Creating Target Lists for Your Job Search
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Where do I begin?
Baker Library Website – http://www.library.hbs.edu
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!
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”
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

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

- 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
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

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

100 Fastest-Growing Private Companies in the Bay Area
(Ranked by percent net revenue growth FY2007 - FY2009)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Industry</th>
<th>Revenue 2007</th>
<th>Revenue 2008</th>
<th>Revenue 2009</th>
<th>Net Change</th>
<th>Year Net</th>
<th>Percentage Growth</th>
<th>Net Change</th>
<th>Year Net</th>
<th>Net Change</th>
<th>Year Net</th>
<th>Business Description</th>
<th>Top Bay Area Accolades</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Adventa Global Services</td>
<td>IT outsourcing</td>
<td>$45,000,000</td>
<td>$62,000,000</td>
<td>$82,000,000</td>
<td>19%</td>
<td>2009</td>
<td>18%</td>
<td>$30,000</td>
<td>2009</td>
<td>$30,000</td>
<td>2009</td>
<td>IT services, staffing, call-center solutions</td>
<td>Ryan Matter and Jeff Taylor</td>
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<tr>
<td>2</td>
<td>MachLab Inc.</td>
<td>Medical device development</td>
<td>$2,000,000</td>
<td>$2,500,000</td>
<td>$3,000,000</td>
<td>20%</td>
<td>2009</td>
<td>20%</td>
<td>$500,000</td>
<td>2010</td>
<td>$500,000</td>
<td>2010</td>
<td>Medical device development</td>
<td>Brian Tizard, Rainer and Eva Roeger</td>
</tr>
<tr>
<td>3</td>
<td>Works &amp; A Bid</td>
<td>Construction</td>
<td>$2,000,000</td>
<td>$3,000,000</td>
<td>$4,000,000</td>
<td>33%</td>
<td>2010</td>
<td>33%</td>
<td>$1,000,000</td>
<td>2011</td>
<td>$1,000,000</td>
<td>2011</td>
<td>Construction, interior design, interior design</td>
<td>Annette Morris</td>
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<tr>
<td>4</td>
<td>Doc24 Inc.</td>
<td>Document management solutions</td>
<td>$500,000</td>
<td>$600,000</td>
<td>$700,000</td>
<td>10%</td>
<td>2009</td>
<td>10%</td>
<td>$100,000</td>
<td>2010</td>
<td>$100,000</td>
<td>2010</td>
<td>Document management solutions</td>
<td>Anna Lee Corporation and CEO</td>
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<tr>
<td>5</td>
<td>LeapFrog LLC</td>
<td>Software development</td>
<td>$4,000,000</td>
<td>$5,000,000</td>
<td>$6,000,000</td>
<td>25%</td>
<td>2010</td>
<td>25%</td>
<td>$1,000,000</td>
<td>2011</td>
<td>$1,000,000</td>
<td>2011</td>
<td>Software development</td>
<td>Andrew Coleman Corporation</td>
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<tr>
<td>6</td>
<td>Luminati Energy Corp.</td>
<td>Energy efficiency</td>
<td>$3,000,000</td>
<td>$3,500,000</td>
<td>$4,000,000</td>
<td>16%</td>
<td>2009</td>
<td>16%</td>
<td>$500,000</td>
<td>2010</td>
<td>$500,000</td>
<td>2010</td>
<td>Solar electric/thermal design</td>
<td>Jennifer Cutler CEO</td>
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<tr>
<td>7</td>
<td>Annexonix LLC</td>
<td>Software development</td>
<td>$750,000</td>
<td>$1,000,000</td>
<td>$1,500,000</td>
<td>53%</td>
<td>2010</td>
<td>53%</td>
<td>$500,000</td>
<td>2011</td>
<td>$500,000</td>
<td>2011</td>
<td>Software development</td>
<td>Robert Gunther Partner</td>
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<tr>
<td>8</td>
<td>iDaily Corp.</td>
<td>News and media</td>
<td>$2,000,000</td>
<td>$2,500,000</td>
<td>$3,000,000</td>
<td>25%</td>
<td>2010</td>
<td>25%</td>
<td>$500,000</td>
<td>2011</td>
<td>$500,000</td>
<td>2011</td>
<td>News and media</td>
<td>Gary Gemt CDO</td>
</tr>
<tr>
<td>9</td>
<td>Cantar CAPITALS, Inc.</td>
<td>Capital management</td>
<td>$2,000,000</td>
<td>$2,500,000</td>
<td>$3,000,000</td>
<td>25%</td>
<td>2010</td>
<td>25%</td>
<td>$500,000</td>
<td>2011</td>
<td>$500,000</td>
<td>2011</td>
<td>Capital management</td>
<td>Mark Alpern CPO</td>
</tr>
<tr>
<td>10</td>
<td>Motorsports Marketing LLC</td>
<td>Motorsports marketing solutions</td>
<td>$1,000,000</td>
<td>$1,300,000</td>
<td>$1,600,000</td>
<td>30%</td>
<td>2010</td>
<td>30%</td>
<td>$300,000</td>
<td>2011</td>
<td>$300,000</td>
<td>2011</td>
<td>Motorsports marketing</td>
<td>Jason Miller Managing partner</td>
</tr>
</tbody>
</table>
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!

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