

FAQ

10x Company Profile Expansion

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By December 31, 2024, we'll reach 10 million companies — 10x the depth since the start of 2024 — giving you unmatched access to private companies around the world. This expansion reflects your feedback. You asked to see not only funded companies, but pre-funded firms across geographies and industries — we listened closely and delivered.

When will new company profiles be available?

New companies have been entering the platform since October 14, 2024 with a completion date set for no later than December 31, 2024. This means CB Insights' customers will start 2025 with 10x more companies to explore.

How is this mega upgrade being executed?

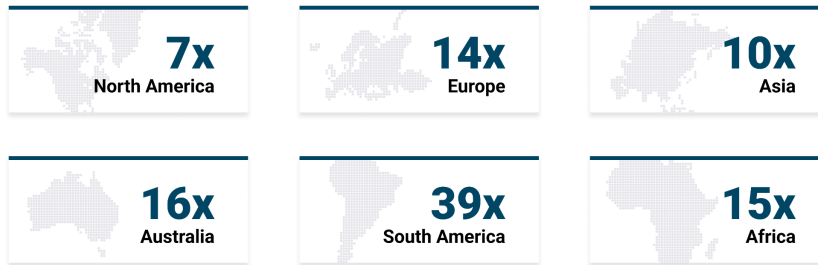
Much like CB Insights' existing company profiles, each new company profile is going through a double-verification process by the CB Insights team and trusted vendors. This process is why company profiles are being incrementally added — quality is the priority, not speed. It's executed via a sophisticated blend of advanced technology and human expertise. Machine learning algorithms are employed to process vast amounts of data from multiple reputable sources — including extensive news monitoring and aggregation systems — to ensure that each company profile is accurate. The data operations team provides additional quality oversight, while expert analysts organize companies into markets and refine competitor lists. This process is powered by substantial investments in technical infrastructure, combining modernized news tracking, AI-driven data enrichment pipelines, and real-time updates from diverse information sources.

How are company profiles increasing by region and industry?

See the visuals on the next page to understand which regions and industries will have increased coverage.



Coverage increase multiplier by continent*



*1 company based in Antarctica has been added to the CB Insights platform.

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Coverage increase multiplier by industry



CBINSIGHTS

What types of private company profiles are being added?

A wide range of private companies across various growth stages and sizes are being added. This includes early-stage startups, funded ventures, and small- and medium-sized businesses. The goal is to provide comprehensive insights into companies at different stages – from emerging to enterprise – so you can track innovation and business potential across the private market landscape.

Are public company profiles being added?

CB Insights already includes public companies in its database. The 10x company profile expansion is largely focused on private companies, but may include some public companies.

Why were these new profiles not included prior to the expansion?

CB Insights has historically been focused on funded technology companies. These companies are identified as new ventures and PE transactions are discovered. With this expansion, CB Insights' has widened its focus outside of the US, with many companies being added from non-US locales, within industries that were not monitored, and across non-funded or earlier categories..

How is company information being updated and kept current?

CB Insights' has increased investments in the data operations team, and is planning for additional engineering work to increase throughput and speed, including improvements to the types of sites we collect data from. This will allow new companies to be updated monthly while also always monitoring for news, business relationships, and funding.

Will new company profiles be available via API and data feed?

Yes!

Who can I speak with to learn more about the 10x company profile expansion?

Reach out to your CB Insights account manager, or send a note to info@cbinsights.com.