

## CASE STUDY

# How Saratoga Investment Corp. uses PitchBook for business development



**Joe Burkhart**  
Managing Director &  
Head of Business Development  
Saratoga Investment Corp.



**Marissa Mann**  
Senior Associate  
Saratoga Investment Corp.

Business development for a business development company. That's what Joe Burkhart, managing director and head of business development, and Marissa Mann, senior associate, do at Saratoga Investment Corp.

Based in New York, the company partners with financial sponsors to invest in lower middle market companies via leveraged buyouts, recapitalizations, debt refinancings as well as growth, acquisition and transitional financings.

To ensure Saratoga reaches its goals and stays ahead of its competitors, Joe and Marissa need to find the best deals. Their success hinges on understanding everything happening in their space—every deal that closes, every move their competition makes, every financial sponsor that could be a client. To get that insight, they turned to PitchBook.





## Staying on top of the market

Following market activity is critical for Joe to shape his business development strategy. Before PitchBook, he relied on news articles and word of mouth to learn about new deals that closed in Saratoga's space. Often, deals went undetected and details about deals went unknown.

Now, Joe never misses a deal. Every Monday morning, he searches PitchBook for private equity deals that recently closed in Saratoga's target industries. He sees the deals Saratoga did, the deals he looked at but passed on, and the deals he wasn't even aware of—a holistic view.

To "get smarter" about a specific deal, he uses PitchBook to uncover hard-to-find details, like deal size, debt amount, multiples, as well as the company, lender and financial sponsor involved.

Any financial sponsor active in Saratoga's space is a potential client. With PitchBook, Joe can quickly identify prospects and then evaluate their investments, AUM and fund size to determine whether they're truly a good fit for Saratoga.

## Tracking competitors

If Saratoga is going to beat its competitors to the best opportunities, Joe and Marissa need to keep tabs on everyone doing deals in their space—a difficult task. That's why they rely on PitchBook to track business development companies (BDCs), lenders, debt providers, small business investments companies (SBICs) and other similar entities. The sponsors these competitors work with could just as easily work with Saratoga.

"When we see a sponsor use another BDC for financing, it absolutely helps us figure out if they're worthy of coverage," says Joe, a PitchBook user since 2013.

Joe and Marissa also look at their competitors' previous deals to find opportunities. For example, if a lender did a deal two years ago, the sponsor they worked with probably wants to refinance. So, Saratoga will reach out with that opportunity before another BDC.

This proactive deal sourcing tactic, which Joe likens to "hunting, not fishing," increases Saratoga's efficiency. Joe and Marissa are only pursuing prospects that are ready to do a deal, instead of spending time on leads with less potential.

*An example of a search Joe and Marissa might conduct to track activity and competitors in their space.*

**"When we see a sponsor use another BDC for financing, it absolutely helps us figure out if they're worthy of coverage."**

Joe Burkhart  
Saratoga Investment Corp.

PitchBook					
Search PitchBook...					
Companies & Deals 1,575 Companies					
Search criteria (6)					
Deal Date:		From: 01-Jan-2016 To: 01-Dec-2017		Deal Option: Search on a full transaction	
Ownership Status:		Privately Held (backing)		Industry: Information Technology > Software	
Companies Deals Investors Analytics Charts					
1,575 Companies View Add Columns Save as List Download to Excel Export to Salesforce					
#	Company Name	Last Financing Date	Last Financing Size	Size Multiple	Primary Contact
1	Solera Holdings	03-Mar-2016	8,609.83	6.25x	Tony Aquilino
2	Misys	18-Apr-2017	7,649.12	24.62x	Nadeem Syed
3	Alight Solutions	01-May-2017	6,529.92	29.74x	Christophe
4	Solarwinds	05-Feb-2016	6,352.88	136.04x	Kevin Thorpe
5	Qunar.com	28-Feb-2017	5,811.85	433.78x	Xiaolu Zhu
6	Playtika	31-Jul-2016	5,732.14	1,140.23x	Robert Ant
7	Lexmark International	29-Nov-2016	5,382.90	90.96x	Todd Ham
8	Lu.com	05-Dec-2017	5,032.02	20.99x	Gregory Gi
9	Epicor	01-Sep-2016	4,320.84	43.45x	Stephen M
10	Allegro (Poland)	18-Jan-2017	4,304.40	463.14x	Arjan Bak
11	CCC Information Services	28-Feb-2017	3,926.93	2.71x	Andrew Ba
12	MorphoTrak	19-Apr-2017	3,623.27	6.58x	Celeste Th
13	Vertafore	30-Jun-2016	3,483.01	24.24x	Amy Zupor
14	TeamViewer	18-Aug-2017	2,977.34	1,193.02x	Andreas K
15	Ascend Learning	14-Apr-2017	2,683.90	2.08x	William Ali
16	Optiv Security	01-Feb-2017	2,617.95	29.44x	David Ros
17	Aricent	30-Nov-2017	2,559.06	28.43x	Frank Kern
18	Global Healthcare Exchange	30-Jun-2017	2,400.54	11.97x	Rob Gilles
19	Visma	28-Jun-2017	2,400.54	714.99x	Tore Bjerk
20	Marketo	16-Aug-2016	2,339.02	257.90x	Steve Luca
21	Hutchison Global Communications	03-Oct-2017	2,336.82	18.60x	Andrew Kw
22	eResearch Technology	01-Apr-2016	2,312.90	8.23x	Waqar Nas
23	Tipico Company	01-Aug-2016	2,183.79	23.76x	Jan Bolz
24	Infoblox	07-Nov-2016	2,153.16	39.00x	Janesh Mo
25	GlobalLogic	11-Jan-2017	1,984.82	24.41x	Shashan





### Networking in different cities

Marissa often travels across the country to meet financial sponsors that Saratoga may want to work with on upcoming deals. To make the most of her time, she only wants to talk to prime prospects. The problem is they can be difficult to find—especially in a city where she doesn't have a robust network.

So before Marissa goes to a new city, she searches PitchBook for sponsors like private equity firms, merchant banks, investment banks and family offices based on criteria like fund size, AUM, location and number of recent investments.

"I also look at lenders a firm has worked with in the past to provide an extra level of certainty that we would be a good match. And I utilize the company description to see if they invest in our target industries," explains Marissa, who's been at Saratoga since 2014.

After she narrows down her list of targets, Marissa reaches out using contact information from PitchBook, which she says has completely changed how she networks. Now, Marissa can quickly find new sponsors to connect with and expand Saratoga's reach to untapped regions.

### More efficient business development

PitchBook helps Joe and Marissa find clients they may have otherwise missed, identify opportunities before their competitors and expand their network. All of which means more efficient business development—and better deals—for Saratoga Investment Corp.

### 3 ways Saratoga uses PitchBook:

- To track all deals happening in their space to find potential clients
- To beat competitors to top opportunities via proactive deal sourcing
- To network smarter by targeting only promising financial sponsors

Want better data for business development?

[Request a free trial](#)

