

## Video Transcript: Learn about a private company's strategy

Researching privately-held companies can be challenging because their information is not as readily available as publicly-traded companies. Ultimately, you're going to have to get creative with your research strategies. In this video, I'm going to show you three ways to research a privately-held company's strategy using the databases Thomson One Investext, Factiva and PrivCo.

You can access Thomson One Investext through York's Library website. However, it only works in Internet Explorer and you have to configure IE to allow pop-ups. Check out the guide on BRYT's website or come to the Bronfman Library if you're still having trouble. Just type the database name into the search field and click Find. From here, click the link to launch the database. If you're off-campus, you'll need to sign in with your Passport York ID. We're going to search for third-party analyst reports. These reports are written by analysts who work at investment banks and independent equity research firms. You can use them to find out about a company's financial performance, locate sales and earning forecasts, and other useful information. When searching Thomson One for privately-held companies, you have to search for reports that mention the company. For example, a report may focus on a publicly-traded company like Hershey's, but it may mention their privately-held competitor, Mars. You can still gather information about Mars' strategy this way. This is what I meant when I said you'll have to get creative with your search strategies! To begin, hover over Screening and Analysis and select Research. This opens the Advanced Search page. Let's try to find analyst reports that mention Mars's strategies. In the More Options section of the search form, you can type in the full name of the company into the keyword search, with brackets around all the words so that they stay grouped together in the search. Under Keywords, you have a few different options. Text will generate reports where Mars is mentioned in the body of the report, whereas Table of Contents will only find reports where Mars is mentioned in the table of contents. You can try either option and see which one gives you better results for your company. In this case, let's choose to search within the table of contents. This will probably give us less results, but they may be more useful. Next, choose to search for reports in the last two years. And finally, click search. If you scroll down, you can see the search results. Usually, reports will have a star rating so you know which are highly rated. However, this search didn't generate any reports that are rated. In this case, you can look at the page numbers. Usually, reports with more pages will have more detailed information. To select the reports you want to read, click the boxes beside them and then click View. Click the Select All Reports box, and click the View button again. Thomson One takes all the reports you selected and combines them into one PDF.

Now I'm going to show you how to find strategy information using business news articles. Factiva is our best resource for finding business news articles, since it covers thousands of national and international publications. Business news articles are written by trade experts and business journalists and published in magazines and newspapers, like Forbes. They're useful when you need to find articles that analyze how a company is presenting itself to the world. Let's go back to York's library homepage and open Factiva. Let's use Uber as an example. Under all Companies, type Uber. The full name of this company is Uber Technologies. If you're not sure that you're selecting the right company, click on the information icon to see a brief description. Next, type in the keyword, strateg. Add an asterisk at the end of the word so that it searches for all ending variations, like strategies or strategic. If you want to learn more about Factiva's free text search features, click on Examples. Change the date for your search to a year. To see better results for company strategies, it's a good idea to search a broader time period. Uber provides services globally, but maybe you're only interested in its Canadian strategy. So, you would

choose articles that focus on Canada. To do this, click the arrow beside All Regions, click the plus sign beside North America, and then select Canada. Finally, click on More Options and select Headline and Lead Paragraph. Now you'll only search for articles where 'Strategy' appears in the headline or lead paragraph. And now click Search. You can use the filters on the left to refine your search. You can also modify your search so that it only gives you articles from major news and business sources by clicking the Modify Search button and then clicking the arrow beside All Sources. Now select Major News and Business Sources to only search these kinds of publications.

The last database I want to show you is PrivCo. This one works the best for large privately-held companies. Keep in mind that if you've never used PrivCo before, you need to create your own login with your York email. Once you've successfully logged in, all you need to do is search the database by the company's name. Let's use Pinterest as an example. PrivCo generates one large report that you'll have to read to find information about the company's strategy. These reports can be very detailed, or they can be quite sparse, depending on the private company. PrivCo's analysts are like private company research sleuths. They look at a variety of sources, such as mentions of private companies in publicly-traded company filings, court cases, and interviews with company insiders. If you have any questions about a PrivCo report, go to the Knowledge Bank. This section contains definitions for key terms like mergers and acquisitions. Some larger private companies will also put out reports about their sustainability and corporate social responsibility initiatives. These reports can help you gain more insight into a company's strategy. Check out the company CSR research section on BRYT to learn more about this.

Thanks for watching! If you're still not finding what you need, make sure to take a look at our other business research resources on BRYT's website, check out the Private Company section on our Company Research Guide, or click the button to subscribe to our YouTube channel.