

# "They must hire their researchers out of the CIA!"

## How bigdough does it

Bigdough.com members are convinced that knowledge is power. The massive amount of detail they have at their fingertips gives them the power to attract institutional investors and boost their stock prices. Every day, bigdough researchers track down new money managers, portfolio managers, analysts and reporters, and every day, they add new detail to old contacts — hundreds of updates every day.

Consultant Erich Sandoval couldn't be more impressed. "Bigdough's research department always delivers detailed results...and quickly. I've sent in countless inquiries, most of which have been investigated and resolved in one business day. They must hire their researchers right out of the CIA!"

We did a little research of our own to find out just how bigdough does it.

In his past life — before he launched bigdough.com — founder and CEO Bill Kapner was both a successful portfolio manager and a journalist. Today, you find that sensibility at the bigdough office.

"Our researchers are essentially journalists — specialist reporters, actually," says Dan Murphy, Director of Research. "They ask leading questions which bring out a great amount of detail. And they know the people they're talking to, either because they've already spoken to them or because they know the industry."

Every researcher at bigdough has his or her own "beat" to cover. This old reporting technique insures that a researcher is knowledgeable about the area, can ask the right questions, can pick up on where to dig deeper, and can sustain an in-depth interview.

"On top of that, our researchers cultivate relationships with institutions on their beats," says Murphy. "So, they're bound to find out more than a cold caller ever would."

Bigdough's research beats include buy-side firms in the U.S. and Canada, international buy-side firms, domestic sell-side firms, international sell-side firms, hedge funds, and the financial media. Within each beat, you have researchers who seek out new information by tracking SEC filings and carefully reviewing media and trade publications, and those who constantly track people already on the system, by calling them and speaking to them. Every firm on bigdough will get a call from a researcher at least once a quarter.

With this kind of active, in-depth research, bigdough is able to update 800 or more contacts every day. And every morning, members receive a "hot news" email, alerting them to key money manager moves and changes at firms and media.

### Get thousands of researchers working for you

Bigdough's intelligence was already more thorough — and more powerful — than anything else out there. Then they took it a step further. "Our members deal with money managers and analysts all day long," says Murphy. "We suddenly realized we had thousands of potential researchers out there, people who could provide us with leads to follow up on."

Now, bigdough members can earn points toward gifts by submitting leads to bigdough's research department. These might be new appointments or a heads-up that someone's moved to another company. Every new piece of information earns them points.

Members get rewards in more ways than one; in addition to the gifts, they know that bigdough's information is as accurate as it can be.

Bigdough researchers also keep in touch with members' needs by finding answers to individual client requests. And they can usually find the information within a few hours!

Today, bigdough employs 59 full-time researchers. And that number seems to grow every week. Qualified professionals can check out bigdough's research for free.