



Financial Data | Toronto, ON | Founded: 2011 | Employees: 51 | <https://www.quandl.com/>

PHONE: 647-691-0656

WIKIPEDIA: <https://en.wikipedia.org/wiki/Quandl>

BLOOMBERG: <https://www.bloomberg.com/research/stocks/private/snapshot.asp?privcapId=225511650>

LINKEDIN: <https://ca.linkedin.com/company/quandl>

## COMPANY OVERVIEW

Quandl is a source for open, commercial, and alternative data, serving investment professionals. It provides essential core financial and economic data in addition to a set of unique, alpha-generating alternative data. With a delivery system through API or analytic tools, such as R, Python, and Excel – Quandl is known for understanding and providing what professional quantitative analysts need. Some data sets are free while others require a subscription.

### SENIOR MANAGEMENT

**Tammer Kamel:** Founder and CEO (2011-Present). Previously: Partner, The Iluka Consulting Group (2002-2011); Director of Risk Management, Simplex Asset Management (1997-2002); Senior Engineer, Citi (1997-1997); Analyst, Citi (1995-1996). Education: BSc Computer Engineering (1995)

**Abraham Thomas:** Founder and Chief Data Officer (2011-Present). Previously: Angel Investor, Private (2011-2015); Principal, Abraham Thomas Capital (2011-2011); Partner, GrowX Ventures (2009-2011); Partner, The Iluka Consulting Group (2007-2011); Director, Head of US Trading, Simplex Asset Management (2003-2006). Education: B.Tech, Engineering Physics, Indian Institute of Technology

**Beth Adams:** CFO (2012-Present). Previously: Managing Director/Executive Director, CIBC World Markets (2000-2004); Executive Director/Senior Manager, CIBC World Markets (1994-2000); Senior Manager/Accountant, KPMG (1985-1994). Education: B.A., The University of Western Ontario, Masters of Education, University of Toronto.

**Carrie Pascal:** CMO (2016-Present). Previously: Director of Marketing, OutRank (2012-2016); Head of Product and Marketing, Thoora (2010-2012); AVP, Blueprint Software Systems (2008-2010); Product Management Professional, Self-employed (2002-2008); VP, PM, BPS (2005-2007); Lead Program Manager, Microsoft (1995-2001). Education: B.A., English/Comp Sci, University of Waterloo; MSc, Computer Mediated Communication, Rensselaer Polytechnic Institute (2002-2003).

### HISTORY

Quandl, based in Toronto, was founded in 2011 by Tammer Kamel and Abraham Thomas as they believe that alternative data is going to be the significant driver of active investment performance over the next decade.<sup>1</sup> The company was formerly known as Wikiposit Inc. and changed its name to Quandl Inc. in June 2012. In July 2014, Quandl Joined NASDAQ Elite Index Partner Program to make index data more accessible and transparent.<sup>2</sup> In January 2016, Quandl announced it would be offering market data from Barchart, which allows customers to receive financial and economic data through an online platform.<sup>3</sup> In September 2016, Dale Richards, former CEO of Lakefront Data Ventures and FAME Information Services, was appointed to Quandl's board of directors.<sup>4</sup> In Q1 2017, it was reported that Quandl had 200,000+ Users and 10 million daily downloads.<sup>5</sup>

<sup>1</sup> <https://www.fxempire.com/education/article/alternative-data-is-going-mainstream-heres-why-investors-should-pay-attention-525789>

<sup>2</sup> <https://www.quandl.com/press/nasdaqomx>

<sup>3</sup> <https://www.quandl.com/press/barchart-european-futures-quandl>

<sup>4</sup> <https://www.quandl.com/press/dale-richards-joins-quandl-board-of-directors>

<sup>5</sup> <https://www.quandl.com/about>

## FUNDING

In September 2012, Quandl raised an undisclosed round of seed funding, followed by \$5.45 million Series A from August Capital in October 2013.<sup>6</sup> In September 2016, Quandl secured a \$12 million Series B financing round led by Nexus Venture Partner, and August Capital also participated, bringing its total funding to about \$20 million.<sup>7</sup>

## KEY CORPORATE DEVELOPMENTS

**Press releases:** <https://www.quandl.com/press>

**March 2, 2016:** [Chinese Market and Economic Data from DataYes Now Available on Quandl](#)

**Sept, 2016:** [Dale Richards Joins Quandl's Board of Directors](#)

**Apr 26, 2018:** [Quandl Launches Exclusive Corporate Aviation Intelligence Platform](#)

## STRATEGY

Quandl leverages alternative data to target one line of business:

- **Trading Strategies** – Quandl leverages alternative data by sourcing, evaluating, and productizing undiscovered data then sells it to financial institutions, who access it to enhance their trading strategies as the data is not typically made available to Wall Street firms through traditional sources.

## PRODUCTS / PRICING

- **Alternative Data:** Quandl purchases data from a variety of providers to give investors an edge in the markets today. Examples of data providers include consumer insights from private software companies, consumer software use from a fortune 100 telecommunications company, human resources, insurance, and vessel tracking. Quandl will turn company data assets into revenue and provide the technical infrastructure to deliver the data in front of buy-side professionals who use the platform. Different databases have different prices.
- **Financial Data:** Quandl provides publishers of commercial financial data the opportunity to generate revenue by selling to financial professionals on its platform. The data is entirely the company's IP and choose the terms by which their Quandl customers access it. The companies also set their prices and Quandl takes a commission on sales.
- **Corporate Aviation Intelligence:** Analysts can confirm their hypotheses about M&A and other corporate activity by seeing in near real-time where company executives are traveling. This data provides material evidence to reinforce investment decisions, confirm rumours, and predict corporate activity.

## TECHNOLOGY

Quandl leverages technology that enables it to source data from 500 publishers. All Quandl's data are accessible through an API and is possible through packages for multiple programming languages including R, Python, Matlab, Maple, and Stata. Quandl's sources are made up of "open data from providers such as the UN, Worldbank and central banks; core financial data from providers such as CLS Group, Zacks, and ICE; and alternative data from Dun & Bradstreet, along with numerous confidential sources banks."<sup>8</sup>

## DISTRIBUTION / LOGISTICS

Quandl delivers financial data to over 250,000 users, including analysts from top hedge funds and investment banks. Quandl sources, cleans, and structures past unknown datasets for alpha-generating perceptions. Its platform then delivers the finished data product via API and other tools often used by the modern investor. Quandl serves eight of the 10 largest hedge funds<sup>9</sup>. Quandl has an exclusive partnership with CLS Group in London and is the only source of commercial FX volume data.<sup>10</sup>

<sup>6</sup> <https://en.wikipedia.org/wiki/Quandl>

<sup>7</sup> <https://www.businesswire.com/news/home/20160912005787/en>

<sup>8</sup> <https://en.wikipedia.org/wiki/Quandl>

<sup>9</sup> <https://ca.linkedin.com/company/quandl>

<sup>10</sup> <https://www.waterstechnology.com/inside-market-data/news/2465222/quandl-adds-cls-fx-trade-volume-data-to-online-platform>

## MARKETING

Quandl provides the technical infrastructure to companies for users to access through its platform. The companies are responsible for marketing their data and building a credible brand, thus, Quandl's operating costs are reduced from marketing.

## COMPETITORS

The alternative data movement has been getting a significant amount of attention as investors are using it as a competitive advantage to generate alpha and stay ahead of the curve. Many providers in North America are bringing alternative data solutions accessible to investors, for example:

1. [AlternativeData](#) – (Toronto, ON) allows institutional investors of hedge funds and long-only asset managers to purchase alternative data from their network for investing.
2. [Xignite](#) – (San Mateo, California) provides free cloud-native real-time and reference market data APIs to financial services and FinTech companies, allowing them to integrate financial data into any application.