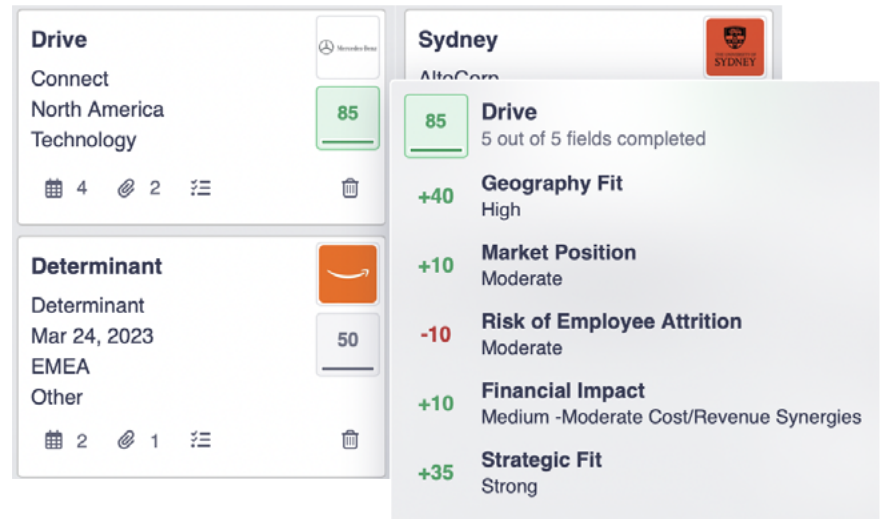# Midaxo Deal Scoring

Leveraging First and Third-Party Data to Focus Deal Pipeline Management

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Dealmaking teams managing a large deal pipeline often struggle to prioritize and stay focused on the highest value targets. Prioritizing targets based on fit with your deal thesis in a repeatable way can be challenging. The Midaxo Insights and Deal Scoring capabilities can help.

Focused Pipeline Management

The Midaxo platform includes two capabilities that can help your team prioritize targets in your pipeline and improve your screening process over time. Midaxo Insights imports data for each of your targets from third-party sources. Midaxo Deal Scoring applies a common scoring model to each target, calculating a target's overall score based on each factor in your model. The Midaxo deal pipeline CRM organizes your targets based on their overall score, enabling your team to easily identify the targets that best fit your dealmaking goals.

Midaxo Insights

Midaxo Insights can save your team considerable time and effort. It integrates with third-party data sources that can populate your target profiles with information such as revenue, headcount, prior funding, and location. Midaxo Insights includes an integration with ClearBit, a popular source of business data, and an open API. The API can power integrations with other data sources such as Crunchbase and Pitchbook.

Midaxo Deal Scoring

Midaxo Deal Scoring allows you to define the scoring metrics for your targets based on your ideal target profile. You can assign a relative weight for each metric as well as a graduated score based on how closely the target matches your ideal profile for that metric. The Midaxo Platform applies your defined scoring to the target data imported from Midaxo Insights and that your team inputs manually to calculate an overall score for each target.

Deal targets within each stage of the user-defined engagement stages can be easily sorted by score to prioritize efforts. As additional data about a target becomes available, its score is continuously updated so your team can stay focused on finding the best acquisition targets. If your team adjusts the weighting or scale for any scoring metric, all target scores are automatically recalculated.

Calculated Fields

Midaxo Deal Scoring is based on calculated field values for each of the metric scores. This feature allows you to define a complex scoring metric and have its value calculated based on more than one piece of data from the target's profile. For example, you might define a metric called "Market Position" that is calculated based on a target's size and revenue growth compared to the size and growth rate of their overall market. Or you might define a metric based on the ratio between revenue and EBITDA to identify the most profitable companies.

Greater Visibility and Improved Focus

Midaxo Deal Scoring provides deal teams greater visibility into their potentially large pool of acquisition targets. Most organizations that grow inorganically monitor and communicate with tens or hundreds of targets at any one time. Deal Scoring removes noise and clutter by allowing teams to identify those targets that best fit their deal thesis and are most likely to be successfully acquired. It also reduces deal risk by standardizing the target filtering process, deprioritizing targets that fall outside of the organization's risk parameters.

Deal Scoring is also flexible, allowing teams to adjust the weighting of their scoring metrics as they apply new learnings. It can also be made smart by combining deal scoring with machine learning to drive real-time improvements to your scoring model.

Use Cases

Midaxo Deal Scoring is a powerful tool for:

- Active acquirers that typically have large numbers of targets in their pipeline. They can focus on the targets that best fit their deal thesis and ensure no good fit target is overlooked.

- Organizations with specific and complex target profiles. Defining specific scoring metrics calculated using multiple data inputs can enable an organization to identify targets that might easily be overlooked or may take significant effort to identify with manual efforts.

- Organizations that would like to implement continuous improvement to their dealmaking processes. Combining deal scoring with machine learning can drive target models that learn from past deal outcomes to automatically update their scoring parameters.

Conclusion

Midaxo Deal Scoring is a smart approach to identifying the best targets in your deal pipeline. Combined with Midaxo Insights, your team can save time collecting information about deal targets and automatically score them based on your ideal profile. Calculated fields enable your team to define custom scoring parameters based on any data in your target profile. Organizations that use Midaxo Deal Scoring enjoy improved visibility over their target pipeline and can focus on the deal targets that best fit their deal thesis. Learn more about Midaxo Deal Scoring now by scheduling a demonstration of the Midaxo corporate dealmaking platform.

Midaxo

About Midaxo

Midaxo is the leading software platform for corporate dealmaking. Digitally transforming the dealmaking process, Midaxo leverages automation, AI, and machine learning to deliver breakthrough productivity gains while decreasing deal risk. The modular Midaxo SaaS platform can be configured for each customer to enable corporate development and M&A leaders at large and medium-sized enterprises and private equity firms to find, evaluate, and deliver value from new assets with unprecedented speed and accuracy. The CRM module makes it easy to identify and manage 5x more targets. The collaborative due diligence module reduces diligence time 50% compared to traditional approaches. The integration module provides structure for post-merger integrations, accelerating time to value up to 40%. The platform functions as the system of record while reducing risk throughout the acquisition process. Midaxo customers include Ascensus, Banner Health, Cognizant, Daimler AG, Professional Services Co., and United Site Services. For more information, visit **www.midaxo.com.**