



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 -

- 5.3M+ Companies,
- 1.02M+ Funding Rounds,
- 289K+ Investor Profiles,
- 217K+ Acquisitions,
- 3000+ Sectors
- Across 36+ geographies

***The above-mentioned are added as of 25 August 2025*

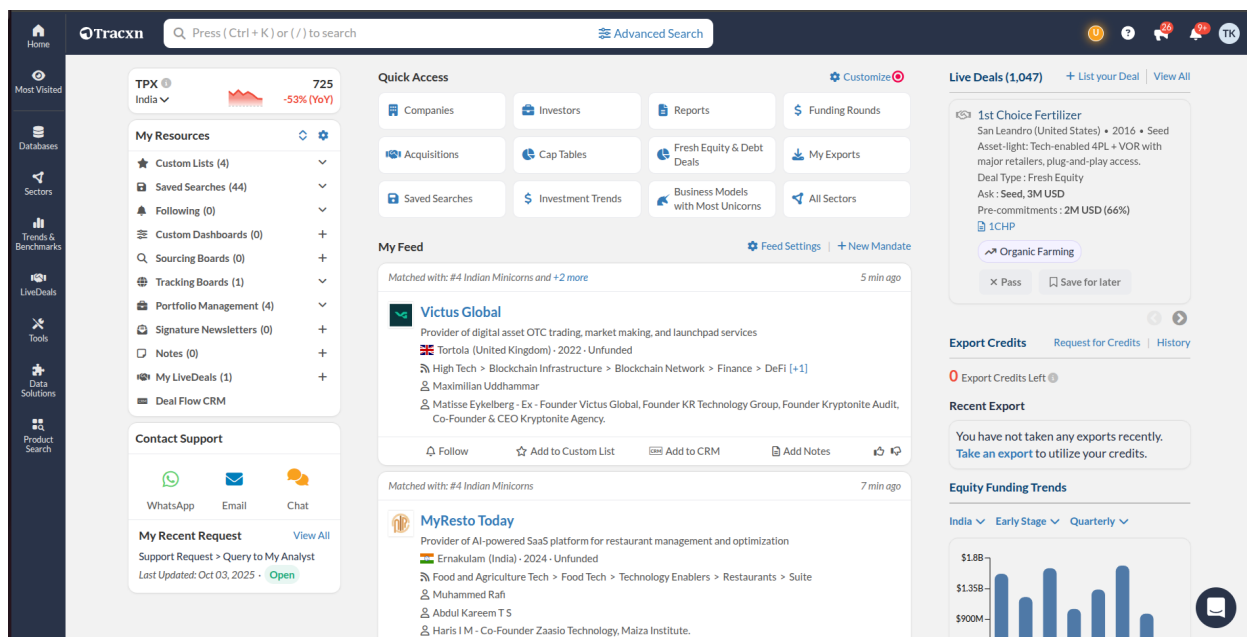
Highlights -

- Became a publicly listed company in India on October 20, 2022.
- Trusted by Top Global Universities like Stanford GSB, IIM A, B, C, K, L, N, V, University of Sydney, IIT B, KGP, R, and more.
- Used by 1200+ 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](#).
3. Click on '**Signup**'. You'll receive an OTP on your registered email ID.
4. Go to your Inbox → Find the Tracxn OTP email.
5. Enter the OTP → Click on **Get Started**
6. Welcome to your profile. ✅



The screenshot displays the Tracxn dashboard interface. On the left is a vertical navigation menu with icons for Home, Most Visited, Databases, Sectors, Trends & Benchmarks, Live Deals, Tools, Data Solutions, and Product Search. The main content area is divided into several sections:

- TPX India**: Shows a value of 725 with a -53% (YoY) change.
- My Resources**: A list of custom lists, saved searches (44), following (0), custom dashboards (0), sourcing boards (0), tracking boards (1), portfolio management (4), signature newsletters (0), notes (0), my live deals (1), and deal flow CRM.
- Contact Support**: Includes links for WhatsApp, Email, and Chat.
- My Recent Request**: Shows a support request for a query to an analyst, last updated on Oct 03, 2025, with an 'Open' status.
- Quick Access**: A grid of buttons for Companies, Investors, Reports, Funding Rounds, Acquisitions, Cap Tables, Fresh Equity & Debt Deals, My Exports, Saved Searches, Investment Trends, Business Models with Most Unicorns, and All Sectors.
- My Feed**: Displays company profiles like **Victus Global** (Provider of digital asset OTC trading, market making, and launchpad services) and **MyResto Today** (Provider of AI-powered SaaS platform for restaurant management and optimization).
- Live Deals (1,047)**: A section for live deals, including a deal for **1st Choice Fertilizer** (San Leandro (United States) • 2016 • Seed Asset-light: Tech-enabled 4PL + VOR with major retailers, plug-and-play access).
- Export Credits**: A section for export credits, including a request for credits and a history.
- Recent Export**: A section for recent exports, including a note that the user has not taken any exports recently.
- Equity Funding Trends**: A bar chart showing equity funding trends for India, with a dropdown for 'Early Stage' and 'Quarterly'.

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.

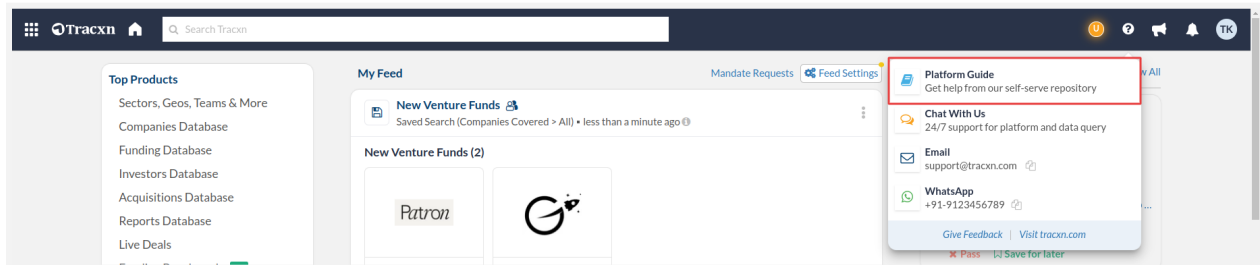
Step 5 - Exports Investor List.

[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](#).