



Creating Target Lists for Your Job Search

Emilie Codega and Mallory Stark, Knowledge & Library Services
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Where do I begin?

Baker Library Website – <http://www.library.hbs.edu>



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Where do I begin?

Company, Industry & Career Research Guide

<http://www.library.hbs.edu/guides/company-industry-and-career-research.html>

- Created by Baker Library reference staff, includes library resources that will help you with all aspects of your job search
- Find job posting resources, networking and interview preparation suggestions and compensation data.
- A great starting point for your career research !

The screenshot shows a web page titled "Company, Industry & Career" under the heading "Research Guides". The page includes a navigation breadcrumb "Home > Research Guides". Below the title, there is a descriptive paragraph: "A great starting place for company, industry and career research; this guide points to the best resources available to the HBS community." The main content area is organized into several sections, each with a search icon and a title: "Find news and trends", "Find companies", "Analyze companies", "Analyze industries", "Locate job postings", "Network", "Prepare for interviews", and "Find compensation data". The "Find companies" section contains several links to specific search topics, such as "How can I create a list of companies based on location, industry, and size?" and "Where can I get lists of fast growing companies?". On the right side of the page, there are two vertical lists: "HBS Resources" (including MBA Career Services and Alumni Career Development) and "Research Guides" (listing various industries like Agribusiness, Biotechnology, Consulting, Energy, Entertainment, Financial Services & Investment Banking, Food & Beverage, Health Care, Hospitality & Hotels, Information Technology, Medical Devices, Music, Pharmaceuticals, Real Estate, Retail, Telecommunications, and Venture Capital & Private Equity). At the bottom of the page, there is a link for "All Guides". The Harvard Business School logo and "Knowledge & Library Services" are at the bottom left, and the number "4" is at the bottom right.

How do I create target lists?

Baker Library provides a number of sources to help:

- OneSource
- Orbis
- Capital IQ
- American Business Journals

OneSource – Build a target list

- Includes a universe of over 12 million companies worldwide
- Ability to screen by industry, size and location and more
- Public and private companies
- Company profiles include a variety of information

OneSource – Build a target list

Example: Use OneSource to create a target list of companies

in biotechnology in the Boston area that have sales growth up to 10%

<http://www.library.hbs.edu/go/onesource.html>

- Mouse over the Companies tab on the top of screen and select “Build a List”
- Select the “US/Canada” tab and then select Boston from the “US Metropolitan area” search box
- Click the link, “OneSource Industry” and type “biotechnology “ in the “OneSource Industry Classification” box
- Click “Run Search” and then “Save and Close”
- Scroll down to the “Size” filters, and in “Sales 1 Year Growth” type “10” in the box for the maximum limit
- Then select “Run Search”

OneSource – Build a target list

Home Companies Executives Industries News & Reports

16 Companies Found [New Search](#) | [Revise Search](#) | [View Search Criteria](#)

Quick List Custom Table Banker Report* Auditor Report* Company Report

Remove Selected | Unselected

<input type="checkbox"/> Company	City	State Or Province	Country	Sales USD(mil)	Employees	Asst USE
<input type="checkbox"/> PAREXEL International Corpo	Waltham	Massachusetts	United States	1,422.4	10,550	
<input type="checkbox"/> Biogen Idec Inc.	Cambridge	Massachusetts	United States	4,716.4	4,850	
<input type="checkbox"/> Charles River Laboratories	Wilmington	Massachusetts	United States	1,133.4	750	
<input type="checkbox"/> Alkermes, Inc.	Cambridge	Massachusetts	United States	186.6	600	
<input type="checkbox"/> Ergo Science Corporation	North Andover	Massachusetts	United States	30.7	240	
<input type="checkbox"/> Alnylam Pharmaceuticals, Inc	Cambridge	Massachusetts	United States	100.0	173	
<input type="checkbox"/> Altus Pharmaceuticals Inc.	Cambridge	Massachusetts	United States	2.2	145	
<input type="checkbox"/> Acusphere, Inc.	Watertown	Massachusetts	United States	2.7	118	
<input type="checkbox"/> Metabolix, Inc.	Cambridge	Massachusetts	United States	0.4	116	
<input type="checkbox"/> Synta Pharmaceuticals Corp.	Lexington	Massachusetts	United States	14.8	112	
<input type="checkbox"/> Idenix Pharmaceuticals, Inc.	Cambridge	Massachusetts	United States	10.2	109	
<input type="checkbox"/> Predix Pharmaceuticals Holdi	Lexington	Massachusetts	United States	0.0	48	
<input type="checkbox"/> Panacos Pharmaceuticals, Inc	Watertown	Massachusetts	United States	0.2	41	
<input type="checkbox"/> Idera Pharmaceuticals, Inc.	Cambridge	Massachusetts	United States	16.1	36	
<input type="checkbox"/> Vaso Active Pharmaceuticals,	Danvers	Massachusetts	United States	0.1	9	
<input type="checkbox"/> BioTransplant Inc.	Foxborough	Massachusetts	United States	0.7	1	

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Orbis – International company search

- A global company database that is unique in its breadth of geographies and companies covered, both public and private
- Over 76 million companies included
- Screen for companies based on geography, financial performance, industry, deals, ownership structure, number of employees, year of incorporation and other criteria
- Compare a company to its competitors along multiple dimensions

Orbis – International company search

Example: Create a list of the top 100 food & beverage companies by revenue in India

<http://www.library.hbs.edu/go/orbis.html>

- Select “All Companies” at the bottom of the screen
- From the criteria box at top of screen, mouse over “Location” and select “World Region/Country/Region in country”
- Select India and click “ok”
- Mouse over “Industry” and select “Industry classification” from the criteria box above search strategy
- Set Industry classification to “BvD” major sectors and check box for “Food, beverage, tobacco”
- From criteria box, mouse over “Financial Data” and select “Key Financials”
- Then select “Operating revenue”, “Last available year”, “Top 100”

Orbis: International company search

Orbis Company information across the globe

Companies News M&A deals Industry research Global Reports Royalty agreements

Enter a company name or BvD ID number

Home > List (Standard list)

Show search strategy

1 of 4 pages

			Country ISO Code	NACE Rev. 2 Core code (4 digits)	Cons. code	Last avail. year	Operating revenue (Turnover) th USD Last avail. yr	Number of employees Last avail. yr	BvD Indep. Indic.	GUO Name
1.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1200	C1	2010	5,042,370	n.a.	B+	ITC LIMITED
2.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2010	2,096,941	n.a.	B+	E.I.D. PAR...
3.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1042	U1	2010	1,982,096	n.a.	B-	ADANI WILMA...
4.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2010	1,716,443	n.a.	A+	SHREE RENUK...
5.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1101	C2	2009	1,428,421	n.a.	B+	UNITED SPIRITS LIMITED
6.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1089	C1	2010	1,400,074	n.a.	D	NESTLE INDIA LTD
7.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1051	C1	2010	1,037,571	n.a.	C+	BRITANNIA INDUSTRIES LTD
8.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1011	U1	2009	848,439	n.a.	U	ALLANASONS LTD.
9.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2010	728,488	n.a.	B+	BAJAJ HINDUSTHAN LIMITED
10.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1107	U1	2007	713,613	n.a.	D	PEPSICO INDIA HOLDINGS PVT. LTD.
11.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2010	532,132	n.a.	A+	DHAMPUR SUGAR MILLS LTD
12.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1105	C1	2009	512,592	n.a.	B+	UNITED BREWERIES LIMITED
13.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2010	506,852	n.a.	A+	TRIVENI ENGINEERING & INDUSTRIES LIMITED
14.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1105	U2	2009	476,551	n.a.	U	SKOL BREWERIES LTD.
15.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1082	U2	2009	439,353	2,155	C	CADBURY INDIA LTD.
16.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2009	439,109	n.a.	A-	SAKTHI SUGARS LIMITED
17.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1042	C1	2008	431,230	n.a.	U	LIBERTY OIL MILLS LIMITED
18.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1072	U1	2008	422,057	n.a.	D	PARLE BISCUITS PVT. LTD.
19.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1200	C1	2010	366,471	n.a.	B+	GODFREY PHILLIPS INDIA LIMITED
20.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1081	C1	2009	365,056	n.a.	A+	BALRAMPUR CHINI MILLS LIMITED
21.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1091	U1	2010	361,772	n.a.	D	GODREJ & ...
22.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1061	C1	2009	354,505	n.a.	A+	KRBL LIMITED
23.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1042	U1	2008	341,140	n.a.	U	N K PROTEINS LTD.
24.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1042	U1	2009	322,006	n.a.	U	V V F LTD.
25.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	IN	1042	C1	2009	326,884	n.a.	D	RUCHI INFRASTRUCTURE LTD.

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Capital IQ – People search

- A great source for public and private company and people information
- Available in the Stamps Reading Room, also individual accounts can be requested
- Strong focus on finance, deals and rankings
- Global coverage

Capital IQ – People search

Example: Find venture capital firms in Massachusetts with HBS affiliations

<http://www.library.hbs.edu/go/capitaliq.html>

- Go to Screening Tab and select Company Screening
- Select Criteria under Company Details, click Investment Type
- Select Venture Capital Investing and Add Criteria
- Under Company Details select Geography
- Select Massachusetts and Add Criteria
- Under Education select Colleges/Universities
- Search for “Harvard Business” and Add Criteria
- Click on View Results

Capital IQ – People search

The screenshot displays the Capital IQ 'Company Screening' interface. On the left is a navigation menu with categories like Screening, Idea Generation Screens, Targeting, Comparables, and Charting. The main area shows a 'Screening' tab with a list of criteria:

- 1 Investment Types: Venture Capital Investing (8974 results)
- 2 Colleges/Universities: Harvard Business School (1320 results)
- 3 Geographic Locations: Massachusetts (Primary) (139 results)

Below the criteria list is a search bar and a 'View Results' button. The bottom section is a 'Criteria' grid with columns for My Links, Equity Details, Person Details, and General Transaction Details. Each column contains a list of specific data points available for the search results.

Capital IQ – People search

Company Screening Screening Results

View Criteria Customize Display Columns

Edit Criteria Return to Screen Builder

Search: Search or add data points and formulas ... Add to Screen

No Results Found. Please modify your search.

Screening Results

Export: All Companies Templates: Keep Current Columns Add/Edit Display Columns

Save to List Group Results Launch Visualization... Go

Viewing 51-100 of 139 [View 1-50 | 51-100 | 101-139] [View All]

Company Name	Investment Type	Colleges/Universities	Geographic Locations	Primary Sector	Primary Industry	Headquarters - Country
1 Fairhaven Capital Partners, LLC	Venture Capital Investing	Grinnell, Richard S. (Harvard Business School); Seneri, Rudina (Harvard Business School)	Massachusetts	Financials	Asset Management and Custody Banks	United States
1 Fidelity Ventures	Venture Capital Investing	Kramer, Shephan (Prior) (Harvard Business School); Suerbach, Daniel (Prior) (Harvard Business School); Ahmed, Iftikhar A. (Prior) (Harvard Business School); Burton, Donald W. (Prior) (Harvard Business School); Segel, John T. (Prior) (Harvard Business School); Stephenson, Thomas F. (Prior) (Harvard Business School); Towse, Jonathan D. (Prior) (Harvard Business School); Davidson, Dekkers (Prior) (Harvard Business School); Cantwell, Sean P. (Prior) (Harvard Business School)	Massachusetts	Financials	Asset Management and Custody Banks	United States
1 Flagship Ventures	Venture Capital Investing	McCallum, Duncan (Prior) (Harvard Business School); Rice, Stephen J. (Harvard Business School); Holland, Daniel J. (Prior) (Harvard Business School); Kania, Edwin M. (Board) (Harvard Business School); Eriksen, Frode (Prior) (Harvard Business School); Matheson, James V. (Harvard Business School); Tremblay, Marc (Prior) (Harvard Business School); Stone, David K. (Prior) (Harvard Business School); Sunbky, Per (Prior) (Harvard Business School)	Massachusetts	Financials	Asset Management and Custody Banks	United States

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American City Business Journals - Book of Lists

- Ranked Lists of companies by variety of categories/industries for particular cities, i.e, fastest growing private companies
- Snapshot of growth industries for major cities in the U.S.
- Articles from city business journals in addition to Book of Lists

American City Business Journals - Book of Lists

Example: Find published ranking of Fastest-growing Private Companies in San Francisco

<http://www.library.hbs.edu/go/acbj.html>

- Scroll down list of business journals and select San Francisco Business Times
- Select "View Book of Lists 2011" to open pdf of magazine
- Scroll through pdf using arrows at top to find "Table of Contents"
- Find page for "Fastest-growing Private Companies"
- Scroll to page 128

Book of Lists: San Francisco Business Times

128 sanfranciscobusinesstimes.com

BusinessTimes 2011 Book of Lists

100 Fastest-Growing Private Companies in the Bay Area

(Ranked by percent net revenue growth FY2007 - FY2009*)

Rank	Prior	Company Address Phone Website	Percentage growth	2009 Revenue 2008 Revenue	Profit margin	Staff: 2009 2008	Startup funding/ Year est.	Business description	Top Bay Area executive
1	NL	Advantis Global Services 425 Market St., Ste. 2200, San Francisco 94105 415-383-2000 www.advantisglobal.com	4,121.2%	\$10,835,673 \$3,054,444 \$256,695	11 to 15%	25 12 5	\$20,000 2007	IT contingent staffing, technical resources services	Bryan Barber and Jeff Taylor Principals
2	NL	Modcloth Inc. 691 Brannan St., San Francisco 94107 888-495-9699 www.modcloth.com	2,946.8%	\$15,591,108 \$3,018,328 \$511,714	NR	99 36 7	\$30,000 2002	Online retailer of independently designed women's clothing	Susan Gregg Koger and Eric Koger Co-founders
3	NL	Stella & Dot 1860 El Camino Real, Ste. 420, Burlingame 94010 650-552-0093 www.stelladot.com	2,683.2%	\$32,883,720 \$3,774,879 \$1,181,506	16 to 25%	33 18 13	\$350,000 2004	Direct sales of boutique jewelry	Jessica Herrin Founder and CEO
4	NL	Box.net Inc. 409 Sherman Ave., Palo Alto 94306 650-329-1210 www.box.net	494.9%	\$5,287,173 \$2,625,056 \$868,792	Loss	65 45 12	\$95,000 2005	Cloud content management solutions	Aaron Levie Co-founder and CEO
5	NL	LeadQual LLC 6001 Shellmound St., Ste. 325, Emeryville 94608 510-653-3000 www.leadqual.com	452.5%	\$6,767,058 \$3,672,455 \$1,224,829	16 to 25%	78 39 14	NR 2005	Sales lead qualification and online marketing	Andrew Coleman Co-founder
6	NL	Luminalt Energy Corp. 1920 Potrero Ave., San Francisco 94110 415-641-4000 www.luminalt.com	443.5%	\$3,476,857 \$1,641,308 \$639,687	Loss	14 10 10	\$35,000 2004	Solar electric/thermal design/build	Jeanine Cotter CEO
7	NL	Ammunition LLC 1500 Sansome St., Roundhouse One, San Francisco 94111 415-632-1170 www.ammunitiongroup.com	372.3%	\$5,799,577 \$3,008,502 \$1,227,962	6 to 10%	NR NR NR	NR 1997	Product, interaction and brand design	Robert Brunner Partner
8	22	oDesk Corp. 4200 Bohannon Drive, Ste. 100, Menlo Park 94025 650-853-4100 www.odesk.com	344.6%	\$5,737,817 \$2,442,420 \$1,290,569	Loss	32 25 20	\$500,000 2004	Global employment platform	Gary Swart CEO
9	33	Cantaloupe Systems Inc. 612 Howard St., Ste. 600, San Francisco 94105 415-525-8100 www.cantaloupesys.com	327.2%	\$9,035,281 \$2,606,120 \$2,115,139	Loss	23 18 20	\$60,000 2002	Wireless vending machine solutions	Mandap Arora Co-founder and CEO
10	NL	WdFA Marketing LLC 535 Pacific Ave., 4th Floor, San Francisco 94133 415-391-6600 www.wdfamarketing.com	326.3%	\$1,073,843 \$12,015,683 \$4,004,746	Loss	47 23 13	\$35,000 2006	Micromarketing and advertising firm	Jason Hilton Managing partner

Need more help?

In-Person Assistance:

Reference hours:

SUN: 12 pm – 7 pm; MON-THUR: 9am – 7pm; FRI: 9am – 5pm

Stamps Reading Room Quiet Study hours*:

SUN – THUR: 7pm – 12am; SAT: 12pm - 7pm

Phone: (617) 495-6040

Email: infoservices@hbs.edu

Request a consultation (email: infoservices@hbs.edu) to schedule an appointment for an in-depth research consultation with a reference librarian.

* Please Note: Reading Room hours vary during the summer and holidays, see "Baker Hours" at: <http://www.library.hbs.edu/info/hours.html>.

Thank You!

Emilie Codega and Mallory Stark
infoservices@hbs.edu
617 495-6040