



Introducing Gazelle.ai 2.0

Get a Sneak Peek at Our New Look
& Major Updates to Come

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Why Are We Launching Gazelle.ai 2.0?

Introducing Gazelle.ai 2.0



What is Gazelle.ai 2.0?



Year-long process initiated after gathering customer feedback (interviews, workshops, etc)



Common denominator:
A need to fine tune our data

- *Increased data quality*
- *Enhanced API with company trees*
- *Enhanced user experience*



Team effort of engineers & data scientists working to maintain the current platform + develop Gazelle 2.0



Uncovering Two Major Updates

1

Data Enhancements

Priority: Back end enhancement powered by refreshed data sets

Better data, better processing

Coming in a few weeks



2

New User Interface & Functionalities

Front end enhancement via a new & modern UI

Cleaner look, friendlier navigation, improved search functions

End of Q2



Data Enhancements

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Refreshed Data from 3rd Party Providers



Update

Core company & contact data updated from 3rd party providers that is less than 3 months old



Impact

- Difference in deleted and new companies as well as refreshed core company & contact information
- Existing **trade shows, featured lists and projects** transferred to fresh data sets



Data Verification



Update

- Pinging Company URLs
- Pinging Personal Emails
- Using LinkedIn status to verify employment of contacts



Impact

- More **inactive companies are removed**
- **Invalid emails & contacts are removed** if there are other indicators of inactivity



Redesigned Master Data Management & Data Pipelines



Update

- Streamlined data processing affecting formatting, enriching, deduping & company hierarchies
- Stricter business rules to ensure company & contacts meet baseline requirements and our platform thesis



Impact

- **Improved data quality** impacting company & people; more complete address fields, more complete company profiles
- Fewer duplicates = less post-processing & **faster searches**
- Stricter thesis requirements will have a decluttering effect
- **Greater focus on globally growing companies** = fewer companies but increased accuracy



Performance Enhancement



Update

Improved API to enhance performance, frequencies of data updates & automation of data quality assurance



Impact

- **Monthly data updates** powered by the updated pipelines
- **Requests & fixes processed quicker** with same quality standards



Updated NAICS Codes



Update

Conversion from 2017
NAICS Codes to 2022
Codes



Impact

- Company & industry data migration following new NAICS classification = improved filtering
- **Upcoming documentation** addressing full impact of this update



New User Interface & Functionalities

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New Dashboard

- Provides an easy access to upcoming data releases
- Displays your latest activity on the platform (recently viewed company/industry)

The screenshot displays the Gazelle.ai dashboard interface. At the top, there is a search bar and a navigation menu. The main content area is divided into several sections:

- Welcome back, Steve:** A personalized greeting with a note to update user preferences for relevant data.
- Summary Cards:** Three cards showing key metrics: 1,793 Sessions, 793 Saved companies, and 932 Searches this month.
- Recent activity:** Two cards showing 486 total saved searches and 486 total saved folders.
- Most recent company (viewed?):** A detailed profile for Eclipse Automation, including location (Chicago, IL), revenue (500M - 1B), employees (1,001 - 5,000), and an i-score of 4.
- Most recent industry profile (visited?):** A profile for 441110 - New Car Dealers, describing the industry's focus on retailing new vehicles and repair services.
- Upcoming tasks:** A table listing tasks for Brad Hardin, including a meeting and an email.
- Upcoming trade shows:** A section listing events like Smart City Expo World Congress, Waste & Recycling Expo Canada, and Farnborough International Airshow.

! Mockup



Updated Company Finder

- Provides insights on growth milestones:
 - Featured lists
 - Acquisition
 - G-score & subscores
- Snapshot (i.e company card) enables you to quickly determine if a company is a good fit
- Companies can also be easily saved, added to your feed or tagged

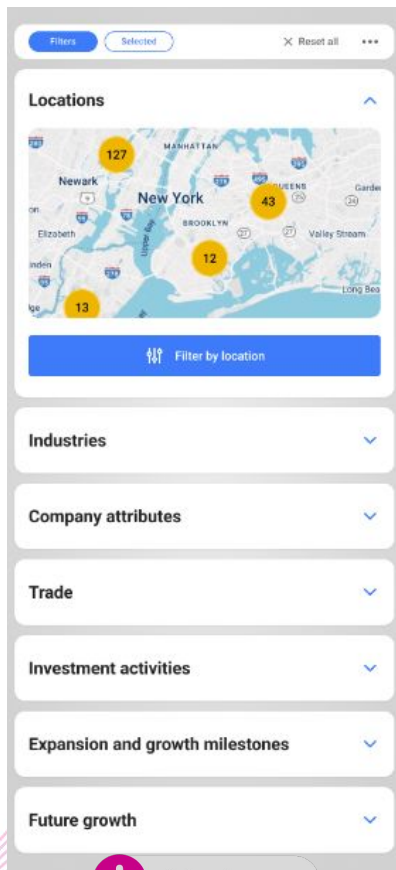
The screenshot displays the Gazelle.ai interface with search results for 'Eclipse Automation'. The main results area shows a list of company cards, each with a checkmark in the left margin. Each card includes the company name, location (USA, Chicago, IL), revenue (500M - 1B), employee count (1,001 - 5,000), and a G-score of 4. The right sidebar contains various filters and insights, including Locations (Montreal, Quebec, Canada), Industries (Administrative and Support and Waste Management and Remediation Services, Educational Services), Company attributes (Employees: 51-100, Revenue: 10M - 50M, Headquarter, Branch, Private, Public, Active, Acquired, Similar to: IBM, MongoDB), Tradeshows (Photonics West 2023, Hyvolution 2023, Shot Show 2023, CES 2023), Trade (Export, Import, Source country: Canada, US, TEU Volume: 10 - 500, Tradeshows: Yes), and Investment activities (Acquisitions: 1 - 10, Acquisition date: 1066 - 1204, Funding stage: Any round (Pre seed, Seed)).

! Mockup

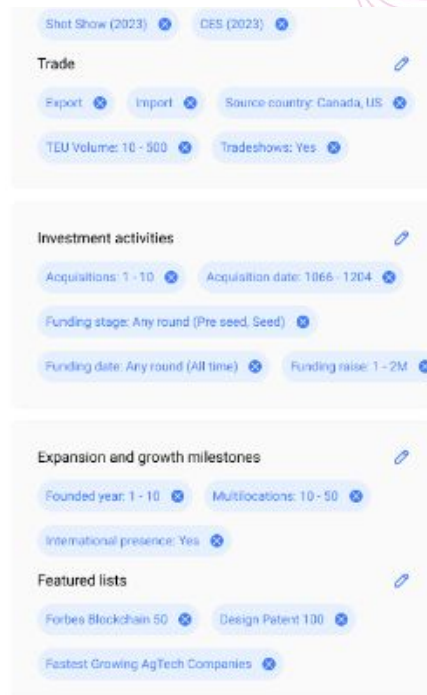


Updated Company Finder

- Improved targeting made possible by including/excluding companies based on:
 - Industries
 - Company attributes
 - Trade
 - Investment
 - Expansion & growth milestones
 - Future growth



! Mockup

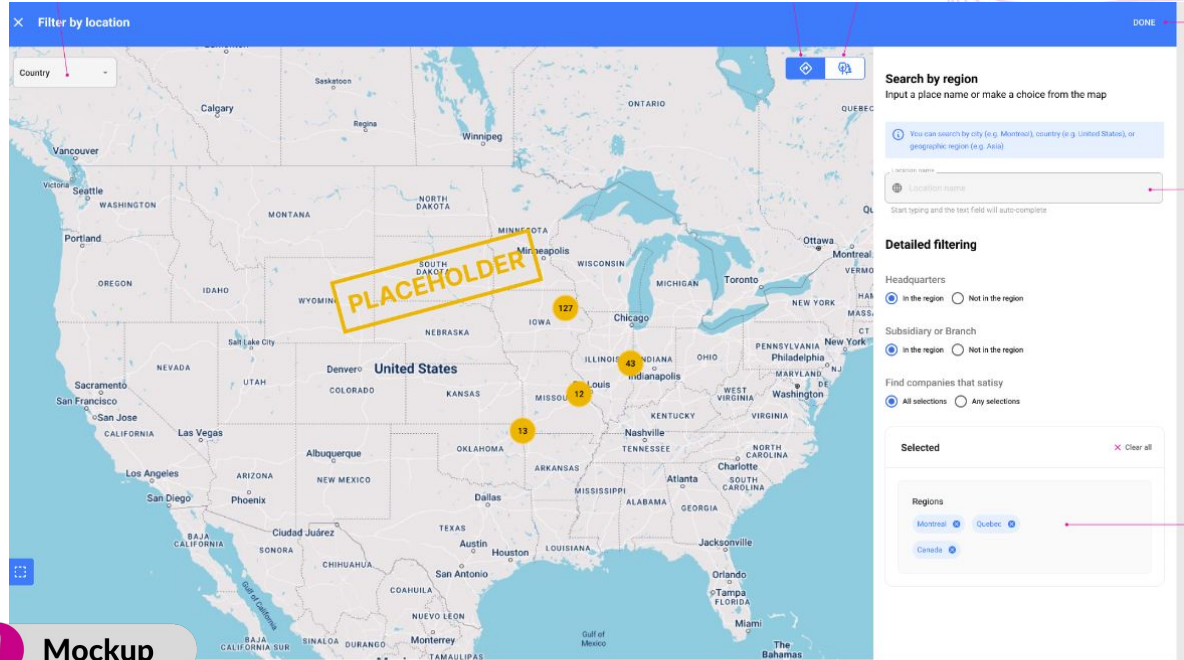


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Updated Company Finder

- Updated location filter enables users to conduct more precise geo-based searches
- Manual input enhances search capabilities
- Multi-level filters:
 - Country
 - State
 - County
 - City



Enhanced Verified Projects Filters

- **Original project filters** (project type, origin, destination, published date, timeline & jobs created) **can be paired with:**

- Company attributes
- Industry filters
- Sub G-scores (firm, regional & industry level drivers)

The screenshot shows a complex filter interface with multiple sections. The 'Company attributes' section includes sliders for 'Employees' (10 to 100k+) and 'Revenue' (1m to 1b). It also has checkboxes for 'Type' (Headquarter, Subsidiary, Branch), 'Ownership' (Private, Public), and 'Status' (Active, Acquired). The 'Expansion and growth milestones' section has sliders for 'Founded year' (1 to 10) and 'Expanded before (Multilocations)' (10 to 50). There are also 'International presence' and 'Featured list' checkboxes.

! Mockup

The screenshot shows a more streamlined filter interface. It features a 'G-Score' section with three sub-sections: 'Firm-level drivers', 'Regional-level drivers', and 'Industry-level drivers', each with 'High', 'Medium', and 'Low' checkboxes. Below this are 'Verified expansion projects' (checkbox), 'Projects origin' (dropdown), 'Projects destination' (dropdown), and 'Projects type' (dropdown). The bottom section includes sliders for 'Published (Months)' (1 to 24), 'Timeline' (1 to 5), and 'Jobs' (1 to 50).



New Verified Projects User Interface

The screenshot displays the Gazelle.ai user interface. On the left is a navigation sidebar with options: Dashboard, Company finder, Industry finder, Verified projects, VC funded, Featured list, Trade shows, Custom feed, My folders, and Lead manager. The main content area shows a search bar at the top with the text 'Search'. Below it is a 'Back to results' link and a 'Print' icon. The central focus is a project profile for 'The Boeing Company', featuring a large image of the company's headquarters. Below the image is the Boeing logo and the text 'The Boeing Company Headquarters'. To the right of the image are buttons for 'Feedback', 'Save to folder', and 'Following'. Below the image are icons for 'Profile', 'People', 'Projects', 'Main locations', and 'Lead Manager'. The profile is divided into two columns. The left column, titled 'Summary', shows a '6 G-Score' with the note 'top 25-50% of companies likely to expand'. It lists the origin as 'Midwest, US' (100 North Riverside, Chicago, IL) and the destination as 'South, US'. The project was published on 'Oct 17, 2022' and has a timeline of '0 - 1 year' and '1 - 25' jobs. The right column, titled 'Project info', shows the industry as 'Warehousing & Distribution' with a link to 'boeing.com'. A paragraph of text describes the company's expansion plans. Below this are sections for 'Traded industries' and 'Local industries', each showing a G-Score and a list of drivers.

Summary

6 G-Score
top 25-50% of companies likely to expand

USA ORIGIN
Midwest, US
100 North Riverside, Chicago, IL

USA DESTINATION
South, US

PUBLISHED
Oct 17, 2022

TIMELINE
0 - 1 year
1 - 25

Project info

Warehousing & Distribution boeing.com

The Boeing Company is an American multinational corporation that designs, manufactures and sells fixed-wing aircraft, rotorcraft, rockets and satellites and provides leasing and product support services. With market conditions in constant flux due to COVID-19, they are looking to deepen their footprint in the American South, increasing their staff there significantly across multiple locations, as well as localizing supply lines closer to existing facilities.

[Show more](#)

Traded industries

G-SCORE ● Firm-level Drivers ● Regional-level Drivers ● Industry-level Drivers ● Deep learning

6 336411 - Aircraft Manufacturing

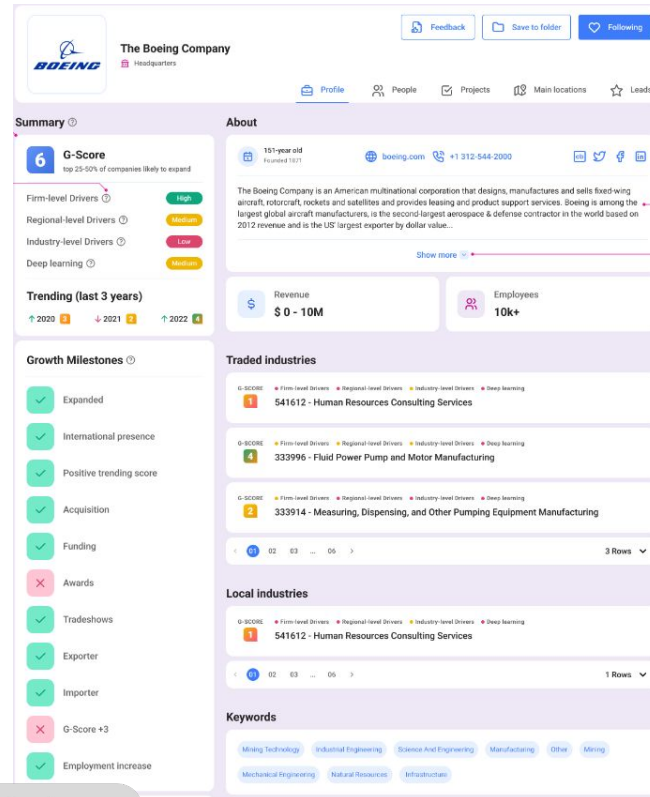
Local industries

G-SCORE ● Firm-level Drivers ● Regional-level Drivers ● Industry-level Drivers ● Deep learning

1 541612 - Human Resources Consulting Services

Revamped Company Profile

- Provides more insights on the growth trajectory of a company thanks to our **new historical G-score**
- Showcases the evolution of a company's G-Score over the last 3 years



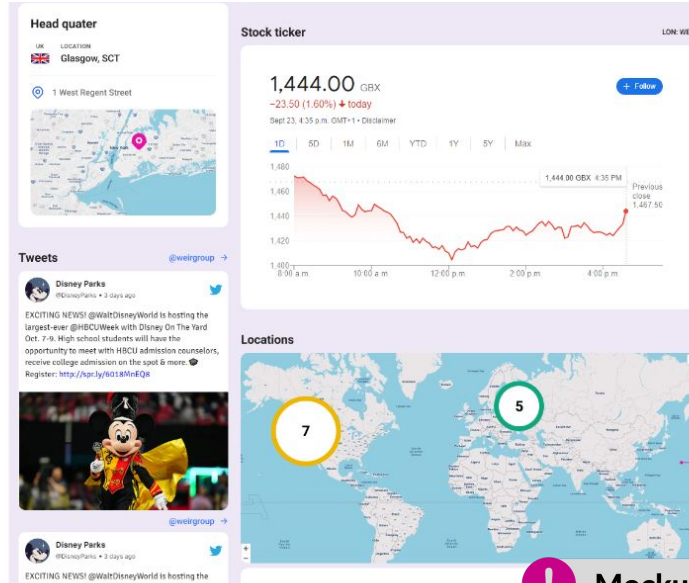
! Mockup

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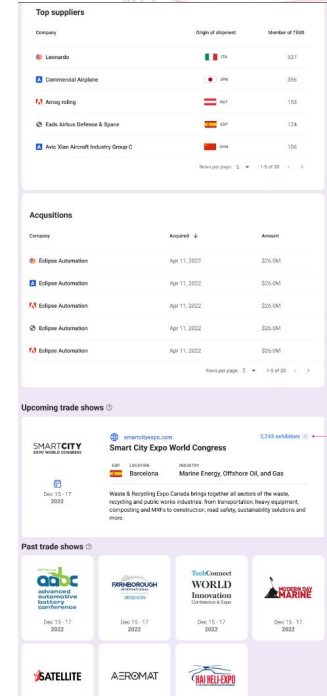


Revamped Company Profile

- New user interface paints a more complete picture & highlights key company data:
 - Past & future trade show attendance
 - VC funding
 - Awards, recognitions & rankings
 - International presence
 - Top suppliers



! Mockup



Upgraded People Tab

- Company contacts can be further filtered based on:
 - Their email status (verified or unverified)
 - Their employment status (Owner, CEO, Partner, Director, etc)
- Updated contact info will solidify outreach initiatives

**Coming soon*

The screenshot displays the 'People' tab for 'The Boeing Company' in a CRM interface. At the top, there's a header with the Boeing logo, company name, and location (Headquarters). Navigation buttons include 'Feedback', 'Save to folder', and 'Following'. Below the header, there are tabs for 'Profile', 'People', 'Projects', 'Main locations', and 'Lead Manager'. The main content area is titled 'Company people' and shows a grid of contact cards. Each card features a profile picture, name, title, email status (verified or unverified), email address, and social media icons. A 'Filter results' panel on the right allows filtering by 'Show' (Verified/Unverified contact) and 'Function' (Owner, CEO, CXO, Partner, VP, Director, Manager, Other).

! Mockup

Introducing Gazelle.ai 2.0



Upgraded Lead Manager

- Create leads based on company or contact details
- Easily log the status of a lead (attempts, contacted, unresponsive, etc.)
- Email leads **directly from the platform**

The screenshot displays a user interface for managing leads. At the top left, there is a navigation link "Back to leads" and a "Print" icon. The main header area features the Boeing logo and the company name "The Boeing Company" with a "Headquarters" tag. To the right, a profile card for "Brad Hardin" (Exec Vp & Gen Mgr-Natl...) is shown, along with a contact email "casey@iheartmedia.com" and social media icons for LinkedIn, Twitter, and Facebook. Below the header, there are two dropdown menus: "Lead type" set to "Social Outreach" and "Lead status" set to "Not contacted". A "Subject" field is present with a placeholder "Add subject for your lead". A large "Note" field is available for "Add notes or comments". At the bottom, there is an "Add reminder" section with a "Date and time" field set to "11/07/2022 12:52 pm" and a calendar icon. "Cancel" and "Save" buttons are located at the bottom right.

! Mockup



New Industry Finder User Interface

441110 - New Car Dealers

This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, leasing, used cars, and selling replacement parts and accessories.

Establishments in this subsector typically operate from a showroom and/or an open lot where the vehicles are on display. The display of vehicles and the related parts require 90% or more of display equipment. The personnel generally include both the sales and sales support staff familiar with the requirements for registering and financing a vehicle as well as a staff of parts experts and mechanics trained to provide repair and maintenance services for the vehicles. Specific occupations have been included in this subsector to identify the type of vehicle being retailed.

US profile: Industry presence in the United States

441110 companies found

Revenue: 5839.2B | Profit: 5107.0B | Profit margin: 12.7% | Establishments: 24,735 | Employees: 969,468 | Avg. salary: \$64.0k

Value chain analysis

Select Supplier and Buyer industries from the list below to start a company finder search

Supplier industries			Buyer industries		
NAICS	Industry	Value	NAICS	Industry	Value
493100	General Warehousing and Storage	\$ 4.3 B	811111	General Automotive Repair	\$ 1.1 B
531110	Lessors of Residential Buildings and Dwellings	\$ 2.7 B	531110	Commercial Banking	\$ 376.6 M
548900	Advertising Agencies	\$ 2.2 B	541810	Landscape Services	\$ 876.6 M
592200	Offices of Real Estate Agents and Brokers	\$ 3.1 B	531210	Jewelry Services	\$ 376.6 M
531110	Lessors of Residential Buildings and Dwellings	\$ 2.7 B	531210	Corporate, Subsidiary and Regional Managing Offices	\$ 876.6 M
531110	Lessors of Residential Buildings and Dwellings	\$ 2.7 B	531210	Corporate, Subsidiary and Regional Managing Offices	\$ 876.6 M
531110	Lessors of Residential Buildings and Dwellings	\$ 2.7 B	531210	Corporate, Subsidiary and Regional Managing Offices	\$ 876.6 M
531110	Lessors of Residential Buildings and Dwellings	\$ 2.7 B	531210	Corporate, Subsidiary and Regional Managing Offices	\$ 876.6 M

441110 - New Car Dealers

Legend: Region, Growth, PCI

Region	Growth	PCI
Wisconsin	1,380	44.0%
Maine	782.7k	35.0%
Alaska	1.3M	29.7%
Oregon	818.7k	26.2%
Hawaii	\$17.6k	24.7%

Average Gross Profit and Growth

Year: 2014, 2015

Performance --- NAICS 441110 vs NAICS 44

Market Share	Department wise monthly sales report
27,695.65	Department wise monthly sales report
+45.36%	+50.69%
+16.85%	+16.85%

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This is Only the Beginning

Introducing Gazelle.ai 2.0



What Else Can You Expect from Gazelle?

Gazelle.ai 2.0 is laying the foundation for more data, more frequent data updates & the deployment of new features

Other 2023 key releases will include:



Additional
international
company coverage



CRM integrations



API with
usage-based
pricing



New AI location
score



Questions?

Thank you!



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