



Product Name - Competitive Growth Insights, or CGI

Product Description – CGI decomposes a dozen business growth drivers for over 250 publicly traded securities within the alternative investment industry ecosystem. Each proprietary factor tells a story about a business condition.

Product Benefits – CGI alternative data-driven “insights” enhance financial forecasting, earnings models, and model inputs for research analysts and portfolio managers. Convergence proprietary insights help research analysts and portfolio managers develop focused questions and areas of inquiry for conversations with company management teams.

Product Features

1. **Deeper Understanding of Company Growth Drivers** – Convergence business growth factors, peer competitive insights, and market growth insights help tell a story about the drivers of a company’s business growth, factors within and outside a management team’s control, product and asset-class level trends, and the competitive landscape and relative positioning.
2. **Details Beneath the Top Line** – CGI provides you with a granular level of detail, highlighting Convergence’s proprietary intelligence about the growth factors beneath the top line, and enhancing and informing analyst and portfolio manager financial models, model inputs, growth rate assumptions and forecasts, product level assumptions, and guides conversations with and questions about underlying growth drivers, trends, competitive positioning, and business assumptions for company management teams.
3. **Sharpen your Investment Edge** - Convergence’s unique proprietary growth insights and analytical content helps to sharpen the research analyst and portfolio manager’s investment edge, improves forecasting accuracy, and through refined model inputs, tests conviction levels and calibrates position sizing.
4. **Controllable Factors Drive Alpha** – Convergence’s 12-factor decomposition of business growth helps research analysts and portfolio managers isolate beta from “alpha” – shining a light on sales success and growth driven by strategic vision, business acumen, performance, people, and product differentiation, and isolating factors outside of management’s control, such as asset appreciation.
5. **Competitive Positioning** - Convergence alternative data insights can help analysts and portfolio managers set realistic growth targets and be armed with superior intelligence about the relative competitive positioning of the business when updating earnings models and in preparation for quarterly earnings and management meetings.

Product Users – Buy-side and Sell-side Research Analysts and Portfolio Managers involved in researching and investing in publicly traded securities within the alternative investment industry ecosystem.

Get in touch to learn more about CGI

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