Search…   **SEARCH**

New Features

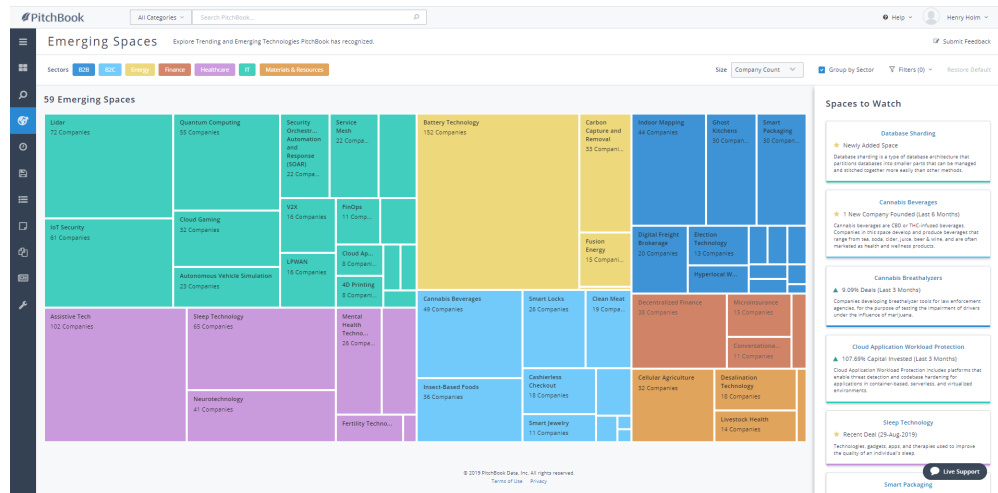# Emerging Spaces

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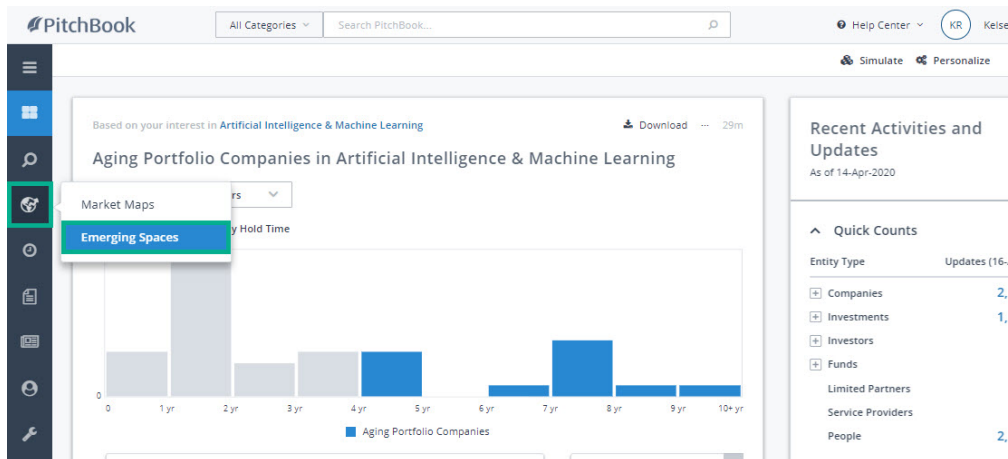Tips and Tricks

Overview

Emerging spaces represent new and disruptive markets, technologies, products, or services- or the new application of a technology, product, or service to a given market. This feature serves up trending spaces and technologies identified by PitchBook, provides you with an overview of the space and the ability to dive deeper to analyze its growth metrics.
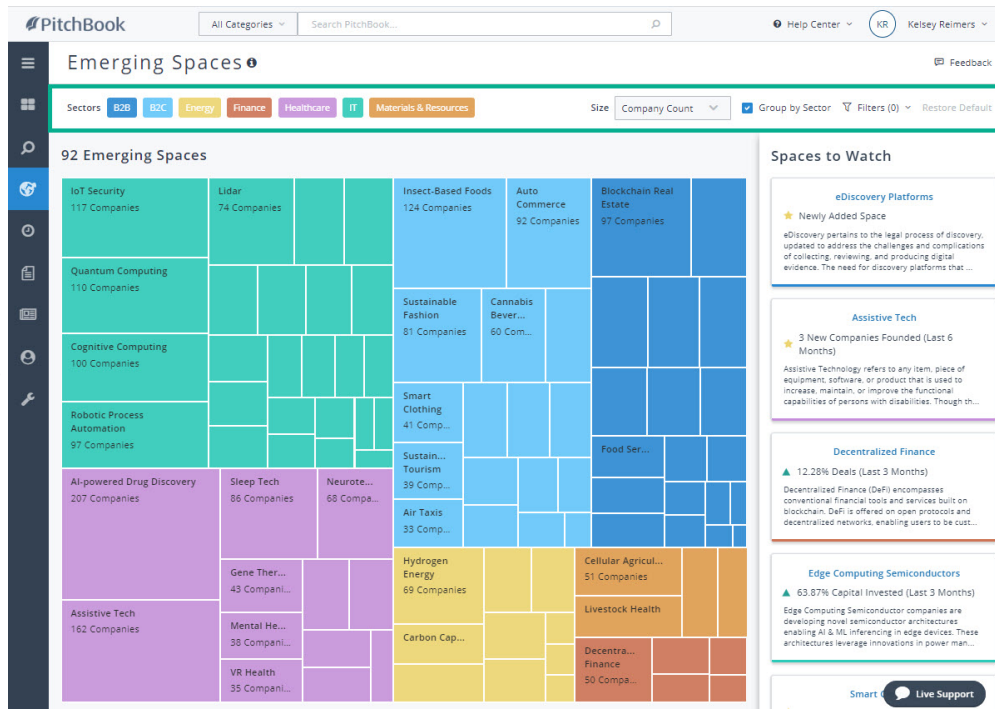
How to use Emerging Spaces

- To view the emerging spaces identified by PitchBook, click on the **globe icon** in the menu on the left side of your screen and select **Emerging Spaces.**
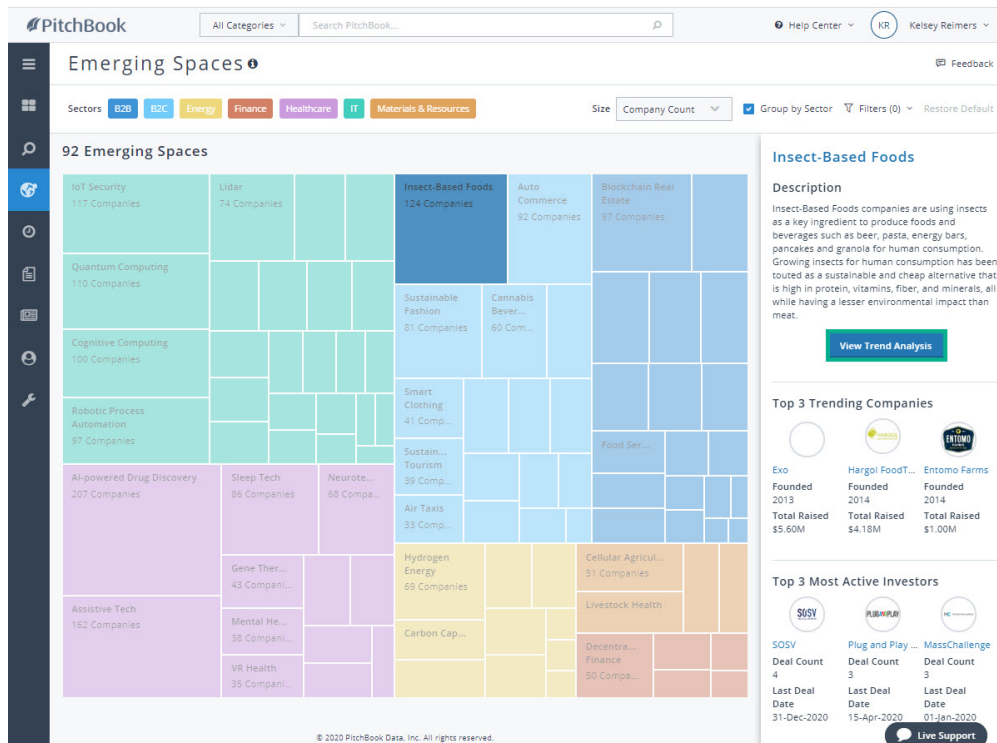

- When you first navigate to the Emerging Spaces page, you will see a high level of all emerging spaces PitchBook has identified. To customize your view or narrow your focus, you have a few options.

  1. Customize your sector selection
  2. Change how emerging space sizes are determined
  3. Turn off Group by Sector
  4. Filter by various company and deal details

5.

- Once you have the emerging spaces view you want, hover over or click on a space to view details and explore the companies within the space. For advanced insights into an emerging space click **View Trend Analysis**.

Emerging Spaces Definitions

For definitions and details on all Emerging Spaces in PitchBook, download the document attached at the bottom of this page or the document linked **here** (https://pitchbookdata.my.salesforce.com/sfc/p/70000000IQ0R/a/4w000000kZ7M/IsGZ2boxqnpMBFPFUPVL5h 9Vw0PwYLQcM0OoV.veHac).

Frequently Asked Questions

How are the spaces or technologies selected?
How does PitchBook define an emerging space?
Do you remove spaces? If so, when?
How many spaces are added?
Does Emerging Spaces use Machine Learning?
At what point does an emerging space become ab industry or vertical that we can search? As opposed to it being a keyword search.
Can you save the Emerging Spaces view?

How are the spaces or technologies selected?

We use three methods to identify emerging spaces:
1. Our emerging tech analyst team identifies emerging spaces as part of their research process on the more macro spaces they cover and route the new spaces to Research.

2. Our Research dept. identifies new spaces as part of their workflow creating/maintaining verticals and creating new emerging spaces.

3. We use algorithms to identify significant mentions of keywords in news—ensuring that we don't miss something if there's an area getting more press than usual.

How does PitchBook define an emerging space?

A new market, technology, product or service, or a new application of a technology, product or service to a given market. That is experiencing recent growth in popularity (i.e. what people are talking about, what investors are acting on). And tends to have little to no activity before growth period.

A vertical is not the same as an emerging space. A vertical is a set of companies who operate in a similar space that cuts across industries. Verticals can be new or established. Whereas emerging spaces are always new, innovative, disruptive with recent, significant growth. They can be markets, products, technologies or services.

Do you remove spaces? If so, when?

If a space grows to 200+ companies we will then evaluate if it should become a vertical, removed from Emerging Spaces or if it should stay an emerging space.

How many spaces are added?

About 70 spaces will be added at the launch with a minimum of 1-2 spaces added each week after the launch.

Does Emerging Spaces use Machine Learning?

We use algorithms to identify statistically significant spikes in new phrases and then cue that up to the workflow of the in-house analyst to investigate further. If it checks out, we create an emerging space. Examples of spaces we identified this way would be Cannabis Breathalizers and Quantum Cryptography. This allows us to be more omnipresent and make sure we don't miss trends in all the corners of the investment landscape.

At what point does an emerging space become an industry or vertical that we can search? As opposed to it being a keyword search.
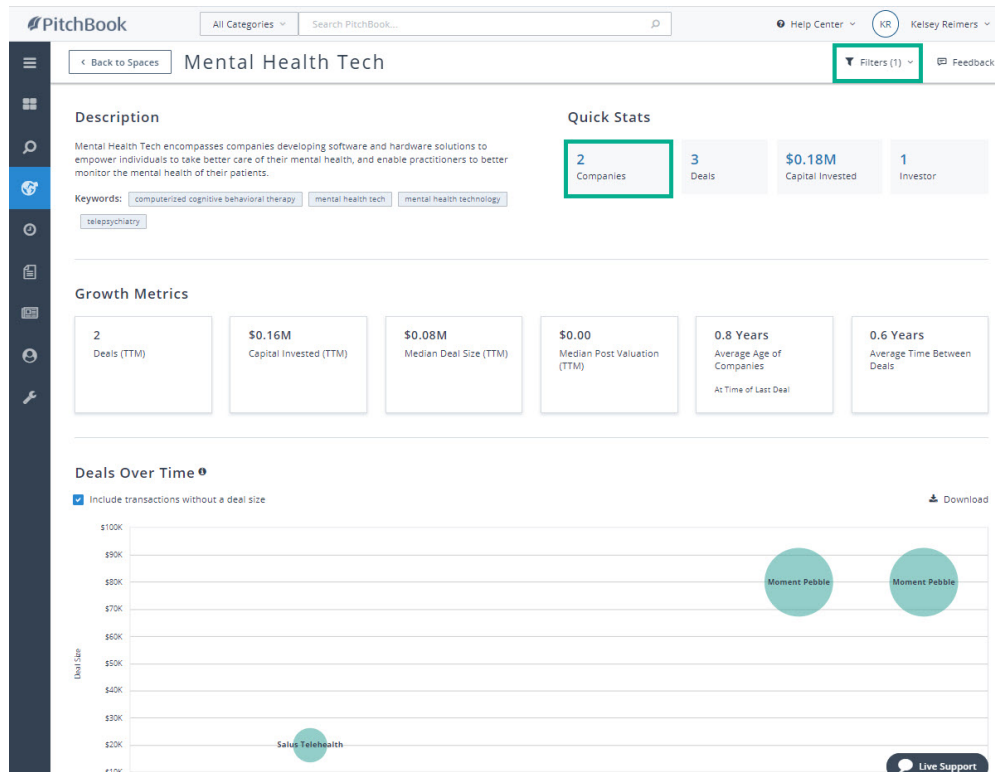
If a space grows to 200+ companies we will then evaluate if it should become a vertical, be removed from Emerging Spaces or if it should stay an emerging space.
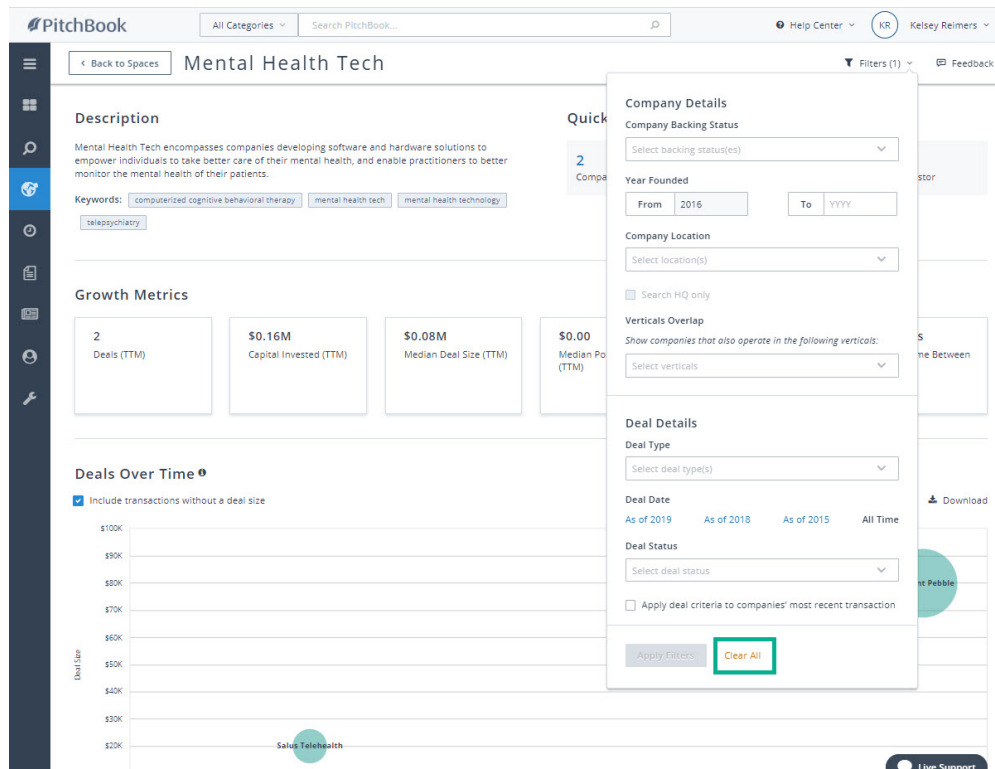
Can you save the Emerging Spaces view?

 No, you can't save the filters and settings you apply to the Emerging Spaces views. You can click through to the advanced search view and save the companies/set alerts the way you can today.
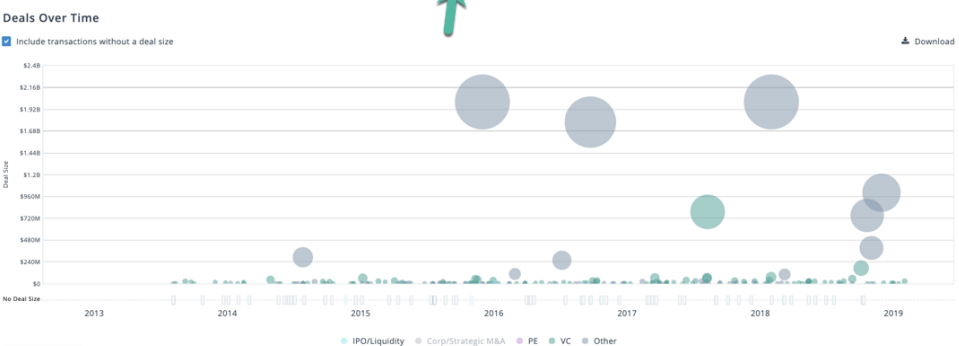
Tips and Tricks

1. Filters don't clear automatically. If you apply filters to the landing page visualization, then those filters will come with you to the trend analysis page.

If the page looks sparse, be sure to clear the filters.

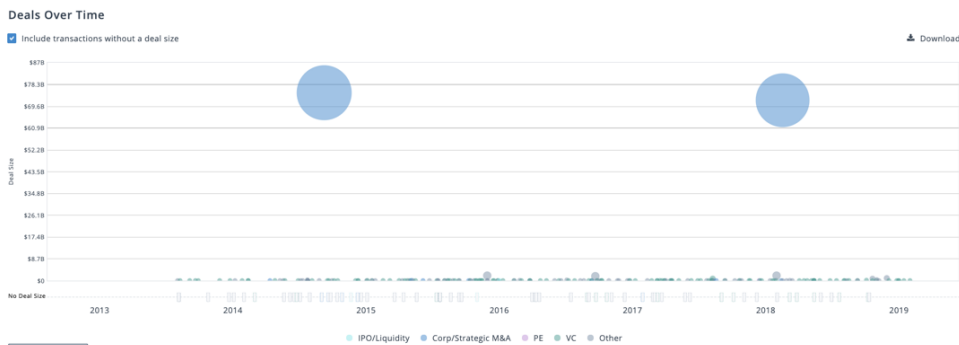## 2. Sector color coding is determined by Research

Filters don't clear automatically. If you apply filters to the landing page visualization, then those filters will come with you to the trend analysis page.

3. Bubble Chart interactions
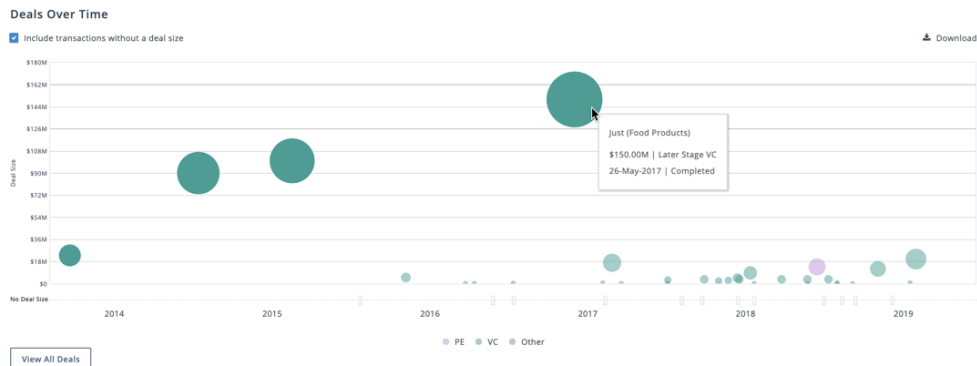
You can click on the values in the legend to remove bubbles for deal types you don't care about. This can help for bubble charts that are skewed by some larger deals.

Each bubble is a deal. If you click on a bubble, the chart will highlight all the deal bubbles for that same company.

4. Everything in the feature updates based on your filters unless otherwise noted

Recent News and Trending Keywords in News will not update based on your filters since they are news based.

If a metric includes a time frame in the label (e.g. TTM, Last 6 Months, etc) then it does not change based on the related time frame filters. All other components are impacted by filters.

5. Alerts

You cannot currently set up alerts directly from an Emerging Spaces page. To get alerts on a space, click through to the companies list and save the search as you normally would.

Emerging-Spaces

Emerging Spaces

Kelsey Reimers (/s/profile/0053p0000069yXeAAI), 6/10/2021 1:14 PM

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