

Tracxn

USER GUIDE

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About Tracxn

[Tracxn](#) is a Private Market Research Platform tailored for students interested in exploring the world of Startups, Emerging Industries, Investment Trends, and much more. It is an invaluable resource that provides comprehensive insights, data, and information into the startup ecosystem, from company financials to details on funding rounds.

Coverage -

Our platform covers an extensive range of data points, including -

- 5.3M+ Companies,
- 1.02M+ Funding Rounds,
- 289K+ Investor Profiles,
- 217K+ Acquisitions,
- 3000+ Sectors
- Across 36+ geographies

**The above-mentioned are added as of 25 August 2025

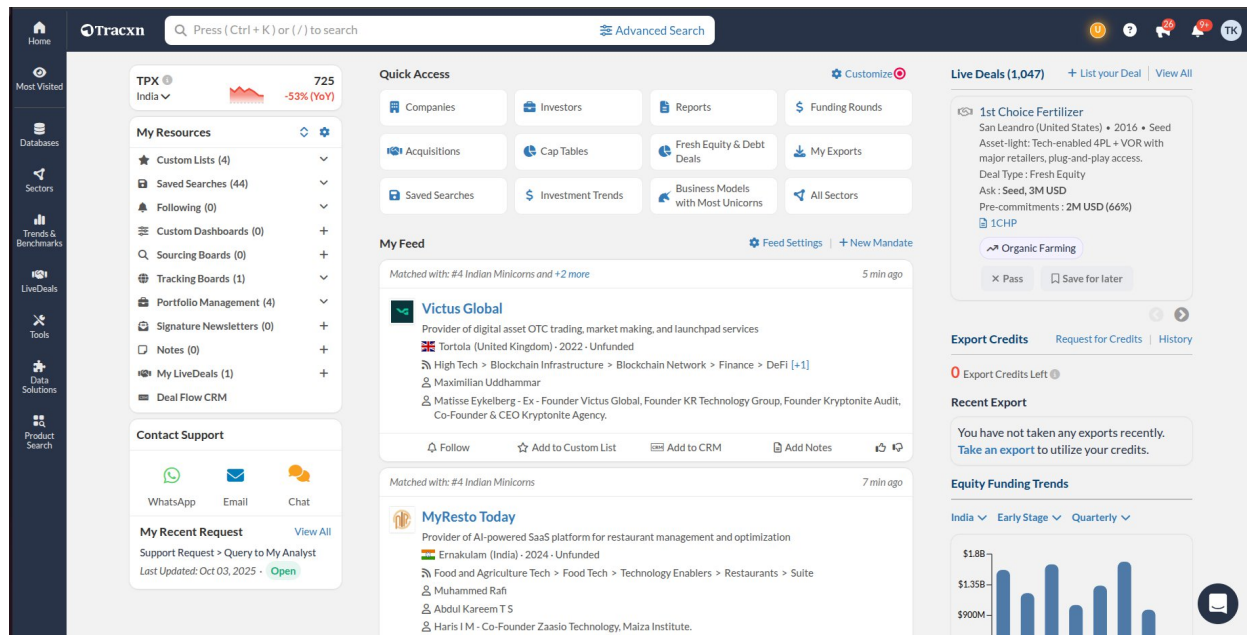
Highlights -

- Became a publicly listed company in India on October 20, 2022.
- Trusted by Top Global Universities like Stanford GSB, IIM A, B, C, K, L, N, V, University of Sydney, IIT B, KGP, R, and more.
- Used by 1200+ VC, PE, and Corporate customers like Matrix Partners, Honda Innovations, Philips Ventures, and more.
- Catering to customers in over 50+ countries.

🔑 How to Sign up on Tracxn?

You can follow the steps below to sign up for Tracxn -

1. Go to the [Signup Page](#).
2. Add your official University Email ID. e.g. abcxyz23@iima.ac.in.
3. Click on '**Signup**'. You'll receive an OTP on your registered email ID.
4. Go to your Inbox → Find the Tracxn OTP email.
5. Enter the OTP → Click on **Get Started**
6. Welcome to your profile. ✓



The screenshot displays the Tracxn dashboard with a dark blue header and a sidebar on the left. The main content area is divided into several sections:

- Header:** Includes the Tracxn logo, a search bar with the text "Press (Ctrl + K) or (/) to search", and an "Advanced Search" button. On the right, there are user profile icons and a notification bell.
- Sidebar:** Contains navigation links for Home, Most Visited, Databases, Sectors, Trends & Benchmarks, Live Deals, Tools, Data Solutions, and Product Search.
- My Resources:** A section on the left with expandable lists for Custom Lists (4), Saved Searches (44), Following (0), Custom Dashboards (0), Sourcing Boards (0), Tracking Boards (1), Portfolio Management (4), Signature Newsletters (0), Notes (0), My Live Deals (1), and Deal Flow CRM.
- Contact Support:** A section below My Resources with links for WhatsApp, Email, and Chat.
- My Recent Request:** A section showing a support request for "Query to My Analyst" with a last update of Oct 03, 2025, and an "Open" status.
- Quick Access:** A grid of buttons for Companies, Investors, Reports, Funding Rounds, Acquisitions, Cap Tables, Fresh Equity & Debt Deals, My Exports, Saved Searches, Investment Trends, Business Models with Most Unicorns, and All Sectors.
- My Feed:** A section showing a list of companies and deals. The first entry is "Victus Global", a provider of digital asset OTC trading, market making, and launchpad services. It lists Tortola (United Kingdom) - 2022 - Unfunded, High Tech > Blockchain Infrastructure > Blockchain Network > Finance > DeFi [+1], Maximilian Uddhammar, and Matisse Eykelberg - Ex - Founder Victus Global, Founder KR Technology Group, Founder Kryptonite Audit, Co-Founder & CEO Kryptonite Agency. Below this, there are buttons for Follow, Add to Custom List, Add to CRM, Add Notes, and a share icon.
- Live Deals (1,047):** A section on the right showing a list of deals. The first entry is "1st Choice Fertilizer" by San Leandro (United States) - 2016 - Seed. It describes the deal as "Asset-light: Tech-enabled 4PL + VOR with major retailers, plug-and-play access." and lists the deal type as "Fresh Equity", ask as "Seed, 3M USD", and pre-commitments as "2M USD (66%)". Below this, there is a "1CHP" button and a "Save for later" button.
- Export Credits:** A section with a "Request for Credits" button and a "History" link. It shows "0 Export Credits Left".
- Recent Export:** A section with a message "You have not taken any exports recently. Take an export to utilize your credits."
- Equity Funding Trends:** A section at the bottom right showing a bar chart for India, Early Stage, Quarterly. The chart shows a general upward trend in funding from \$900M to \$1.8B.

Tracxn Use Cases

Case 1: Sector Research

As an aspiring founder, you want to create a platform for building AI applications. You need to assess how crowded the market is for the Developer Tools sector and the key players operating in the sector.

How to solve using Tracxn?

Step 1 - Go from Home > Sectors . Search for the sector “ <i>Application Development Tools</i> ”.	Video
Step 2 - Use the Taxonomy to understand the different business models in the Application Development Tools market.	Video
Step 3 - Use the Overview to learn about sector details like Entrepreneurial Trends, Funding, Investors, etc, within the AI business model.	Video
Step 4 - Use the Companies Covered to find key companies in the sector.	Video

Case 2: Scouting Companies for Placement

The recession poses a significant challenge to the job market, leading to widespread hiring freezes and layoffs, particularly in the tech sector. Your placement team is tasked with finding companies willing to hire fresh graduates. You are looking at the placements in your college and want to explore the list of top tech startups in India to invite to the college for placements.

How to solve using Tracxn?

Step 1 - Visit Home > Company Database to explore companies.	Video
Step 2 - Apply Filter to identify relevant companies: - Country = “<i>India</i>” - Stage = “<i>Series B</i>” and “<i>Late Stage</i>” - Sector = “<i>Tech</i>”	Video

Part of = “None” <i>**To remove subsidiaries of any big companies</i>	
Step 3 - Use more Filter and Sort to identify relevant companies Filter = “Team Background” Sort = “Latest Annual Revenue”	Video

Case 3: Sourcing Companies for Investment

You are participating in a case study where you want to identify potential companies to invest in the Enterprise sector. You are trying to identify interesting opportunities to invest in the early stage of the AI Dev tools space.

How to solve using Tracxn?

Step 1 - Go from Home > Sectors . Search for the sector “ <i>Application Development Tools</i> ”.	Video
Step 2 - Use the Companies Covered to search all the relevant companies.	Video
Step 3 - Apply Filter to identify relevant companies: - Sector > AI = “Yes” - Founded Year > “Last 3 years” - Current Stage > “Unfunded all” - Editor Picks > “4, 5”	Video
Step 4 - Save your search using Saved Searches & Alerts . Set “Weekly” alerts to get updates in your mailbox.	Video

Case 4: Sourcing Companies for Acquisition

You are participating in a case competition by HUL. As part of this, you need to acquire a company in the beauty tech space. Shortlist a list of companies that you would want to evaluate further.

PART 1 - Identify companies recently founded companies that have not raised funding.

How to solve using Tracxn?

Step 1 - Identify all companies from the Companies Database .	Video
Step 2 - Go to All filters to identify companies founded recently. - Sector > <i>"Beauty Tech"</i> - Founded Year > <i>"Last 3 Years"</i> - Company Stage > <i>"Unfunded"</i>	Video
Step 3 - Use Sort to highlight companies to be further researched. Sort = <i>"Founded Year"</i>	Video
Step 4 - Bookmark and save the identified companies within the new bookmark list for future analysis.	Video

PART 2 - Companies founded in the last 7 years, but have not raised any new funding in the last 3 years.

How to solve using Tracxn?

Step 1 - Go to the Companies Database .	Video
Step 2 - Go to All Filters and streamline the Company database with the research requirement. - Founded Year > <i>"2017", "2018", "2019", "2020", "2021", "2022" and "2023"</i> - Company Stage > <i>"Funded Companies"</i> - Latest funding round > Max = <i>"1 Jan 2021"</i>	Video

Step 3 - Use Sort = “ <i>Founded Year</i> ” to highlight companies to be further researched.	Video
Step 4 - Bookmark and save the identified companies within the new bookmark list for future analysis.	Video

Case 5: Identify Investors for the Next Funding Round

You are participating in a case study and want to help a company raise the next funding round. This company is in the AI developer tools space (Qure.ai). You want to understand what valuation you can raise and whom to contact.

How to solve using Tracxn?

Step 1 - Search “ <i>Qure AI</i> ” in the global search bar on the Home page.	Video
Step 2 - Use the company profile to conduct a deep dive into the company.	Video
Step 3 - Select the Next Round Investment to analyze the valuation benchmarks and to view a list of potential investors.	Video
Step 4 - Select an Investor to view and analyze his profile. • Use Investor Overview to view and collect quantitative investor profile data. • Use People to view key people to reach out and evaluate their investment interests.	Video
Step 5 - Exports Investor List.	Video

Quick Links

1. [Tracxn Website](#)
2. [Browser Extension](#)
 - [Chrome Extension](#)
 - [Mozilla Extension](#)
3. [Mobile App](#)
 - [iOS](#)
 - [Android](#)
4. [Tracxn Knowledge Base](#)

To explore Tracxn more, refer to Tracxn's Knowledge Base.



Need More Help?

Write to us at support@tracxn.com or contact us [here](#).