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## How Signal helped REV Identify niche publications as well as mainstream media.

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Luke Smith is Investment Associate at REV. Luke is part of the investment team, conducting origination, due diligence, deal structuring and portfolio management. He is also responsible for market and investment research.

### The challenge

As an Investment Associate, Luke is constantly scanning news and undertaking research, looking for suitable investment targets. However, he didn't want to look in the same places as everyone else. His goal was to find the 'hidden gems' which are hard to find for other people in his position. He needed a tool that allowed him to quickly and easily identify new opportunities ahead of curve.

"Signal has given us an overall view of what is

happening without any gaps."

LUKE

### The Solution

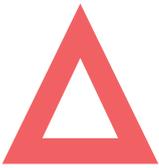
Luke needed a way to get hold of interesting content which could provide a different perspective from more mainstream media. Signal, which analyses 3 million sources every day, was a perfect fit. For REV to get a competitive advantage, they needed to access niche publications as well as the conventionally important news sources.

To make matters easier, REV had invested in Signal's

seed and Series A funding rounds: this meant that collaboration and partnership was a natural route to take.

"When we looked into the platform and realised how powerful it was and how well it fit our use case, it was a no-brainer to start using it."

LUKE



## The results

Luke uses Signal for three core tasks:

Unearthing good investment targets:

One of Luke's responsibilities is deal origination, making initial contact with investment opportunities. Signal's broad mix of publications allows Luke to access news that may not be as high-profile in the

mainstream media.

Weekly news review:

Luke collates a weekly review of the most important information in REV's sectors: Signal is an invaluable tool in putting this together.

Disseminating knowledge around the organisation:

Luke copies REV's Partners into relevant email digests,

making sure that everyone is up to speed on key sector developments.

Luke usually visits Signal once a day to catch up on news in key industry sectors. The platform allows him to tailor and edit his own feeds, ensuring that he can make changes to his content swiftly and easily.

"Signal is so simple

to use that you can literally self-serve."

LUKE



## About REV

REV is a corporate venture capital firm which invests in companies that focus on data and analytics. Active since 2000, REV is backed by RELX Group, one of the world's largest content, technology and analytics companies.

## About Luke Smith

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