

Eagle Alpha to seek institutional funding in 2H, CEO says
by Yizhu Wang
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Eagle Alpha will reach out to institutional investors for Series A equity financing after it completes an early stage investment the alternative data research firm is in the midst of raising, said CEO and founder Emmett Kilduff.

The Dublin, Ireland-based company has total funding of USD 6m. It will complete the early stage round, which is currently underway and expected to be less than USD 2m, by Q3, Kilduff said.

Once that funding is completed, the fintech company plans to approach a variety of investors for the Series A, including venture capital, private equity firms, strategic investors, as well as asset managers, Kilduff said. A typical Series A round takes five to eight months, but it has no set timetable to complete an institutional round, he said.

Former **Mergermarket** CFO and co-founder Gawn Rowan Hamilton joined Eagle Alpha's Board of Directors a little over two years ago, Kilduff said.

The Mergermarket Group, publisher of this news service, has been a portfolio company of BC Partners since February 2014.

Eagle Alpha makes money by charging a yearly subscription fee of USD 35,000, through commissions from third-party data providers for selling their data, as well as through teach-ins and consulting projects, Kilduff said.

Eagle Alpha provides alternative data for asset managers, including for quantitative researchers looking for an information edge.

More than 80% of revenue comes from customers in the US, Kilduff said. The company is expanding its footprint in other geographies, including Asia, he said. Demand for alternative data from China is also increasing, he added.

Toronto-based **Quandl** is one of its competitors in data sourcing as it also serves as an intermediary between data providers and asset managers, Kilduff said.

While Quandl provides both alternative and traditional investment data, Eagle Alpha's niche is alternative data including 500 datasets across 20 categories, he said, such as consumer transactions, online search trends, application usage and web traffic.

Eagle Alpha isn't looking to acquire its own data sets or data providers, the CEO said, as it is still at an early stage and the number of data providers is large.

As Mergermarket focuses on news and deal information, not alternative data, it is not a competitor, Kilduff said. **Bloomberg** and **Thomson Reuters** [NYSE: TRI] are also not competitors, he said.

It may take one to two years before consolidation takes place in alternative data, Kilduff said, as most companies in the space are still early stage startups.

Companies in market data, or with a private equity focus, along with asset managers and investment banks, could be logical buyers of Eagle Alpha, the CEO said. That said, it is too early for the company to plan for an exit, he said, and its focus is on sales growth.

Before starting Eagle Alpha in 2012, Kilduff worked as an investment banker at both Morgan Stanley and Credit Suisse.

Eagle Alpha's law firm is Ireland-based **William Fry**.