

## York University

### Business Research at York Toolkit (BRYT)

#### Video transcript: Create a list of companies with Hoovers & PrivCo

Hey there, I'm Nick. I'm here to bring you to the BRYT side of business research with a tour of **Hoovers** and **PrivCo** – two databases that give you access to info you can't get with Google! Both help you create a list of companies in a specific industry—or, like our professors say, “document the competitive landscape”. With Hoovers and PrivCo, you can narrow down your results with several types of filters such as industry category, company location and size.

Let's start at York's library website, and type Hoovers in the search bar and click Find. Next, click the link Click to Access this resource. If you access Hoovers off-campus, you'll need your Passport York to log in; otherwise just click Continue. At the top of the page, click Build A List. The page displays different options – from Company Location to Keyword searches. Under Company Size, you can search either by number of employees or by annual sales, depending on what you're interested in. Let's create a list of non-profits in Toronto using the Company Location and Industry sections. Under Company Location, add the desired geographic area by clicking the drop-down menu under Add Locations. Then select City, type in Toronto and select Toronto, ON from the list. Your next filter is the Industry Section. Let's expand it to see what's there. You can sift through the competitors in one of three ways: by SIC or NAICS codes or by clicking Browse through the list of Hoover's industries, which are more niche. This pop-up window displays different categories of broad industries. Click the plus signs to expand the categories and see what they include! Nonprofit Institutions is on the list, so select it and click Add to Criteria. And for the big reveal, click the View Results button to see the list of non-profits in Toronto in descending order by Sales. If you need the list in Excel, you'll need to copy and paste it. Hoovers won't let you export your results like PrivCo does. And, voila, that's how you can save yourself time by quickly making a list of competitors in a specific industry in Hoovers!

Now let's see what we can find with PrivCo. While Hoovers covers publicly-traded and privately-held companies, as well as non-profits, PrivCo focuses only on privately-held companies. Its coverage of U.S. companies is really strong, especially in the emerging tech sector, and its coverage of Canada continues to grow. Let's use it to create a list of clean tech companies in Ontario. I will launch PrivCo from the Library's website by typing in PrivCo, clicking Find and then Click to access this resource. If you're off-

campus, input your Passport York. If you've never used PrivCo before create a login with your York or Schulich email address. Next, look under Advanced Searches for Private companies on the left. Like Hoovers, you can search by industry keywords or NAICS or SIC codes. PrivCo also lets you add filters like Revenue, Employees and Ownership, VC Funding and Specialty criteria. However, using these criteria can limit rather than expand your results, because PrivCo may not have data for all these fields for every company in the database. Here's where you add the location and industry category. Under Choose Region/Location, scroll through the geographic areas and select Ontario under Canada. Next, you can Choose Industries. Just like Hoovers, PrivCo displays high-level categories that expand by clicking the plus sign next to them. Let's select Clean Energy Technology and click Search in the upper right-hand corner. And there you have it! A list of clean tech companies in Ontario. With PrivCo, you can export your results to an Excel spreadsheet by clicking Export to Excel in the upper right-hand corner. Choose specific companies from your list or export the entire list. Now you know how to use Hoovers and PrivCo to create lists of companies in specific industries and find out who the major, medium, and small players are. And that my friends, is how the BRYT side saves you time.