Developing Your Target List for Job search
Mallory Stark, Knowledge & Library Services
October 12, 2012

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
- Capital IQ
- ThomsonOne
- Orbis
- American City Business Journals

Company Screening: Which Databases to Use

<table>
<thead>
<tr>
<th>Feature</th>
<th>OneSource</th>
<th>Capital IQ</th>
<th>ThomsonOne</th>
<th>Orbis</th>
<th>ACBJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global coverage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Overviews of companies</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Start-ups/VC/PE</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Great source for building HBS alumni network</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Geographically focused searches</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access details</td>
<td>HBS Intranet</td>
<td>HBS Intranet</td>
<td>HBS Intranet</td>
<td>HBS Intranet</td>
<td>HU</td>
</tr>
</tbody>
</table>
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

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

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 the Chicago area with HBS affiliations

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

- Go to Screening Tab and under “Investment/Advisory Firms” select Investment Style Managed
- In box at the top called, “Available items,” scroll down list
- Select Venture Capital and Add Criteria
- Under “Company Details” select Geography
- Type in Chicago and Add Criteria
- Under Education select Colleges/Universities
- Search for “Harvard Business” and Add Criteria and click view results
ThomsonOne - Portfolio Companies

- Create a target list of venture backed portfolio companies
- Filter by portfolio details: industry, location, portfolio status and more
- Filter by investment details, e.g. investment stage
### ThomsonOne - Portfolio Companies

**Example:** Create a target list of venture backed portfolio companies in consumer products in Boston, San Francisco and Los Angeles

[http://www.library.hbs.edu/go/thomsonbanker.html](http://www.library.hbs.edu/go/thomsonbanker.html)

- Select “Screening & Analysis” from left column of options
- Open “Private Equity” and select “Company & Investors” from options
- Select “Companies” from “Search Entity Type” at the top of screen
- In section, “Portfolio Company Detail” select Boston, San Francisco, and Los Angeles metropolitan areas in “Company Location” filter
- Select “Consumer Products” in “Industry (VEIC)” filter
- Move to “Investment Details” section, open browse icon within “Investment Stage” filter and select “Venture Capital” from “Available Options”
- Once all filters are set, select “Generate Results”
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
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

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

**Booked by percent net revenue growth FY2007 - FY2008**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Parent Company Name</th>
<th>Percentage growth</th>
<th>2005 Revenue</th>
<th>2004 Revenue</th>
<th>Profit</th>
<th>Profit margin</th>
<th>Staff</th>
<th>Staff growth</th>
<th>Income</th>
<th>Income growth</th>
<th>Business description</th>
<th>Top Bay Area Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Napa Global Services</td>
<td></td>
<td>421.5%</td>
<td>$440,533.41</td>
<td>$320,643.44</td>
<td>16%</td>
<td>20%</td>
<td>14</td>
<td>33%</td>
<td>$260,000</td>
<td>30%</td>
<td>R IT consulting, staffing, human resources services</td>
<td>Ryan Rutten and Jeff Sanger, Principals</td>
</tr>
<tr>
<td>2</td>
<td>Motherlode Inc.</td>
<td></td>
<td>364.9%</td>
<td>$1,696,335.96</td>
<td>$1,043,279.29</td>
<td>14%</td>
<td>20%</td>
<td>12</td>
<td>30%</td>
<td>$360,000</td>
<td>20%</td>
<td>IT consulting, staffing, human resources services</td>
<td>Andrea Washeniker and Steve Sanger, Principals</td>
</tr>
<tr>
<td>3</td>
<td>See &amp; Ski</td>
<td>2001 Bo Yue, Inc.</td>
<td>2015 E 20th St. Redwood City, CA 94063</td>
<td>$978,231.50</td>
<td>$612,001.20</td>
<td>23%</td>
<td>30%</td>
<td>10</td>
<td>30%</td>
<td>$330,000</td>
<td>20%</td>
<td>Ski sales and rental of ski equipment</td>
<td>Anissa Henry, Founder and CEO</td>
</tr>
<tr>
<td>4</td>
<td>Doc.net Inc.</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$5,285,335.96</td>
<td>$3,054,655.86</td>
<td>$489,762</td>
<td>12</td>
<td>30%</td>
<td>9</td>
<td>30%</td>
<td>$280,000</td>
<td>20%</td>
<td>IT consulting, staffing, human resources services</td>
<td>Andrea Walker, Founder and CEO</td>
</tr>
<tr>
<td>5</td>
<td>LendLease LLC</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$4,762,989.89</td>
<td>$3,121,874.93</td>
<td>$248,982</td>
<td>25%</td>
<td>30%</td>
<td>7</td>
<td>30%</td>
<td>$250,000</td>
<td>20%</td>
<td>Sales and lease modulation and online marketing</td>
<td>Andrew Coleman, President</td>
</tr>
<tr>
<td>6</td>
<td>NextEnergy Corp.</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$1,476,487.47</td>
<td>$843,288.76</td>
<td>32%</td>
<td>30%</td>
<td>14</td>
<td>30%</td>
<td>$230,000</td>
<td>20%</td>
<td>Solar energy (thermal design, etc.)</td>
<td>Anissa Henry, CEO</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Ammunition LLC</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$5,749,335.96</td>
<td>$3,054,655.86</td>
<td>$248,982</td>
<td>25%</td>
<td>30%</td>
<td>7</td>
<td>30%</td>
<td>$250,000</td>
<td>20%</td>
<td>Product, operation, and technical design</td>
<td>Robert Bruemmer, Partner</td>
</tr>
<tr>
<td>8</td>
<td>Ovix Inc.</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$1,527,817.47</td>
<td>$1,445,846.06</td>
<td>$240,946</td>
<td>20%</td>
<td>30%</td>
<td>20</td>
<td>30%</td>
<td>$320,000</td>
<td>20%</td>
<td>Oil &amp; gas exploration, development</td>
<td>Gary Day, CEO</td>
</tr>
<tr>
<td>9</td>
<td>Cadran Systems Inc.</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$920,000.00</td>
<td>$800,000.00</td>
<td>$80,000</td>
<td>20%</td>
<td>30%</td>
<td>20</td>
<td>30%</td>
<td>$200,000</td>
<td>20%</td>
<td>Wireless networking and mobile solutions</td>
<td>Mark Uhl, CEO</td>
</tr>
<tr>
<td>10</td>
<td>WDRA Marketing LLC</td>
<td>2025 Broderick St., Palo Alto, CA 94306</td>
<td>$1,075,000.00</td>
<td>$1,075,000.00</td>
<td>$87,500</td>
<td>20%</td>
<td>30%</td>
<td>20</td>
<td>30%</td>
<td>$350,000</td>
<td>20%</td>
<td>Microcomputer and peripheral sales</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: 9 am – 7 pm
- FRI: 9 am – 5 pm

**Stamps Reading Room Quiet Study hours:**
- SUN – THUR: 7 pm – 12 am
- SAT: 12 pm - 7 pm

**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/infohours.html*
Thank You!

Jen Beauregard and Mallory Stark
infoservices@hbs.edu
617 495-6040

Questions?