



USER GUIDE

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About Tracxn

[Tracxn](#) is a Private Market Research Platform tailored for students interested in exploring the world of Startups, Emerging Industries, Investment Trends, and much more. It is an invaluable resource that provides comprehensive insights, data, and information into the startup ecosystem, from company financials to details on funding rounds.

Coverage -

Our platform covers an extensive range of data points, including -

- 3M+ Companies,
- 468K+ Funding Rounds,
- 200K+ Investor Profiles,
- 191K+ Acquisitions,
- 3000+ Sectors
- Across 26+ geographies

***The above-mentioned are added as of 18 April 2024*

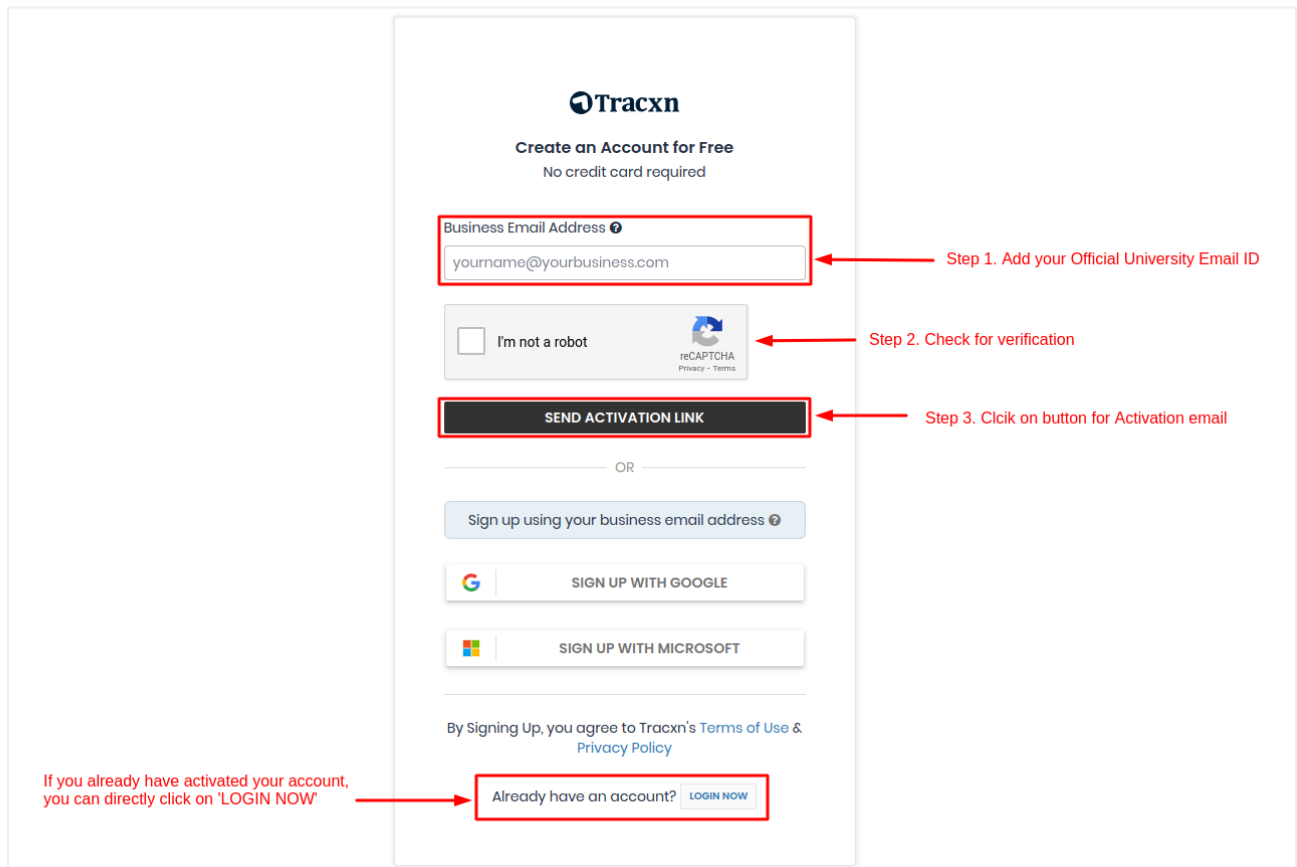
Highlights -

- Became a publicly listed company in India on October 20, 2022.
- Trusted by Top Universities like Stanford GSB, IIM A, B, C, L, Mi, University of Sydney, IIT Madras, and more.
- Used by 1000+ VC, PE, and Corporate customers like Matrix Partners, Honda Innovations, Philips Ventures, and more.
- Catering to customers in over 50+ countries.

🕒 How to Sign up on Tracxn?

You can follow the steps below to sign up for Tracxn -

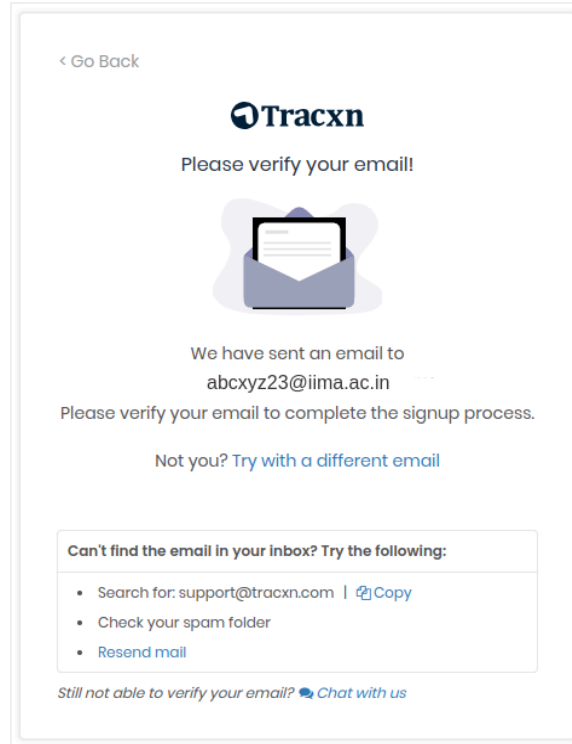
1. Go to the [Signup Page](#).
2. Add your official University Email ID. e.g. [abcxyz23@iima.ac.in](#).



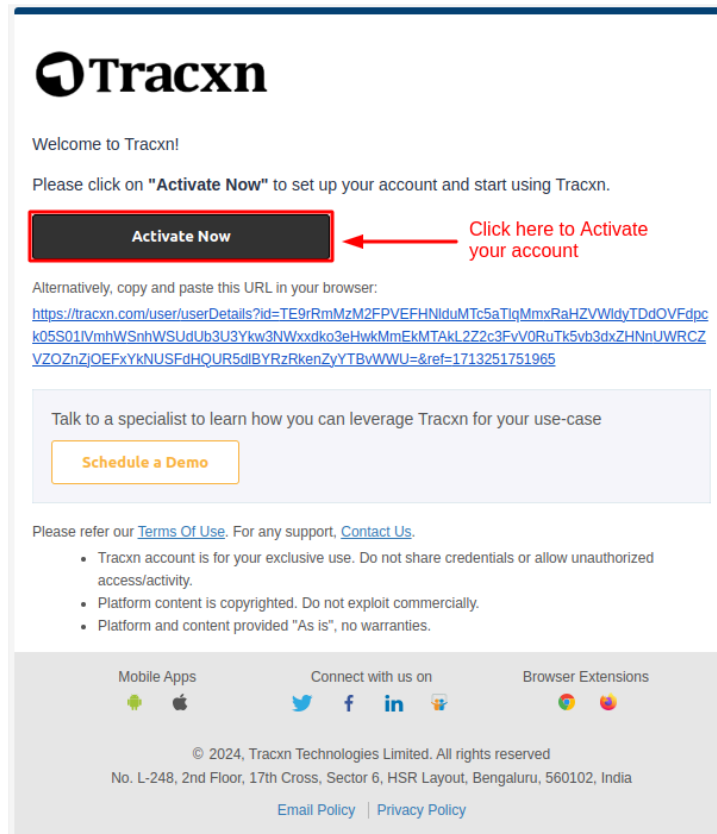
The screenshot shows the Tracxn sign-up page. At the top, it says "Tracxn Create an Account for Free No credit card required". Below this is a form with the following elements:

- A text input field labeled "Business Email Address" with a red box around it and an arrow pointing to it from the text "Step 1. Add your Official University Email ID". The field contains the placeholder text "yourname@yourbusiness.com".
- A reCAPTCHA widget with the text "I'm not a robot" and a red box around it and an arrow pointing to it from the text "Step 2. Check for verification".
- A dark button labeled "SEND ACTIVATION LINK" with a red box around it and an arrow pointing to it from the text "Step 3. Click on button for Activation email".
- Below the button is the text "OR" and a button labeled "Sign up using your business email address".
- Below that are two buttons: "SIGN UP WITH GOOGLE" and "SIGN UP WITH MICROSOFT".
- At the bottom, there is a line of text: "By Signing Up, you agree to Tracxn's Terms of Use & Privacy Policy".
- Below that is a button labeled "Already have an account? LOGIN NOW" with a red box around it and an arrow pointing to it from the text "If you already have activated your account, you can directly click on 'LOGIN NOW'".

3. Click on '**Send Activation Link**'. This will send an email to the mentioned University Email ID with an Activation link.



4. Go to your Inbox → Find the Tracxn Activation email. Click on **Activate Now**.



5. Fill in the details to Activate your Account → Click on **ACTIVATE**

Join over 850+ Venture Funds and Corporates who leverage Tracxn

- Scout interesting companies across your areas of interest
- Regular updates on interesting sectors and business models
- Custom deal diligence support

Disclaimer

- Our company was incorporated on 11th August, 2012, as Tracxn Technologies Private Limited.
- On 28th July, 2021, our company's name was changed to Tracxn Technologies Limited.
- No. of customers as on Mar 31, 2021. All other data points as on May 31, 2021

Activate Your Account

This is the last step! Activate to finish sign up

Business Email Address

Full Name

Password
 [SHOW](#)

Primary Geography *(Optional)*

Mobile Number *(Optional)*

Send me interesting updates but don't spam my inbox

I agree to Tracxn's Terms of Use & Privacy Policy

ACTIVATE

6. Welcome to your profile.

The dashboard is divided into several sections:

- Top Products:** Lists various databases like Sectors, Geos, Teams & More, Companies Database, Funding Database, Investors Database, Acquisitions Database, Reports Database, Live Deals, and Funding Benchmarks.
- Productivity Tools:** Includes Deal Flow CRM and Bulk Export - Companies & Investor Portfolio.
- Analyse my Bookmarks:** Shows saved searches for Healthcare FinTech, SFO and Conventional Debt, and Retail Tech.
- Saved Searches:** Lists searches for Companies Covered in Germany, Investors in Latam, and Investors in the United Kingdom.
- My Feed:** A central news feed with sections for:
 - Series A funded - Fintech:** Custom Dashboard, less than a minute ago.
 - Fintech - Series A - North America (1):** Features a card for Centrifuge (2017, San Francisco, \$12.1M).
 - EDF France - News:** Custom Dashboard, less than a minute ago.
 - Top News (1):** Includes a headline: "Mahindra Group to invest Rs 1,200 cr in renewable energy, set up 150 MW ..."
 - Mining Industry:** Sector Watch, less than a minute ago.
 - Top News (1):** Includes a headline: "Liberty Gold Announces Signing of Definitive Agreement to Sell the TV ..."
- Looking to raise funds?:** Promotes live deals with a "List your Deal" button.
- Equity Funding in All Countries:** A bar chart showing funding amounts across quarters from Q3'22 to Q1'24, with a total of \$12.5B.
- Benchmarks for Seed Rounds:** Lists metrics: Median Round Size (\$603K), Median Transaction Multiple (20.5x), and Median Valuation (\$2.99M).
- Popular Use-Cases:** Includes "Understand Your Home Page" and "New Launches".

Tracxn Use Cases

Case 1: Sector Research

As an aspiring founder, you want to create a platform for building AI applications. You need to assess how crowded the market is for the Developer Tools sector and the key players operating in the sector.

How to solve using Tracxn?

Step 1 - Go from [Home > Sectors](#). Search for the sector “*Application Development Tools*”. [Video](#)

Step 2 - Use the [Taxonomy](#) to understand the different business models in the Application Development Tools market. [Video](#)

Step 3 - Use the [Overview](#) to learn about sector details like Entrepreneurial Trends, Funding, Investors, etc, within the AI business model. [Video](#)

Step 4 - Use the [Companies Covered](#) to find key companies in the sector. [Video](#)

Case 2: Scouting Companies for Placement

The recession poses a significant challenge to the job market, leading to widespread hiring freezes and layoffs, particularly in the tech sector. Your placement team is tasked with finding companies willing to hire fresh graduates. You are looking at the placements in your college and want to explore the list of top tech startups in India to invite to the college for placements.

How to solve using Tracxn?

Step 1 - Visit [Home > Company Database](#) to explore companies.

[Video](#)

Step 2 - Apply **Filter** to identify relevant companies:

[Video](#)

- Country = "India"
- Stage = "Series B" and "Late Stage"
- Sector = "Tech"
- Part of = "None" ***To remove subsidiaries of any big companies*

Step 3 - Use more **Filter** and **Sort** to identify relevant companies

[Video](#)

- **Filter** = "Team Background"
- **Sort** = "Latest Annual Revenue"

Case 3: Sourcing Companies for Investment

You are participating in a case study where you want to identify potential companies to invest in the Enterprise sector. You are trying to identify interesting opportunities to invest in the early stage of the AI Dev tools space.

How to solve using Tracxn?

Step 1 - Go from [Home > Sectors](#). Search for the sector “*Application Development Tools*”. [Video](#)

Step 2 - Use the [Companies Covered](#) to search all the relevant companies. [Video](#)

Step 3 - Apply **Filter** to identify relevant companies: [Video](#)

- Sector > AI = “Yes”
- Founded Year > “Last 3 years”
- Current Stage > “Unfunded all”
- Editor Picks > “4, 5”

Step 4 - Save your search using **Saved Searches & Alerts**. Set “*Weekly*” alerts [Video](#) to get updates in your mailbox.

Case 4: Sourcing Companies for Acquisition

You are participating in a case competition by HUL. As part of this, you need to acquire a company in the beauty tech space. Shortlist a list of companies that you would want to evaluate further.

PART 1 - Identify companies recently founded companies that have not raised funding.

How to solve using Tracxn?

Step 1 - Identify all companies from the **Companies Database**.

[Video](#)

Step 2 - Go to **All filters** to identify companies founded recently.

[Video](#)

- Sector > *"Beauty Tech"*
- Founded Year > *"Last 3 Years"*
- Company Stage > *"Unfunded"*

Step 3 - Use **Sort** to highlight companies to be further researched.

[Video](#)

- Sort = *"Founded Year"*

Step 4 - **Bookmark** and save the identified companies within the new [Video](#) bookmark list for future analysis.

PART 2 - Companies founded in the last 7 years, but have not raised any new funding in the last 3 years.

How to solve using Tracxn?

Step 1 - Go to the **Companies Database**.

[Video](#)

Step 2 - Go to **All Filters** and streamline the Company database with the research requirement.

[Video](#)

- Founded Year > "2017", "2018", "2019", "2020", "2021", "2022" and "2023"
- Company Stage > "Funded Companies"
- Latest funding round > Max = "1 Jan 2021"

Step 3 - Use **Sort** = "Founded Year" to highlight companies to be further researched.

[Video](#)

Step 4 - **Bookmark** and save the identified companies within the new bookmark list for future analysis.

[Video](#)

Case 5: Identify Investors for the Next Funding Round

You are participating in a case study and want to help a company raise the next funding round. This company is in the AI developer tools space (Qure.ai). You want to understand what valuation you can raise and whom to contact.

How to solve using Tracxn?

Step 1 - Search “Qure AI” in the global search bar on the Home page. [Video](#)

Step 2 - Use the company profile to conduct a deep dive into the company. [Video](#)

Step 3 - Select the **Next Round Investment** to analyze the valuation benchmarks and to view a list of potential investors. [Video](#)

Step 4 - Select an Investor to view and analyze his profile. [Video](#)

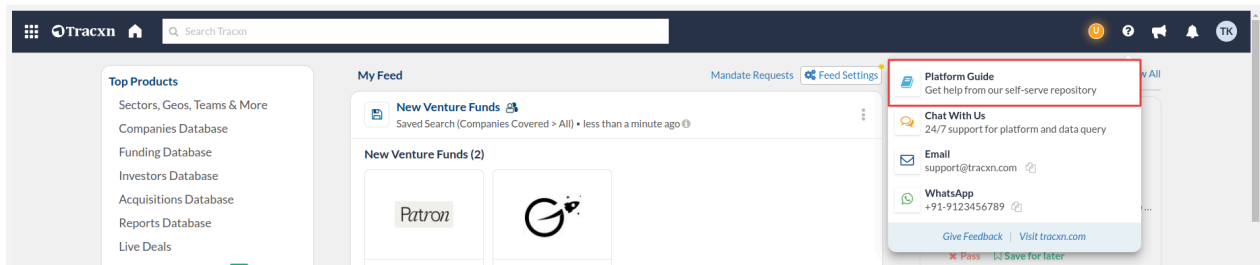
- Use Investor **Overview** to view and collect quantitative investor profile data.
- Use **People** to view key people to reach out and evaluate their investment interests.

Step 5 - Exports Investor List. [Video](#)

Quick Links

1. [Tracxn Website](#)
2. [Browser Extension](#)
 - [Chrome Extension](#)
 - [Mozilla Extension](#)
3. [Mobile App](#)
 - [iOS](#)
 - [Android](#)
4. [Tracxn Knowledge Base](#)

To explore Tracxn more, refer to Tracxn's Knowledge Base.



Need More Help?

Write to us at support@tracxn.com or contact us [here](#).