbase Data

Power your investment models and platforms with Crunchbase's trusted, AI-driven company intelligence and proprietary private market data — built to surface early signals, assess risk, and forecast opportunity.

TALK TO OUR TEAM

Add Predictive Company Intelligence To Your Own Models And Tools

With the Crunchbase API, you get full access to our predictive company intelligence — giving you the flexibility to power custom-built models or enhance the tools your team already relies on.

Strengthen your proprietary investment Models

Incorporate Crunchbase's trusted Predictions and Insights into your internal models — including Funding and Exit Predictions, Growth Predictions and more — so you can evaluate the private market quickly and strategically.

Accelerate portfolio monitoring and sourcing workflows

Enrich your internal systems with continually refreshed, dynamic company data and predictions. Monitor portfolios, track sector shifts, and act on new opportunities with instant AI-powered analysis.

Reduce research friction and quickly uncover investment signals

No more stitching together fragmented sources. Access hard-to-find private company indicators — including sentiment analysis, real-time confidence scores, and historical patterns — all in one place.

With the Crunchbase API, you can bring live, predictive, and relevant intelligence into the systems you already use — accelerating analysis and enabling smarter, more confident decisions at scale.

Already using Crunchbase software?

The API gives you access to premium Predictions and unpublished data not available anywhere else. It's the fastest way to scale trusted intelligence across your systems, automate action, and power smarter investment decisions.
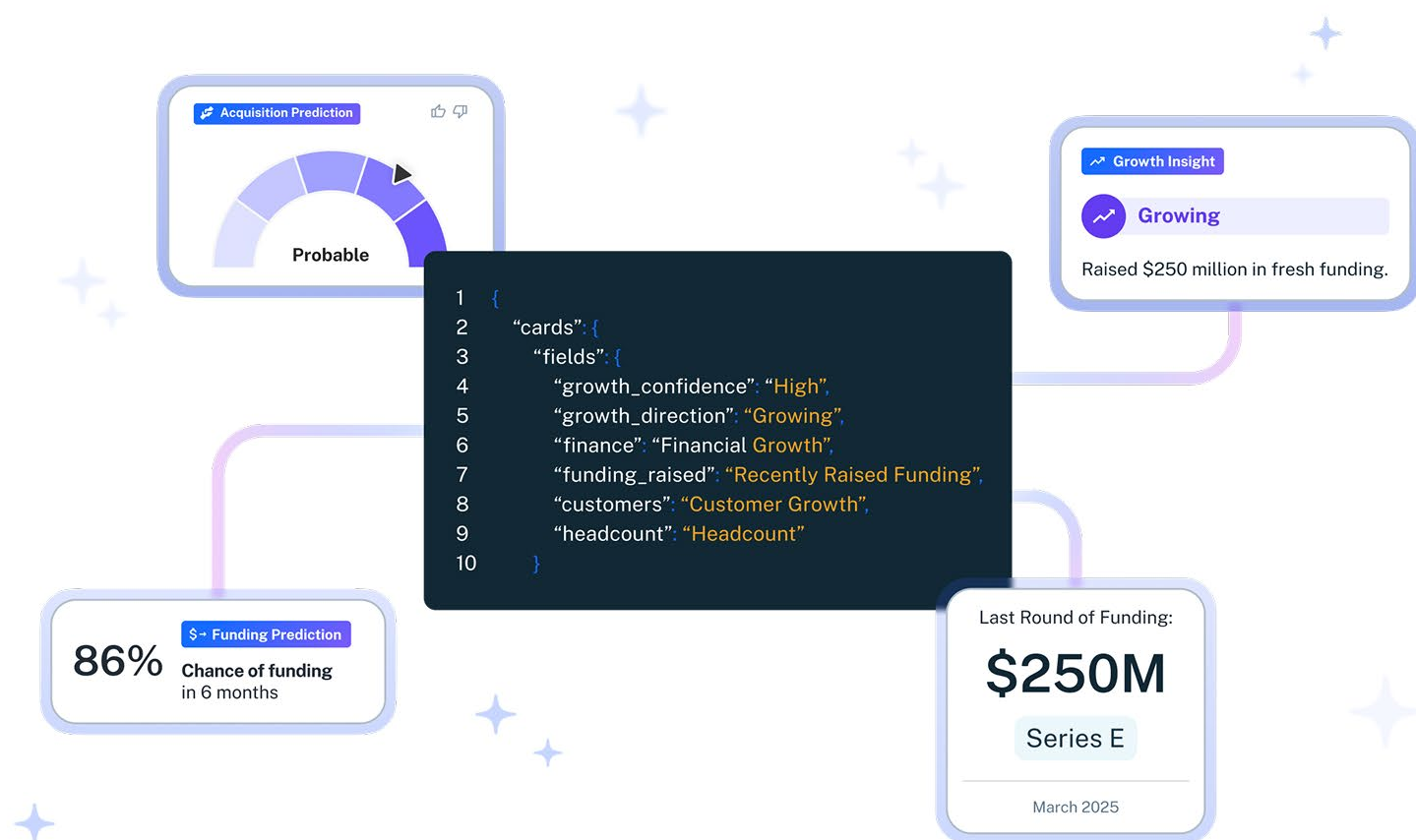
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Predictive Company Intelligence You Can Trust

The Crunchbase API equips investors with private company predictions they can trust. Our predictive models are built on a unique blend of proprietary private company data, AI-powered analysis, and aggregated usage data from our 80M+ users. We draw from a broad network of trusted sources, including thousands of data partnerships, government filings, direct input from knowledgeable investors and employees, and available information on the internet. This information is cleansed, analyzed, and transformed into actionable predictions with remarkable accuracy, surfacing the signals others miss.
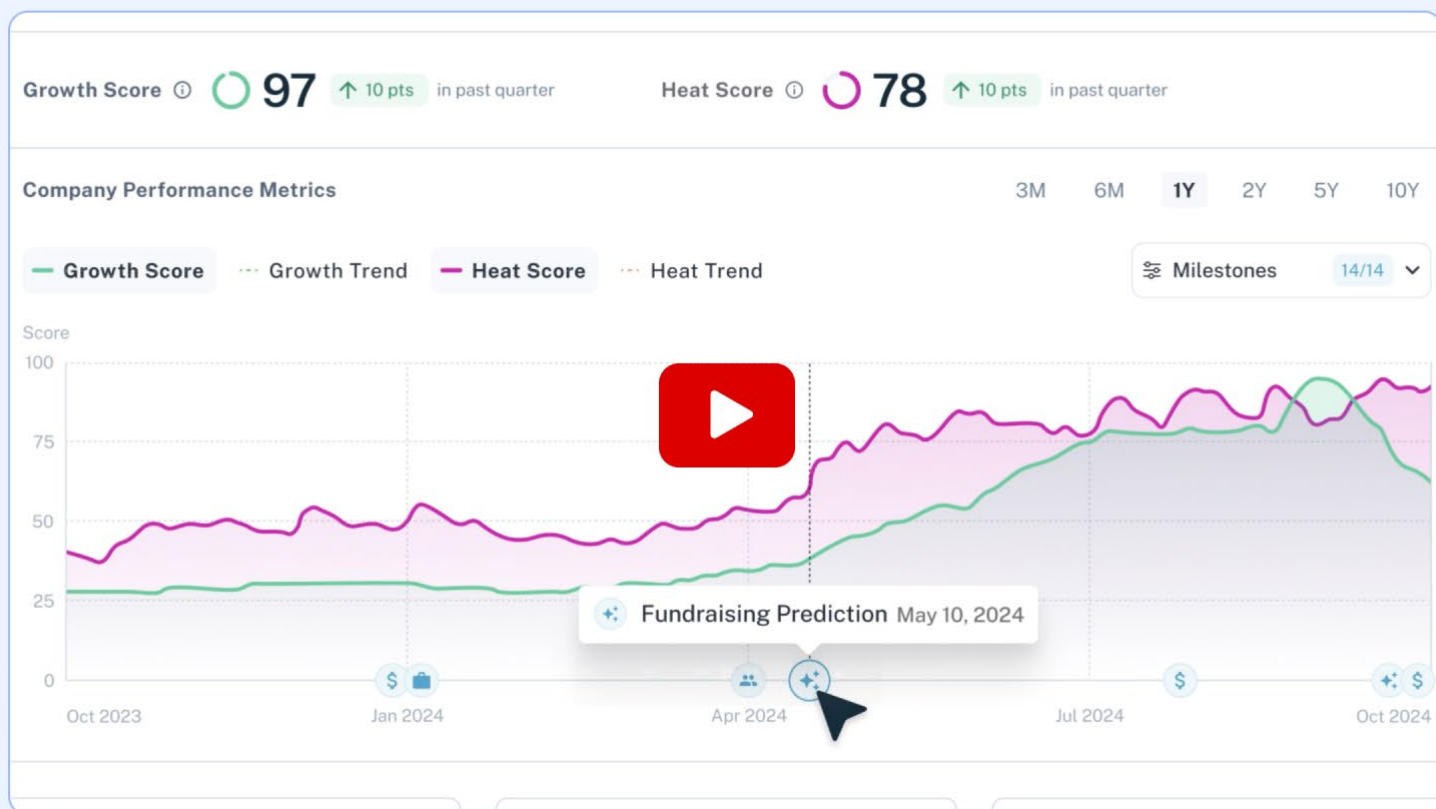
We also take a multi-layered approach to quality, combining advanced machine learning with human oversight from our in-house Data Management team. Every prediction is held to rigorous accuracy standards so you get outputs you can trust, not just black-box results.

Crunchbase's predictive company intelligence is how investors identify high-potential startups ready to raise, monitor risk signals across their portfolios, and prioritize the strongest opportunities based on forward-looking indicators. If you're not using predictive intelligence, you're relying on stale signals — while your competitors are already backing the winners.

It's time to navigate the private market with foresight. With Crunchbase's predictive intelligence, you can uncover high-growth startups, time your moves around anticipated inflection points, and secure high-potential deals before anyone else.

⇄ **Acquisition Prediction** 👍 👎

Probable

↗ **Growth Insight**

↗ **Growing**

Raised $250 million in fresh funding.

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8         "customers": "Customer Growth",
9         "headcount": "Headcount"
10      }
```

$→ **Funding Prediction**

86% **Chance of funding in 6 months**

Last Round of Funding:

$250M

Series E

March 2025

Be The First To Spot The Next Unicorn With Predictive Company Intelligence

About Crunchbase

Crunchbase is a predictive intelligence solution that forecasts private market movements using the unique combination of live private company data, AI, and aggregated usage data from 80M+ users. It helps investors, dealmakers, and analysts be the first to find and act on private market opportunities.

Contact us to access predictive intelligence with the Crunchbase API.

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