

Smartkarma – Research Reinvented

We are on a bold mission to change the way market participants engage with research. By creating a new model for investors to collaborate, add and extract value from our tested and uniquely positioned global community, we are changing the research landscape for global institutional investors.

History

2016

- Dec: Smartkarma signs landmark agreement with Societe Generale
- Mar: Closed second round of funding, backed by multiple institutions
- Jan: Launch of Smartkarma Labs, an appstore for investment research

2015

- Nov: Smartkarma emerges from beta. New platform launched
- Mar: Team up to 10
- Jan: MVP launched. Smartkarma enters an invite-only beta

2014

- Dec: Seed Round closed; led by Wavemaker VC (DFJ Asia Network)
- Nov: SKX is conceived and agreement with ITG signed
- Oct: Smartkarma Advisory Council announced
- Sep: Smartkarma becomes official and moves into Smartkarmaplex
- Feb: Smartkarma idea conceived in the attic of 8JK

Fast Facts

Founded: 2014
Team members: 22

Executives

Raghav Kapoor – Co-Founder, CEO
Jon Foster – Co-Founder, Chairman
Lee Mitchell – Co-Founder, CEO SKX

Media Contact

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Corporate Overview

Smartkarma is a collaborative marketplace that is radically changing the way market participants create, distribute and consume investment insights. As a trusted information source, Smartkarma provides unconflicted and unmatched analysis, transparency, and context into Asian markets to help global institutional investors confidently drive their investment strategies. Unlike traditional research companies, Smartkarma combines intelligence from the world’s premier analysts, academics, data scientists and strategists in one unique ecosystem. Our customisable platform helps investors optimise research spend and enhance returns while accessing the widest range of global analysis of the Asian markets available. The Smartkarma community is on a mission to challenge conventional thinking and change how we view, value and drive idea generation to foster a new standard of industry dialogue and cooperation.

Leading from the Front

In a short span, Smartkarma has become Asia’s largest independent and collaborative ecosystem for investment research. We can outrun any bank research model and do so at a fraction of the cost. This ensures fundamentally better outcomes for customers.

- **Unmatched and conflict-free analysis** – Smartkarma specialists are driven by passion – creating reliable, dependable, and meaningful insights – not by sales teams or research directors.
- **Diverse global authors** – We combine intelligence from the world’s premier analysts, academics, data scientists and industry experts in one collaborative marketplace.
- **Actionable, timely insight and unrivaled focus** – Smartkarma’s transparency and context into the Asian markets help global institutional investors confidently drive their investment strategies.
- **Unbundling research distribution** – We provide access to a pool of independent analysis that is delivered on a compliant, streamlined platform available across all digital devices, with a single point of payment.
- **Customisable, highly specialised, modern and content-centric user interface** – Smartkarma’s powerful search and sort features in a cloud-based platform allow users to store insight – from anywhere, on any device.
- **Challenging conventional thinking** – The Smartkarma community is on a bold mission to challenge conventional thinking by reinventing how industry leaders engage with research from creation, distribution, and consumption.

By the Numbers¹



120+

Insight Contributors



140+

Institutions Active



1,800,000+

Insight Views

¹As of May 2017. Measured since inception.