Click on the **Search Icon** on the left of the screen.

Following are the options for searching/filtering for companies and deals:

- **Companies & Deals**
- **Investors & Buyers**
- **Funds & IRR**
- **Debt & Lenders**
- **Limited Partners**
- **Service Providers** (League Tables, see more details about searching below)
- **People**
- **Public Financials**

*Examples of Search Templates and Filtering Options*

*NOTE: you can query public company transactions in order to locate financials and deal multiples*
Companies & Deals

Once you generate your results table, be sure to take advantage of the options to sort and display.

Investors & Buyers
Filtering by Industries, Verticals and Keywords

*Pitchbook is unique across its competitors (Bloomberg, FactSet, Thomson EIKON) in that it allows you to filter both by the primary Industries (e.g. Healthcare, Energy, Financial Services, Consumer Products/Services, etc.) and Verticals (e.g. 3D Printing, Robotics & Drones, AgTech, Autonomous Cars, Artificial Intelligence/Machine Learning, etc).*

You can additionally further refine these selections with keywords (e.g. “unmanned underwater vehicles”). *This allows you to tailor your searches with a high degree of specificity.*

To view the Industries, Verticals and input unique keywords, click within the Industries, Verticals & Keywords search box, then click on +Browse All Industries and Verticals.

Follow the following search examples to create a highly customized search

**When to Use Industries vs Verticals vs Keywords**

By selecting an industry and/or vertical, you can focus in on a sector and then add keywords to target specific products, services or themes. For example, if you select the industry *Transportation* and the vertical *CleanTech*, you could add keywords such as *bikes* and *cars* to tailor the query even further.

**Definitions**

*Industries* are assigned to each company, based upon PitchBook’s proprietary industry categorization. Every company is assigned a primary industry and may be assigned additional industries as deemed relevant.

*Verticals* represent a specific investment area of focus that cannot be accurately depicted by industry groups alone. Verticals commonly span across industries, such that companies tagged to a vertical may belong to a variety of different industries.

*Keywords* are assigned based on the content of a company’s business description as well as PitchBook researcher-curated keywords, which include words and phrases related to a company’s products, services, related technology, and target market.

**“AND” Search Logic Mode**

This mode combines all of your search terms with AND. Use this mode to retrieve results that contain every one of the search terms. This type of search will yield the narrowest set of results.

**“Custom” Search Logic Mode**

For full flexibility, use the custom logic mode. This mode allows you to use any combination of Boolean operators (AND, OR & NOT), as well as parentheses to create nested queries.

**Nesting**

Nesting is a powerful tool for constructing targeted queries by typing parentheses anywhere to group search terms. Consider the following examples.

Search 1 Example: ridesharing AND cars OR bikes
Without parentheses the search engine will run `ridesharing AND cars` first. This will retrieve three types of companies:
- Companies that include both `ridesharing AND cars`
- Companies that include `ridesharing AND cars AND bikes`
- Companies that include `bikes`

**Screenshot:**

![Logic Diagram](image)

Search 2 Example: `ridesharing AND (cars OR bikes)`
The statement in the parentheses is processed first. This will retrieve companies that contain cars or bikes. Next, terms outside the parentheses are processed. This will retrieve `bikes` or `cars` companies, but only if they also have the term `ridesharing`.

**Screenshot:**

![Logic Diagram](image)

### Exclusions

Use NOT operators to exclude companies. Starting broad and excluding what you don't want can be another useful way of getting targeted results.

**Example:** `ridesharing AND cars NOT bikes`
This will retrieve companies that contain `ridesharing` and `cars`, but not `bikes`.

**Screenshot:**

![Logic Diagram](image)

### Controlling Keyword Specificity

Special characters can be used in all three search logic modes for more control over keywords (they cannot be used for industries and verticals).

**Asterisks for Wildcards**

Run a wildcard search to make sure the search results include all keyword variations. Include an asterisk (*) as the last character of the keyword and hit the “Return/Enter” key to add it. PitchBook’s search engine will then include any variations that match the letters before the asterisk but differ afterward.

**Example:** `rideshar*`
This will retrieve companies tagged with `ridesharing`, `rideshare`, `ridesharing platform`, etc.

If plurals are the only variations you are concerned about, there is no need to use a wildcard, as the search engine includes plurals and other minor variation by default.

**Quotation Marks for Exact Matches**

PitchBook’s search engine by default will include plurals and other minor variations for keyword terms. For example, searching `bike` will also automatically retrieve companies tagged with `bikes`.

To retrieve only exact matches, place quotation marks around the keyword and hit the “Return/Enter” key to add it. For example: “bike”
League Tables

Click Service Providers, then click the role.