Primer on finding Company, Industry, and Market Research

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Translational Research Program - MSC2021 Capstone Preparation Course Partner Projects
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Objectives

- **Company / Competitor Information**
  - Private vs Public Companies
  - Public web resources
  - UTL databases

- **Industry and Market Resources**
  - Industry Classification Systems - NAICS and SIC
  - Public web resources
  - UTL databases

- **Community Resources**
  - Library workshops
  - Campus-linked Accelerators (CLAs)
  - Regional Innovation Centres (RICs)
Important Resources

- **Entrepreneurship Library Guide**
  Recommended resources for research related to entrepreneurship, startups, commercialization: from market research, patents, to primary research.

- **Entrepreneurship Workshops**
  The suite of entrepreneurship workshops provided by the library, including Co-Curricular Record and Graduate Professional Skills workshops.

- **Translational Research Guide**
  Library and research resources for students in the Translational Research Program.
Where to get help

Other awesome U of T Librarians

Nicholas Worby
Government Information Librarian
nicholas.worby@utoronto.ca

Holly Inglis
Public Services / Business Librarian
Milt Harris Library (Rotman)
holly.inglis@rotman.utoronto.ca

Michelle Spence
Engineering & Computer Science Librarian
michelle.spence@utoronto.ca
Company Information
Federal securities laws require public companies to disclose information on an ongoing basis. This means the public can access financial and other information on the open web.

Annual Reports and Regulatory Filings:

- EDGAR - US regulatory filings from 1994+
- SEDAR - Canadian regulatory filings from 1997+
EDGAR (Electronic Data Gathering, Analysis, and Retrieval)

Main form types of interest are:

- Form 10-K: audited annual report
- Form 10-Q: unaudited annual report
- Form 8-K: current or "material" information
- Registration statement (Form S-1) and prospectus (Form F-6)
Form 10-K: audited annual report

The annual report on Form 10-K provides a comprehensive overview of the company's business and financial condition and includes audited financial statements. Although similarly named, the annual report on Form 10-K is distinct from the "annual report to shareholders," which a company must send to its shareholders when it holds an annual meeting to elect directors.

The annual report on Form 10-K, which must be filed with the SEC, may contain more detailed information about the company's financial condition than the annual report and will include the annual financial statements of the company.

Source: https://www.sec.gov/investor/pubs/edgarguide.htm
EDGAR - Resources:

- How to Read 10-K Form
- How to Read 8-K Form
- Small Business and the SEC
- Nasdaq SEC Filings

Search filings of companies listed on the Nasdaq exchange. Updated daily from SEC website.

Source: https://www.sec.gov/investor/pubs/edgarguide.htm
SEDAR (System for Electronic Document Analysis and Retrieval)

The official site that provides access to most public securities documents and information filed by issuers with the thirteen provincial and territorial securities regulatory authorities ("Canadian Securities Administrators" or "CSA").

Companies traded publicly on exchanges such as the Toronto Stock Exchange are required to file annual reports and other documentation.
Company Information

Public Companies

SEDAR (System for Electronic Document Analysis and Retrieval)

Main file types of interest are:

- Annual Report, Annual Information Form, Management Proxy Circular (equivalent to U.S. 10-K)
- Interim Financial Statement (equivalent to U.S. 10-Q)
- Material Change Report (equivalent to U.S. 8-K)
Company Information

Public Companies

SEDAR - Resources:

- Full list of File Types
- U.S. - Canadian filing equivalency
- SEDAR Search Guide
- More SEDAR quick reference
Company Information

Private Companies

No disclosure requirements for private companies, so no obligation to report - it can be difficult to find any information about them.

- Company website
- Article searches
- Startup Companies - CrunchBase (Global); Betakit (Canada)
Search company profiles in the databases and directories below:

- **Business Source Premier**
  Click the "Company Profiles" tab to search.

- **Mergent Online**
  Large public Canadian companies are covered.

- **Factiva**
  Use "Companies" tab to search.
Company Information

University of Toronto Library Resources

- **ABI/INFORM Global**
  Contains business press, trade publications and market reports to find details on private companies.

- **CB Insights**
  Venture Capital and private company database.

- **LexisNexis**
  Click on "Get Company Info" to access profiles on private and public companies.
Company profiles

Companies may be competitors, potential customers, partners or an exit strategy. Search company profiles in the databases and directories below, or jump to information resources for Annual Reports and Regulatory filings.

- CB Insights
  Find startups and private companies within a particular sector or industry, or search by investor. Requires creation of a free account.

- AngelList
  Venture capital and startup data searchable by company, individual, location, market sector. Accessible salary data and valuation data.

- Crunchbase
  Detailed investment information on startup companies, executives, and investors in Canada and globally. Search the Business Graph to link them all together.

- Business Source Premier
  Click the Company Profiles tab at the top of the database window to search over 10,000 MarketLine company profiles. MarketLine is a business information company covering the automotive, consumer, energy, financial services, healthcare and technology sectors.

- Mergent Online
  Detailed company profiles including business overview and history, financial statements, annual reports and ratios. Large public Canadian companies are covered.

- Factiva
  A global news and business information service. Use the “Companies” tab at the top to search for company information.
Industry and Market Information
Industry Information

Challenges

- Is it a niche industry?
- How new is the technology or industry?
- What industry are competitors classified under?
- Are there broader industries?
  - Glucose tracking monitor falls under wearable or medical devices
  - An app to track learning initiatives in students falls under education
  - An innovation on steering wheel tech falls under car parts and accessories
NAICS (North American Industry Classification System) - Version 3.0

Developed jointly by Canada, the US, and Mexico to describe economic activity and divides the economy into:

- 20 sectors
- 102 Subsectors (3 digit codes)
- 322 Industry groups (4 digit codes)
- 708 Industries (5 digit codes)
- 923 Canadian industries (6 digit codes)
Industry Information

Industry Classification Systems - NAICS

Here are some examples for health and related industries:

- **62 Health care & social assistance**
  - **621494** Community health centres
  - **6242** Community food and housing, and emergency and other relief services
  - **62331** Community care facilities for the elderly
Here are some examples for health and related industries:

- **54 Professional, scientific and technical services**
  - **541710** Research and development in the physical, engineering and life sciences

- **91 Public administration**
  - **912910** Other provincial and territorial public admin
SIC (Standard Industry Classification System)

SIC (Standard Industry Classification System) - was used by the US and Canadian governments until 1987, when both countries adopted NAICS.

It is still used in a few databases and statistical publications. If you encounter a 4 digit industry code, and it doesn’t make sense as a NAICS code, it may actually be a US SIC code.

You can find the 1987 SIC manual online on the US Department of Labor website:
- SIC Division Structure
- SIC Search
Industry Information

Resources: Industry Profiles - CANADA

• Industry Canada
  Includes Statistics by Industrial Sector, Canadian Industry Statistics, Trade Data Online and Canadian Importers Database

• Canadian Industry Statistics (CIS)
  CIS looks at industry trends and financial information, such as GDP, Labour Productivity, Manufacturing and Trade data

• Business Information by Industry Category: Industry Canada
  Canadian Industry information and statistics
Industry Information

Resources: Industry Profiles - USA

• Industries at a Glance
  US industry snapshots from the United States Bureau of Labor

• Business and industry statistics: US Census Bureau
  From the US Census Bureau

• Industry economic accounts: United States
  From the Bureau of Economic Analysis, US Dept of Commerce
Industry Information

Resources: Industry Profiles - GLOBAL

- **Industry Sectors: European Commission**
  Provided by the Enterprise Directorate General of the European Union

- **Global Insights by Industry (globalEDGE, Michigan State University)**
  globalEDGE is a leading source for statistical data for nearly every country around the world. It includes statistical data as well as historical, economic, and political conditions.
Industry Information

Industry Profiles - Other Resources

Associations

Industry associations and trade groups are an excellent source of industry statistics and reports, generally available on their websites or through their publications.

Directory of Business and Trade Associations in Canada (Industry Canada)

Tip: Google by using search terms like “industry associations”, “industry group”, “trade group”, “trade organizations”, etc.
Industry Information

Industry Profiles - Other Resources

- BizStat
- Accenture Consulting
- Deloitte Canada Industries (Global Coverage)
- EY.com Industries
- KPMG - Canada - Industries (Global coverage)
- McKinsey & Company - Industries
- PWC Canada Industries (Global coverage)
- Other Free Resources - UTL Library Guide by Helen Kula
- MaRS Market Research (Startup Library)

Consulting Firms: provide analysis of current and future conditions in a variety of industries by country.
Industry Information

University of Toronto Library Resources

- **IBISWorld**
  Uses NAICS and keyword searching. Includes Canadian, US and global industry reports for a broad range of industries.

- **Frost & Sullivan**
  International market and technology research and analysis in 15 major sectors ranging from healthcare and chemicals to telecom and transportation. This database is particularly useful for new and emerging technologies and markets.

- **Passport GMID (aka Euromonitor)**
  Contains data and reports on consumers, markets, companies, and economies in over 350 markets and 207 countries. Includes consumer lifestyle trend & spending data, market size & forecasts.

- **Gartner**
  Offers technology-focused analysis, insights and forecasts for multiple industries, including healthcare (providers and payers). Use the Advanced Search option to filter by industry.

- **EMIS**
  EMIS specializes in emerging markets information but also includes global industry reports from BMI Research, GlobalData, and GRDS among others.

- **MarketResearch.com Academic**
  Research reports on Service Industries, Consumer Goods, Demographics, Food & Beverage, Heavy Industry, Life Science, Public Sector, Technology & Media. Publishers include Kalorama (for health technology), Packaged Facts (consumer packaged goods) and SBI (energy) among others.
Demographic and Consumer Information

University of Toronto Library Resources

- **eMarketer PRO**
  Offers data and insights on digital marketing, social media, advertising, e-commerce and mobile. Coverage is global, with good Canadian content. Use this tool to understand digital consumers and their use of apps and the Web.

- **Statista**
  Statista integrates data on over 80,000 topics from over 18,000 sources. Provides access to quantitative data on media, business, finance, politics, and a wide variety of other areas of interest or markets.
Industry/Sector Data

Industry profiles identify leading companies and provide market forecasts, market segmentation and industry trends.

For freely available information, check out consulting firm Deloitte, Ernst & Young, PwC, KPMG websites to see if they have industry reports. You can often search offices by region. Also check bank websites; law firms may have reports for industries like mining or M&A industry reports. Government industry and statistical data sites are also good sources of information.

- Frost & Sullivan
  In-depth market research and strategy reports with global coverage of the following areas: Aerospace & Defense; Automotive & Transportation; Chemicals, Materials and Food; Electronics & Security; Energy & Power Supplies; Environment & Building Technologies; Healthcare; Industrial Automation & Process Control; Information & Communication Technologies; Measurement & Instrumentation.

- IBISWorld Global Industry Research
  Canadian and US industry profiles organized by NAICS code and including key statistics, market share and segmentation, performance summary, SWOT analysis. Particularly strong in manufacturing sectors.

- Gartner Reports & Research
  Information Technology industry research and insights, including industry trends, and best practices. Including Gartner’s Hype Cycle (Interpreting hype around new technologies to determine what’s commercially viable) and Gartner’s Magic Quadrant (A wide-angle view of how technology stakeholders are positioned within a specific market).

- BMI Research, GlobalData, GRIDS reports and more via EMIS
  EMIS specializes in emerging markets information but also includes global industry reports from Technavio, BMI Research, and GRIDS among others. To search all reports, use the search bar on the top right, or select quick links to search within a particular sector.
## Tip: Where can I find information?

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<thead>
<tr>
<th>Information type</th>
<th>Library source</th>
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<tbody>
<tr>
<td>Industry profiles</td>
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<td>News articles and press releases</td>
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<td>*Canada Venture Capital Association</td>
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<td>*search engine</td>
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<td>Government &amp; NGO</td>
<td>*ISED (formerly Industry) Canada</td>
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<td>*StatsCan CANSIM</td>
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<td>*US Census Bureau</td>
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<td>*Bureau of Labor: Industry at a Glance</td>
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<td>*CIPG – Patents (Canada)</td>
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<td>*Espacenet (Europe)</td>
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* = open web – for everything else use [http://guides.library.utoronto.ca/entrepreneurship](http://guides.library.utoronto.ca/entrepreneurship)
Other Resources

University of Toronto Library resources

- Primary Research Strategies and Tools (UTL Guide)
- Health Entrepreneurship (UTL Guide)
- Patent Searching (UTL Guide)
Community Resources
Ontario

Regional Innovation Centres (RICs) and Campus-linked Accelerators (CLAs)

Regional Innovation Centres across Ontario are connected through the Ontario Network of Entrepreneurs (ONE). Each centre is staffed by advisors and mentors who help researchers, entrepreneurs, and business leaders commercialize new ideas and build innovative businesses. The map also shows Campus Linked Accelerators and educational initiatives that are holding On-Campus Entrepreneurship Activities. For more information, please visit onenetworkontario.ca.
Campus-Linked Accelerators in Ontario

- Funded by the Government of Ontario
  Part of Youth Job Strategies Fund
- Managed by Ontario Centres of Excellence (OCE)
- Launched 2014
- $25 Million over two years to support extra-curricular entrepreneurship initiatives
- 59 Accelerators, and incubators
- 42 Academic institutions
U OF T’S ENGINES OF INNOVATION
IN THE GREATER TORONTO AREA
The Agency supports students who want to contribute to social change, helping them explore social innovation and transforming their perspective on what’s possible.

Members of the Centre for Social Innovation work across sectors to create a better world. We accelerate their success and amplify their impact through the power of coworking, community and collaboration.

www.theagencyuoft.ca

socialinnovation.org
Regional Innovation Centres in Ontario

- Communitech
  Kitchener-Waterloo

- HalTech
  Halton

- Innovation Initiative Ontario North (IION)
  North Bay

- Innovation Factory
  Hamilton

- Innovate Niagara
  St. Catherines

- Invest Ottawa
  Ottawa

- Launch Lab
  Kingston-Eastern Ontario

- MaRS Discovery District
  Toronto
Regional Innovation Centres in Ontario

- NORCAT Innovation Mill
  Sudbury

- Northwestern Ontario Innovation Centre (NOIC)
  Thunder Bay

- RIC Centre
  Mississauga-Peel

- Sault St. Marie Innovation Centre (SSMIC)
  Sault Ste. Marie

- Spark Centre
  Durham Region-Northumberland

- TechAlliance
  London-Southwestern Ontario

- WEtech Alliance
  Windsor-Essex

- ventureLAB
  York Region
Other Resources

• **UTL Entrepreneurship Workshops**
  • Introduction to Business Resources
  • Data Resources for Entrepreneurs
  • Primary Research Strategies and Tools
  • Resources for Patents Research
  • Commercializing Your Graduate Research
  • Legal Dos and Don’ts for Startups

• **MaRS Education Workshops**
  • Value Proposition
  • Finance Fundamentals
  • Leadership
  • Pitching to Investors
  • Sales ABC
  • Entrepreneurship 101 (5 week online course)
Thank you

Gerstein Science Information Centre

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