Inspiring People to Make Smarter Investment Decisions

Q2 2021
About Us

Lagoon is a **No-code data Intelligence** platform for professional investors to generate unprecedented alpha

Backed by investors from:
The Truth About Alternative Data

Today, a vast majority of investors use alternative data

+80% fail to extract insights that generate a competitive edge from alternative data

Source: Lowenstein Sandler; Hedge funds closing in 2019
The data universe has become infinite and unlocking its intelligence can result in powerful gains... But finding reliable and relevant sources, paired with the right tools to extract its knowledge, takes a huge toll on expertise, time and resources.

Key Challenges & Questions

- Choosing from Millions of Data Sets?
- Which data set is relevant & Reliable?
- Data Sets are Prohibitively Expensive
- Extracting insights requires a Data Scientist to Analyze it
How Lagoon Solves The Problem

**Alternative Data Scouting**

*Find, explore and incorporate alternative data into your research to uncover new opportunities and identify hidden risks*

**Seamlessly Extract Insights**

*Built-in data science to easily identify **unique data points** across structured and unstructured data*

**Platform Integration**

*Compatibility across existing data platforms for **access to traditional and alternative data** delivering comprehensive research capabilities*
Untapped Market Potential

A $4B market, used only by the top 20% of the financial industry

Potential Customers:
- Hedge funds, mutual funds, family offices, wealth management
  - Over 16,000 companies
  - Mostly below $3B in AUM
- Retail investors
  - Over 13M and counting
- Private Equity firms
- Trading platforms
- Banks

Lagoon opens up a whole new world of investors
Special Research: Uber
What does alternative data tell us about Uber?

Active Riders on App
+7% Y/Y

Why it’s important: The network effect is critical to Uber’s business model and strong user-growth combined with increased user-activity is an indicator of revenue growth

Credit Cards Data
+13% Q/Q

Why it’s important: Uber’s number and value of credit card transactions is highly correlated with quarterly revenue
It’s no secret that the economy is red-hot heading into summer fueled by widespread vaccinations and removal of travel restrictions. Travel, ride-hailing, and mobility companies are looking for a rapid and substantial recovery after a devastating 2020 - chief among them the ride-hailing hegemon Uber.

Q1 earnings are due today after market close and expert analysts are bearish on the ride-hailing pioneer. Consensus earning previews indicate an EPS Estimate of $-0.75. Despite clear demand signals Uber continues to be weighed down by an ongoing driver shortage and aggregate analysis indicates that Uber remains overvalued.

Despite these highly publicized challenges, alternative data appears to tell a more complete story. The real-time data (app usage and credit card transactions) suggests Uber is poised to outperform analysts’ estimates. Uber has more active users than ever and significant increases in the number and value of credit card transactions.

Will Uber recover and outperform estimates? Or will driver shortages and operating costs continue to weigh the firm down? See for yourself on Lagoon.
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