

Startup rating agency Early Metrics launches a new platform for bankers

The agency aims to cement itself as a leader through its new timesaving tool, developed in collaboration with academic and governmental institutions.

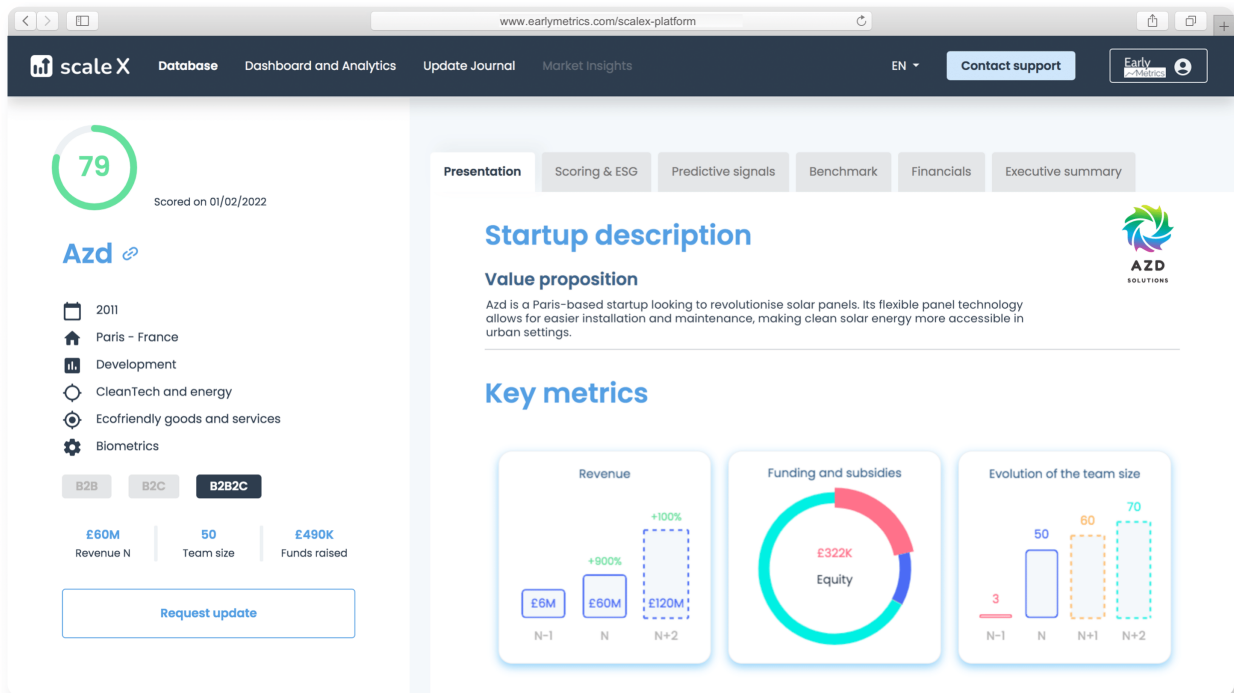
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After eight years in the business, Early Metrics has become a fixture in the startups and innovative SMEs rating industry, with 70% of the CAC 40 having already used its services, and a partnership signed with Euronext to track listed tech companies.

Today, the agency is expanding its offer with the launch of ScaleX, a smart analytics digital platform dedicated to financial actors and investors wanting to support the rise of new leaders in European tech.

ScaleX enables bankers and investors to streamline their processes, from the discovery of innovative enterprises to their tracking. The platform aims to save financial sector players' time in portfolio monitoring, identifying new opportunities in the market and with looking into existing funded companies.



Thanks to a scoring algorithm based on over 4,000 startup ratings carried out by Early Metrics, the platform allows bankers and investors to identify high potential tech companies within their portfolio. The scoring methodology was developed in partnership with academic partners such as Audencia, as well as Innovate UK, the UK government agency dedicated to funding innovative SMEs.

ScaleX's features include:

- A dashboard to track the evolution and opportunities of a startup portfolio
- Smart analytics on each tech company that's part of a portfolio
- Predictive signals on a startup's future funding or financial services needs
- Benchmarks and analyses of various tech markets

https://www.youtube.com/watch?v=VKmXxK0CyR4&feature=emb_logo

Besides Innovate UK, ScaleX has also been adopted by French corporate finance actors such as Raise and NCI.

Noé Gersanois, Co-Head of RaiseSherpas, commented:

“We have been working with Early Metrics for several years now, namely to rate candidates for our Expansion Loan, and we are thrilled to be among the first users of their new platform. ScaleX allows us to optimise the tracking process of the startups in our portfolio and to identity new opportunities.”

Sébastien Paillet, CEO and cofounder of Early Metrics, declared:

“The launch of ScaleX marks the start of a new chapter in our startup rating and research agency: the development of digital tools to enhance our know-how and our unique methodology in the evaluation of innovative SMEs. Ever since we started, our mission has been to bring transparency to the European tech ecosystem through data and analysis tools. It is with that same goal in mind that we launch ScaleX, in the hopes of helping banks and investors support the rise of tomorrow’s tech gems.”



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Article by Max Lunn