

# Profile Potential Investment Targets in Emerging Markets

## Private Equity, Online Commerce

- **Objective:** Gather detailed data about potential online commerce investment targets in 10+ emerging markets
- **Role of Grail Research:** Quickly identify companies meeting firms investment criteria and use local online sources and interviews (conducted in local languages) to gather key information and metrics

**Summary Research Approach**

In order to develop a list of websites and find relevant information, we assembled a research team and used the following approach:

- Public databases available in each country
- Local agencies
- Direct internet search in each country
- Available information on internet portals of each country
- Visits to the websites in their own language
- Crosscheck in companies listing of specialized websites
- Direct, anonymous contact by phone or email to ask complementary information
- Personal contacts and Monitor resources in each country



**Summary Companies Selected for Profile by Category**

Category	Company	URL
Category 1	Plan, Inc.	http://www.plan.com
Category 2	Paradeo, Inc.	http://www.paradeo.com
Category 3	Stacy, Inc.	http://www.stacy.com
Category 4	Stacy, Inc.	http://www.stacy.com
Category 5	Stacy, Inc.	http://www.stacy.com
Category 6	Stacy, Inc.	http://www.stacy.com
Category 7	Stacy, Inc.	http://www.stacy.com



**Country 1 – Category X Acme**

<b>Headquarters</b>	• North Pole	<b>Strengths</b>	• Strength 1
<b>Contact Information</b>	• Tel: 55 5555 5555		• Strength 2
	• URL: <a href="#">http://www.acme.com</a>		
<b>Locations</b>	• Country 1, Country 2	<b>Weaknesses</b>	• Weakness 1
<b>2005 Revenue</b>			• Weakness 2
<b>2004 EBITDA</b>			• Weakness 3
<b>2004 Revenue</b>			
<b>2004 EBITDA</b>			
<b>Ownership</b>	• Public	<b>Main Competitors</b>	• Competitor 1
<b>CEO</b>	• John Doe		• Competitor 2
<b>Business Description and Model</b>	• This is a business description of Acme that contains the specific type of company information the user asked for.		

*Identified 300+ companies in the selected emerging markets*

**3 days**

*Gathered data on 200+ companies in local languages*

*Called and interviewed companies in local languages*

**15 business days**

*Developed profiles of 150+ leading prospects*

# Summary

## *Research Approach*




*The research team and used the sources to gather information*

- Public databases available in each country
- Local agencies
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- Direct, anonymous contact by phone or email to ask complementary information
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# Summary

## Companies Selected for Profile by Category

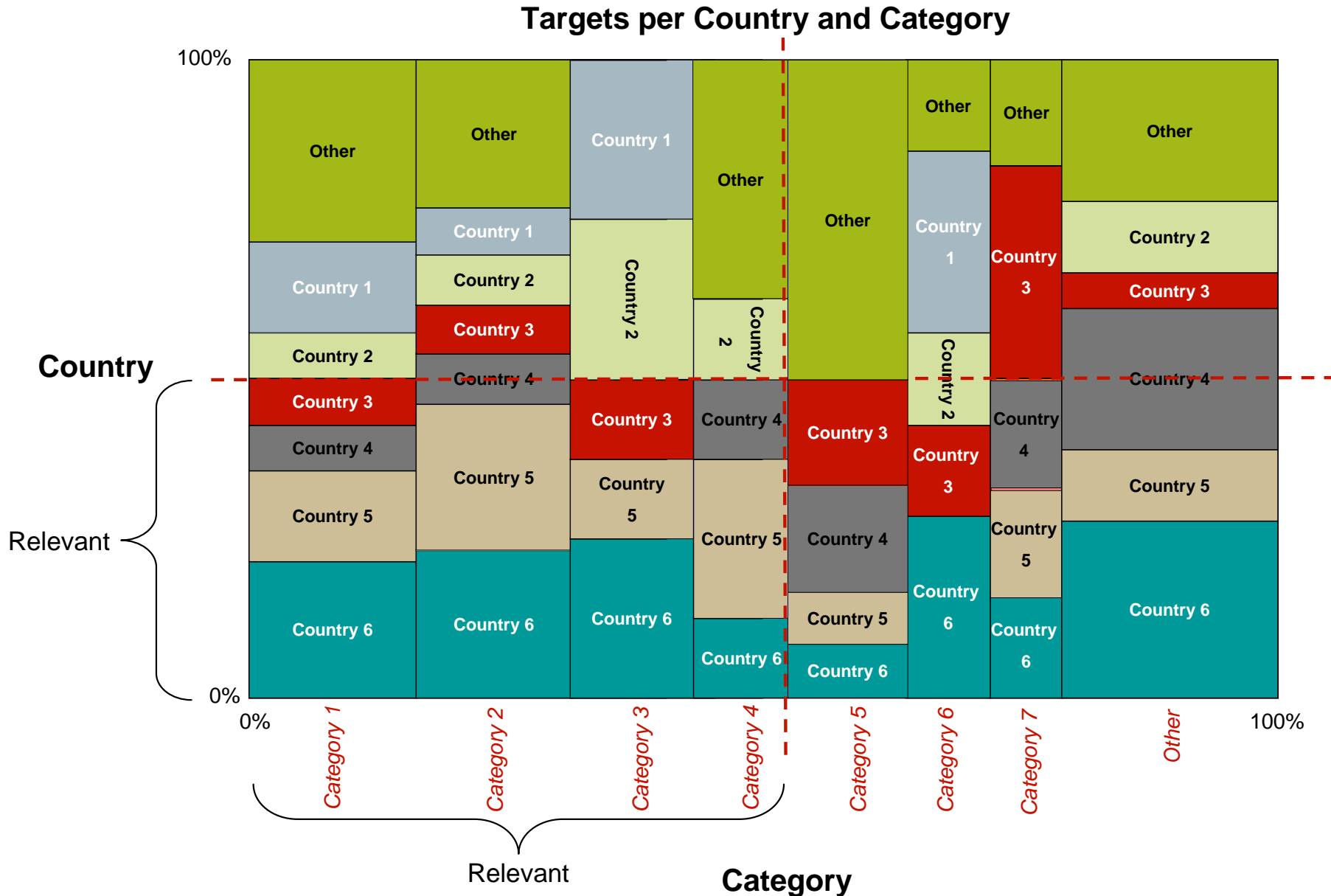
Category	Company	URL
Category 1	Fxbh. Inc.	<a href="http://www.fxbh.mb">www.fxbh.mb</a>
Category 2	Fkxhkmb Co.	<a href="http://www.fkxhkmb.mb">www.fkxhkmb.mb</a>
	Bfbfa and Associates	<a href="http://www.bfbfa.mb">www.bfbfa.mb</a>
Category 3	Kffkxp	<a href="http://www.kffkxp.mb">www.kffkxp.mb</a>
	Ihppy, Inc.	<a href="http://www.ihppy.mb">www.ihppy.mb</a>
Category 4	Ibbkfmkf and Company	<a href="http://www.ibbkfmkf.mb">www.ibbkfmkf.mb</a>
	Uibimibbi and Sons	<a href="http://www.uibimibbi.mb">www.uibimibbi.mb</a>
Category 5	Hhvvhbi LLC	<a href="http://www.hhvvhbi.mb">www.hhvvhbi.mb</a>
	Vhbi, Inc.	<a href="http://www.vhbi.mb">www.vhbi.mb</a>
	Mhkibba	<a href="http://www.mhkibba.mb2">www.mhkibba.mb2</a>
	Pafmb, Inc.	<a href="http://www.pafmb.mb">www.pafmb.mb</a>
Category 6	The Ibbkfm Corporation	<a href="http://www.ibbkfm.mb">www.ibbkfm.mb</a>
Category 7	Mbbmh Co.	<a href="http://www.mbbmh.mb">www.mbbmh.mb</a>
	Bxaiibik, Inc.	<a href="http://www.bxaiibik.mb">www.bxaiibik.mb</a>

-  Met all screening criteria
-  Met all criteria except size
-  Did not meet key criteria when revealed in detail

# Summary

## Representative Regions and Categories

4 categories across 4 regions represent the most relevant potential targets



# Country 1 – Category X

*Acme*

<b>Headquarters</b>	<ul style="list-style-type: none"><li>• North Pole</li></ul>	<b>Strengths</b>	<ul style="list-style-type: none"><li>• Strength 1</li><li>• Strength 2</li><li>• Strength 3</li></ul>
<b>Contact information</b>	<ul style="list-style-type: none"><li>• Tel: 55 5555 5555</li><li>• URL: <a href="http://www.acme.xx">http://www.acme.xx</a></li></ul>		
<b>Locations</b>	<ul style="list-style-type: none"><li>• Country 1, Country 3</li></ul>		
<b>2005 Revenue</b>		<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Weakness 1</li><li>• Weakness 2</li><li>• Weakness 3</li></ul>
<b>2005 EBITDA</b>			
<b>2004 Revenue</b>			
<b>2004 EBITDA</b>			
<b>Ownership</b>	<ul style="list-style-type: none"><li>• Public</li></ul>	<b>Main Competitors</b>	<ul style="list-style-type: none"><li>• Spacely's Sprockets</li><li>• Cogswell Cogs</li></ul>
<b>CEO</b>	<ul style="list-style-type: none"><li>• John Doe</li></ul>		
<b>Business Description and Model</b>	<ul style="list-style-type: none"><li>• This is a business description of Acme that contains the specific type of company information the client asked for</li></ul>		

## Research Challenge

- PE firm was looking to identify online commerce investment opportunities in key emerging markets
- They engaged Grail Research because of our:
  - Global experience
  - Ability to conduct both primary and secondary research

## How Grail Research Delivered

- Grail Research identified and gathered secondary data about 150+ companies and interviewed them in their local languages to develop detailed profiles for each company
- PE Firm moved forward with one of the companies profiled and engaged Grail Research to provide additional data during due diligence process