



# VELOCITI

Investment Opportunities  
on a Global Scale



## What is Velociti?

Velociti is an online business intelligence platform which identifies the most dynamic and expanding companies for export and foreign investment across key markets and sectors.



## How does it work?

### bespoke reports

The platform consists of a managed portfolio of significant companies in each sector which are attracting market interest. As well as the core data, clients can request [bespoke reports](#) on individual companies for additional insight.

### trade score

Company data on [Velociti](#) is taken from a range of trusted industry sources, as well as proprietary intelligence that OCO has gathered through outreach to leading companies for over a decade. Data is gathered on both public and private companies and includes quantitative and qualitative factors to generate an Investment, Innovation and [Trade score](#) for each company.

### performance indicators

Public companies are rated using up to five years of the latest financial data, and private companies are rated using a broad range of other weighted [performance indicators](#) including factors such as their market activity, funding and patent applications.

Company records and contacts are systematically and regularly updated by our team of analysts, and through our API links to trusted data sources to ensure comprehensive coverage.

### unique algorithm

Company scores are generated by our [unique algorithm](#) which has been extensively tested and is validated by OCO's track record of monitoring trade and investment flows. A number of weighted factors such as R&D expenditure and international footprint are used as part of the rating process. These vary for different sectors which means the overall [ratings](#) highlight the best companies in a given sector.

### ratings

Scores are generated out of a maximum of 100 points and are benchmarked off the mean score for each sector. The greater the score, the more potential to innovate, export or invest overseas. The [innovation score](#) reflects R&D expenditure of a company and their activities within their particular sector and gives additional insight alongside the FDI and Trade scores. Innovation is also used as one of the key factors in the development of the FDI and Trade scores. [Velociti](#) scores are also [dynamic](#) and change as more companies are added to the database.

### innovation score

### dynamic



# What do I get with Velociti?

## 23 high level industry sectors

The platform covers 23 high level industry sectors including **IT & Software**; **Financial Services**; **Pharmaceuticals**; and **Advanced Manufacturing**, covering every major global market.

Velociti can be customised to allow users to create their own watch list and follow companies of interest. If a company of interest is not in the current (live) portfolio clients can manage their own portfolio through the **customised** dashboard, and add companies.

# customised



As well as the unique company ratings, other key features of the platform include:

- **Multiple filtering options** that allow you to quickly highlight relevant companies of interest to you. You can filter by company name, HQ, sector, size, FDI, Trade, Innovation scores, turnover, and R&D expenditure.
- A range of reliable datapoints including key address details, relevant contact people, financial information such as turnover, profit, and R&D expenditure; and other qualitative key performance indicators such as overseas presence, growth and expansion, industry awards, and other significant announcements. All this data is collated and used to drive the scores for each company.
- Customised dashboard that quickly navigates you to your watch list as well as any specific ratings and profiles that you have requested.
- Additional value add features and services - on the dashboard, we provide a summary of key trends and features providing more insight and highlight potential investment opportunities through our **“Tip of the week”**.
- Our **company profiling** service - this provides more in-depth analysis on business performance and strategy, overseas operations, and partnerships and can be particularly effective in helping clients prioritise companies with most potential.
- Clients receive **email alerts** each time their portfolio is updated.
- Clients can have direct access to our analyst support team and bespoke enquiries.

**multiple filtering options**

**“Tip of the week”**

**email alerts**

**company profiling**

## Why would I use Velociti?

Recent experience in client campaigns has demonstrated that **Velociti** significantly improves the effectiveness of client prospecting and engagement with companies and shortens the sales cycle and improves conversion rates.



## Pricing

**Velociti** is available to our clients on a Software as a Service basis which makes it cost effective and flexible compared to annual subscription services. Given its links to a number of industry sources **Velociti** allows you as narrow or broad a focus as required, with clients only paying for what they use. All profiling and additional analyst work is billed separately.

For further details on pricing please visit: [www.ocoglobal.com](http://www.ocoglobal.com)

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