

## Description

Cognism is the world's best all-in-one globally compliant prospecting solution. Delivered as a software service their sales-acceleration platform is a more efficient and effective way to prospect.

- Target segment: Enterprise software
- Business model: SaaS license fee
- Target customers: ICP are small customers with short decision cycles and outbound SDRs
- Products: Sales and Marketing software (database and engagement platform)
- Key differentiation: All-in-one platform where reps can prospect leads and automate workflow

## Key contacts & AVP investment

- Fundraising : Series B – 2020, 2021
- Founded: 2015
- CEO: James Isilay  
<https://www.cognism.com/>

## Opportunities identified

- Distribution/ Sales : Access to corporates

