



Mosaic Ventures Success Story

Improving the Accuracy of First-Step Qualification for VCs

The SimilarWeb PRO SaaS platform and the SimilarWeb API help the Mosaic Ventures team accurately assess 150-200 potential consumer-facing investments every month.



Mosaic Ventures is a new Silicon Valley-style venture capital firm based in London, focused on Series A. They are investing a \$140 million fund in founding teams that are fundamentally reshaping big markets.

Goal reached

- **Increased accuracy** of the first qualification step for potential investments



We've found SimilarWeb to be the most accurate source of web and mobile traffic data for young startups. It's an invaluable tool that we use daily.



Evan Schoenbach, Early Stage Tech Investor at Mosaic Ventures [in](#)

Vetting Startups

Initial Qualification

The Mosaic Ventures team examines 150-200 startups per month for potential investment. As part of the initial qualification process, the team considers the number of visits (desktop and mobile) a company's website receives over a given period, spanning up to 18 months. The team focuses on trends, rather than absolute visits, as indicators of a company's investment potential.



*Desktop and mobile visits for Company X, Jan-Dec 2015, Worldwide

To help make the initial qualification process more efficient, the team also relies on the [Google Sheets API](#) developed by SimilarWeb, which allows them to examine traffic stats of up to 20 websites simultaneously.

About SimilarWeb

SimilarWeb provides you with competitive market intelligence for any website, mobile app and over 240 industries, worldwide, so you can better understand a company's digital presence and position within the broader market.



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