

How Freshstream Remains Time and Cost Efficient with Gain.pro



With their latest fund closing at over €760 million, Freshstream is a leading lower mid-market private equity firm headquartered in London, England. Founded as an independent platform in 2020, the firm has established a strong reputation for working closely with entrepreneurs and family-owned businesses in the UK, Irish and Benelux markets.

Freshstream's Search for Accurate Financial Data

Before integrating Gain.pro into their workflow, Freshstream faced challenges in obtaining complete and consolidated financial data for companies in their target regions.

“The issue in Belgium and the Netherlands is that the requirement to do filings for a company is not as strict or as prescriptive as it is in some other countries, like in the UK or in the US, and the intelligence platforms we were using just copied whatever the corporate filings showed which was not always helpful or accurate.”

Jiri Taecke

Principal at Freshstream

This lack of complete and consolidated information meant that Freshstream's team would have to spend a significant amount of time piecing together data to get a clear picture of a company's financials – placing a heavy burden on the time and resources of a small team.

Freshstream sought out a digital solution that they could trust to provide accurate, consolidated financial data on the companies within their investment sweet spot. Ideally, they wanted the platform to save them time on manual work, allowing them to focus on higher-value activities.



“Gain.pro is very intuitive. It was a breath of fresh air compared to other platforms. Nowadays, other platforms are starting to catch up to a degree but Gain.pro was years ahead of everybody else. It has an Apple app kind of feel - which is to say you don't need a manual to use it. Still to this day, I think Gain.pro is ahead of other platforms based on the demos that I've seen from competitors.”

Jiri Taecke

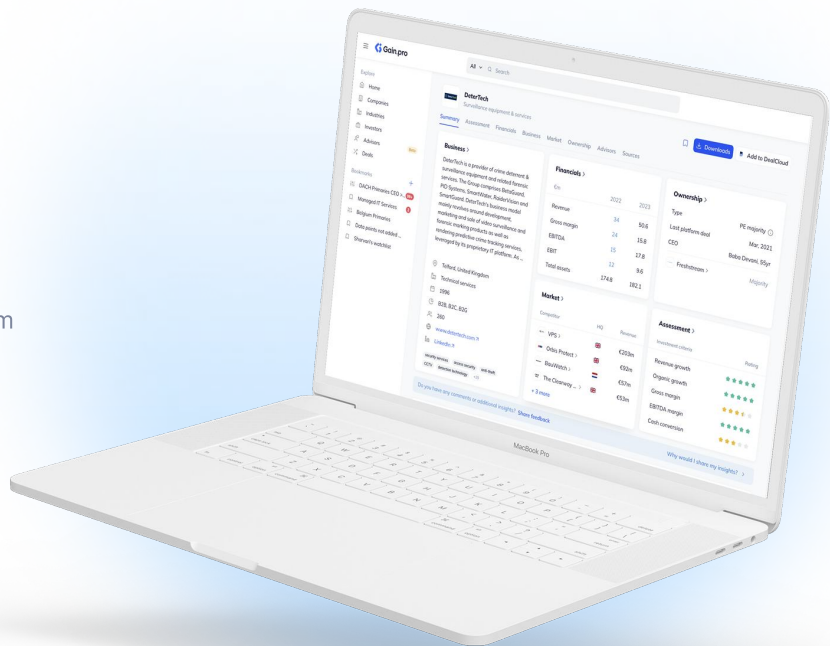
Principal at Freshstream

Choosing Gain.pro for Private Market Intelligence

When Freshstream first came across Gain.pro, they found the platform to be "very slick" and user-friendly, which led to a seamless integration into their daily workflow. As a result, they were able to leverage our insights almost instantaneously.

In addition to the clean UX/UI, what impressed the team at Freshstream was the quality and reliability of our information and insights. When evaluating private market intelligence platforms, **"Gain.pro was the first platform we found that offered consolidated data points on company financials in a coordinated and scalable way. We found it incredibly helpful."**

- Jiri Taecke



Streamlined Private Company Research

One of the primary ways Freshstream leverages Gain.pro is for private company research. Whenever they need to quickly gain a view of a potential investment opportunity, they look up its company profile on Gain.pro. Unlike other platforms, our profiles are carefully curated by teams of expert analysts and AI technology, providing key company information in an organized structure.

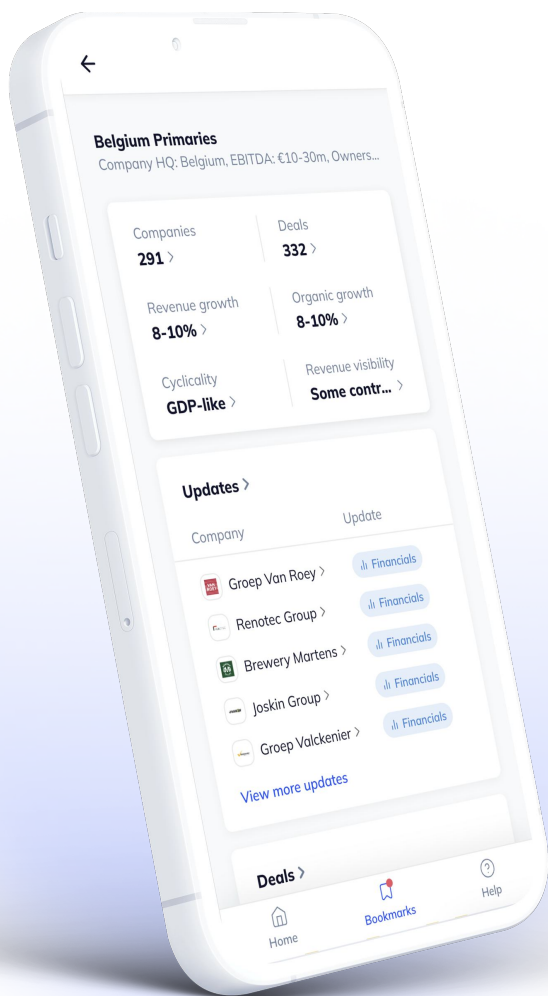
"Where it's difficult with other platforms is that the information you need is often buried deep within the database and not easily accessible. Using Gain.pro is almost like googling information. I have it open on my screen and I can quickly type in the name of a company and with just one click, I get a comprehensive profile on my screen. This profile includes ownership details, financial information and a brief description of the company."

Jiri Taecke

The team at Freshstream places a high level of trust in Gain.pro's data and insights thanks to our platform's strict quality assurance process. All information is verified by three investment professionals before it's added to the platform, ensuring users are accessing the most accurate and reliable data. Furthermore, Gain.pro lists all sources, allowing users to cross-check information and gain confidence in their assessments.

"Having the ability to access research immediately at your fingertips in combination with the fact that all information and data is audited from your end is a huge benefit."

Jiri Taecke



Proactive Tracking of Opportunities

Freshstream also uses Gain.pro to track companies in their sweet spot. Utilizing Gain.pro's advanced filter system, Freshstream can precisely identify companies that align with their specific investment criteria. They can search for companies using filters such as financials, ownership type and industry code.

The team can then save these filters as active lists to create bookmarks, helping them gain visibility on their total addressable asset pool.

“With Gain.pro, for example, we can see how many companies are in our universe in Belgium by filtering for location, ownership and size. Based on that list, we then know which companies we should further research.”

Jiri Taecke

These bookmarks allow Freshstream to take a proactive approach to their deal sourcing as they receive notifications when new companies match their criteria or when new information is updated for existing companies.

“We’ve set up these alerts that notify us when smaller companies grow larger and fall within our investment criteria.”

Jiri Taecke

Enhancing Strategic Conversations with Advisors

Freshstream finds Gain.pro to be an invaluable tool during strategic conversations with advisors. Having quick access to company information allows them to engage meaningfully with advisors in real time, making discussions more interactive and efficient.

“Having access to Gain.pro is incredibly helpful because it allows me to immediately engage with an advisor when on a call. I can discuss industry-specific risks or financial trends, such as a decline in profit margins over recent years. Having this information available with one click makes my calls with advisors much more interactive. This efficiency is not something other platforms offer as they typically require multiple steps to gather the same information. You can't have a smooth conversation if you're constantly asking for more time to find details. Gain.pro has streamlined this process very well.”

Jiri Taecke

By making it easy to access and discuss detailed company information, Gain.pro enhances Freshstream's ability to quickly identify and evaluate investment opportunities. Not only does this help improve the quality of their strategic conversations but also increases their deal flow and accelerates their decision-making process.

The Benefits of Leveraging Gain.pro

Since incorporating Gain.pro into their operations, one of the most substantial advantages to Freshstream is that they have gained efficiency in their research and qualification processes. Gain.pro's intuitive interface and comprehensive data set allow Freshstream to speed up their research and analysis without sacrificing quality, enabling them to review more investment opportunities in a shorter period of time.

Freshstream's Future Success with Gain.pro

As early adopters of Gain.pro, Freshstream has seen how the platform has evolved over time, increasing in coverage and introducing new workflow-enhancing functionalities. These advancements, many of which leverage AI technology, have further streamlined their operational processes and saved valuable time. The team at Freshstream is excited about the future of Gain.pro and how the platform can continue empowering them to maintain their competitive edge in mid-market private equity.

See what Gain.pro can do for your team

Request a demo using the link below

<https://www.gain.pro/company/contact/demo>





Find, understand and track
companies that matter to you