

INVISION's Tech-centered Approach to Sourcing



Based in Switzerland and Germany, INVISION is a prominent private equity firm that specializes in tailored succession solutions and growth financing for small and medium sized enterprises in the DACH region. Since 1997, they have supported over 70 companies in realizing their growth ambitions through internationalization, innovation, product development, strategic investments and digital transformation of business processes. With a wealth of expertise across a variety of sectors, INVISION excels in crafting and implementing strategic initiatives for long-term value creation.

Achieving Operational Efficiency with Technology

As a leading player in the small- and mid-cap private equity, INVISION is always looking to improve efficiency in their daily operations. One of the areas in which they saw an opportunity to create efficiency was in their private market research efforts. Previously, it would take the team hours of manual work to profile and analyze companies.

To help create efficiency in their research, the team at INVISION sought out a private market intelligence platform that fit three key requirements:

- ✔ Contains high quality and reliable private market data
- ✔ Offers comprehensive coverage of companies in their sweet spot
- ✔ Has an intuitive interface that enabled a quick ramp up period

With these criteria at the forefront of their search, they landed on Gain.pro as their partner in private market research.



“Other data platforms often lack comprehensive information, making them suitable only for specific tasks. Furthermore, their speed and usability did not meet our expectations”

Christian Hemmrich

Partner at INVISION

Efficient Company Research

One of the primary ways INVISION employs Gain.pro is for private company research, where they leverage our in-depth company profiles to gain an understanding of target companies.

“This platform provides a very good overview, including details about its competitors, financials, ownership structure, and market landscape. It aggregates all the essential data points required for a company analysis. It’s very helpful to get a quick overview.”

Investment Manager at INVISION

Moreover, a sophisticated filter system enables searches for companies based on specific criteria, such as financials and ownership type. Particularly noteworthy is the AI-powered tagging system, which assists in identifying companies using key terms, thereby facilitating the discovery of niche opportunities.

Enhanced Competitive Analysis

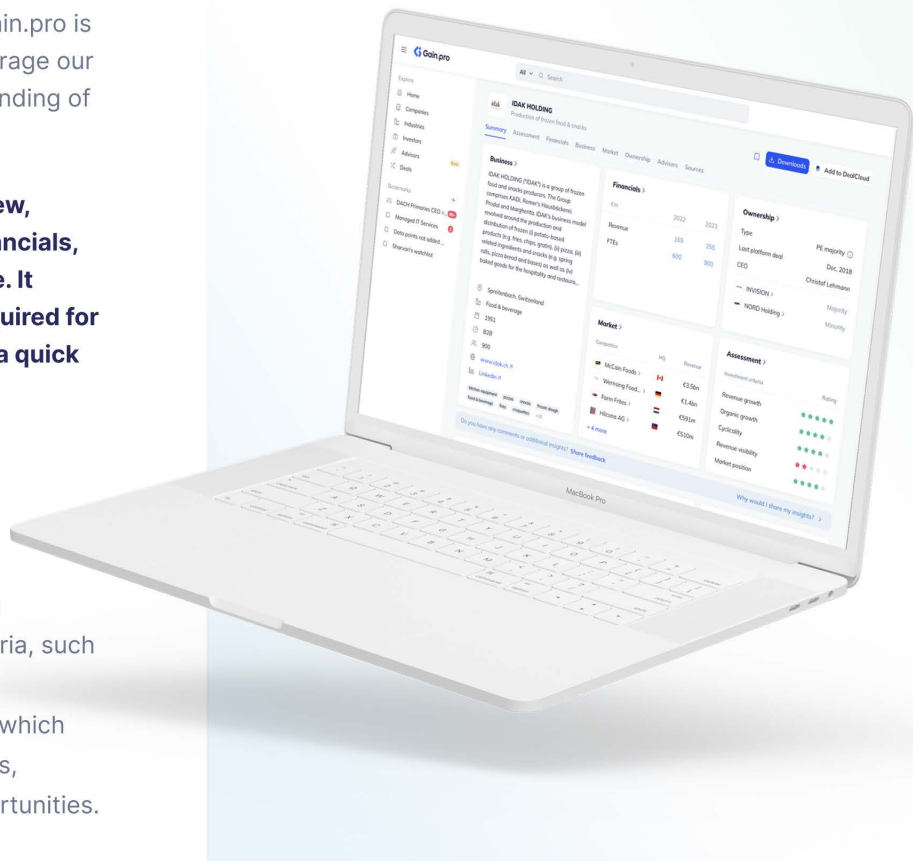
To get an overview of the competitive landscape, the investment team at INVISION uses Gain.pro’s “Similar Company” filter setting. The platform then generates a list of relevant businesses using AI technology, offering a holistic view of the market.

“With this function, we can easily gain a view on the market and the competitive landscape”

Investment Manager at INVISION

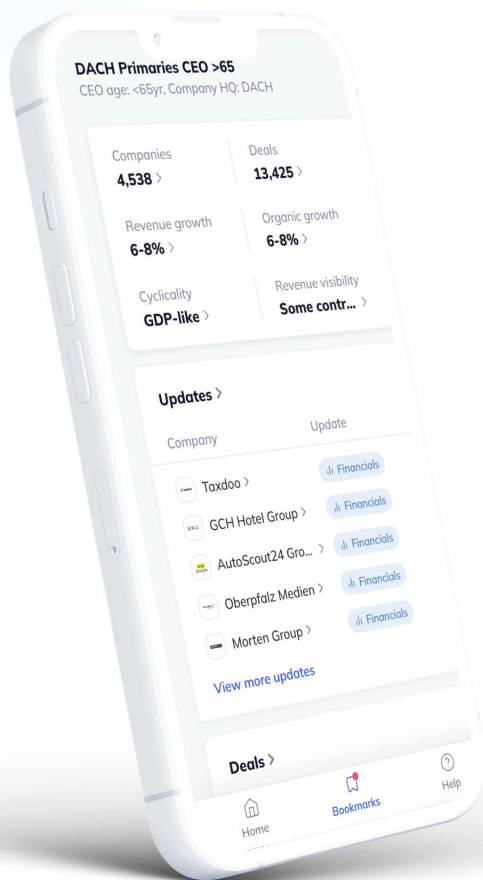
The Overall Effect

Since leveraging Gain.pro in their daily operations, the investment team at INVISION has benefited from **time savings and efficiency gains** in their private market research. By reducing their manual efforts through digital automation, they have saved hours of time profiling companies in their sweet spot without compromising on quality.



Additionally, they have been able to undergo in-depth analysis of their target companies with speed and ease.

With all the time savings, the investment team at INVISION is able to dive deeper into the assessment of companies and focus their efforts on more value-added tasks.



The Importance of Technology in Today's Private Equity Landscape

While private equity has historically been slow to adopt new technologies, it's becoming increasingly consequential in developing an edge in today's competitive deal landscape.

"Technology is becoming increasingly crucial in the daily operations of private equity funds. It not only enhances efficiency across all facets of our firm's operations but also empowers us to achieve more."

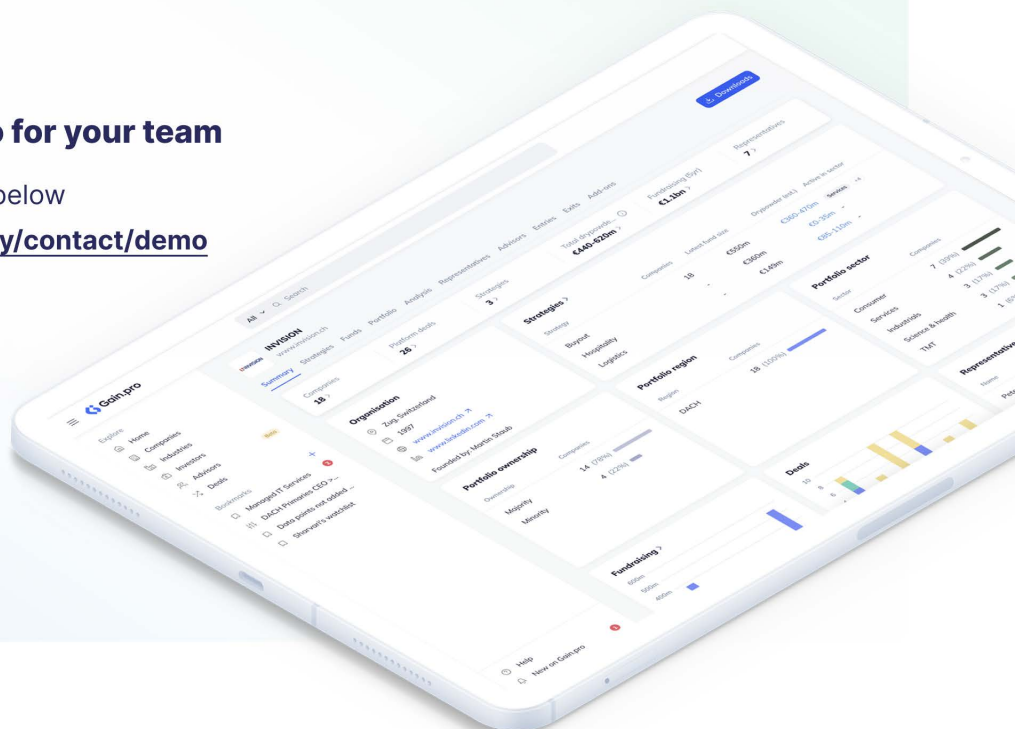
Christian Hemmrich

As Gain.pro's features and functionalities continue to develop, the investment team at INVISION further position themselves as leaders in mid-cap 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