

The Expert Insights Flywheel: Maximize Return on Your Time

Benefits of Combining an Expert Transcript Library
with Expert Call Services



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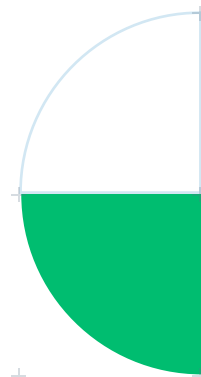
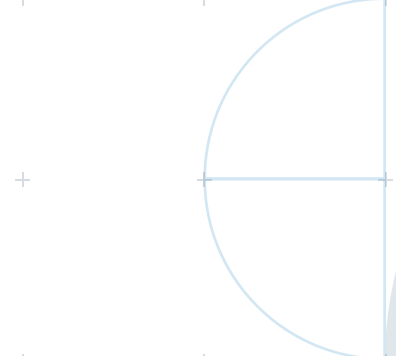
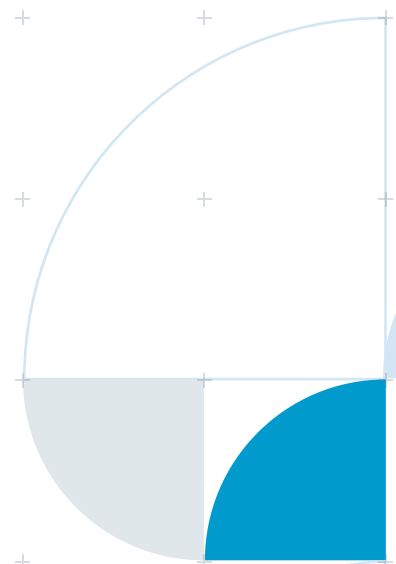
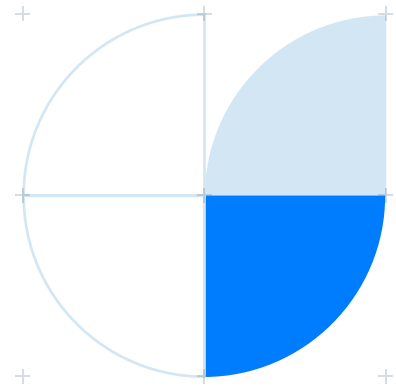
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Stop Wasting [Your Valuable] Time

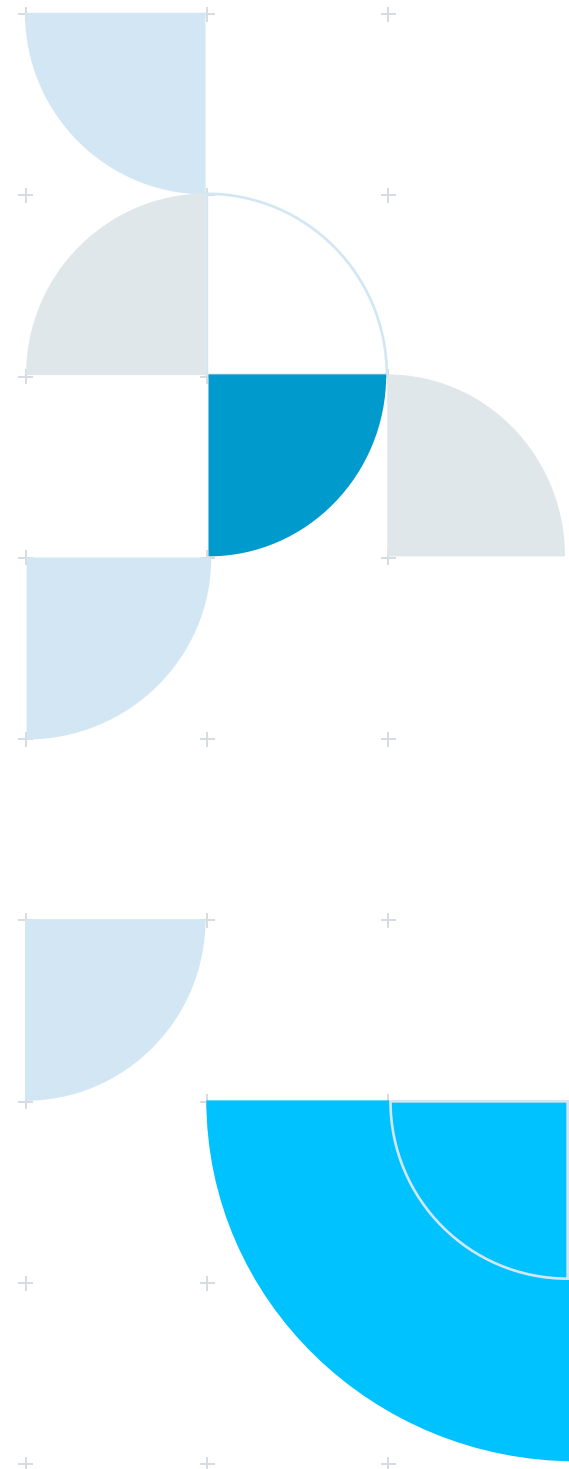
How much are you worth per hour?

If you're an institutional investor, then you probably don't need to run the calculation to know that your most valuable resource is time. Not your research budget, or any single data source, algorithm, or SaaS product: your own time. If you are not using an expert transcript library as part of your fundamental research process, then you are wasting your most valuable resource. You're also wasting money, a topic we delve into extensively in our [Exploring the ROI of Stream](#) guide.

Expert call transcript libraries are an excellent resource for institutional investors to obtain timely market insights. Stream by AlphaSense has access to over a million industry experts. Additionally, Stream has the internal resources and expertise to monitor the market, source relevant experts, arrange interviews with seasoned buy-side analysts, and review transcripts for compliance in a fraction of the time of the old model (the old model meaning traditional expert networks for sourcing plus in-house administration and organization).

Combining an extensive network of industry experts with cutting-edge technology, Stream and other expert call transcript libraries can rapidly publish compliance-reviewed transcripts, enabling investors to quickly access the latest information on market trends, company developments, and other relevant topics. Stream also offers 1-on-1 expert call services for when specific insights are needed, typically **sourcing relevant experts within 48 hours**.

The greater value comes from the combination of an expert transcript library and expert call services: mastering both creates the most time-efficient, therefore the most valuable, primary research tool for institutional investors.



Expert Transcript Libraries: Save Time with Structured Data

Browse faster with structured data

“

I love the way Stream formats the questions, bolded, because that's the first place I'll look in the transcript, to just see is this transcript in particular worth my time? Is this client asking the right questions that I'd be asking? I can quickly skim those just by zeroing in on those questions and then reading the answers that are associated with them. That's the first place I'll go.

I'm very focused on return on time. I'm very stingy with my own time. If reading through a handful of transcripts reveals that something doesn't look interesting, then I'll move on.

”

—RAJ SHAH, CO-FOUNDER, STOIC POINT CAPITAL MANAGEMENT

Eliminate compliance burden

“

That's really the value of these expert libraries. When a transcript hits the library, it's effectively in the public domain. That eliminates some of the issues around the compliance burdens of expert calls.

”

—NITIN SACHETI, FOUNDER AND PORTFOLIO MANAGER, PAPYRUS CAPITAL



Why is it essential to have on-demand access to over 28,000 expert call transcripts? The answer is simple. By leveraging this vast library, you can quickly build a comprehensive view of a company or topic. The wealth of insights in the library allows you to generate a timeline of critical events, providing historical context to your research, and ultimately informing your investment decisions.

By offering access to tens of thousands of expert transcripts at **40% lower cost than traditional expert networks' 20-call bundle**, Stream enables investors to gain valuable insights while reducing costs. This results in a measurable ROI, making Stream an attractive option for investors looking to maximize their resources.

Stream's expert call transcript library has become an indispensable tool for many of its customers looking to accelerate their primary research process. For example, Papyrus Capital, an alternative investment fund focused on intrinsic value, has significantly expedited their time to insights by leveraging the Stream by AlphaSense expert transcript library. Papyrus Capital's success story is not unique; recent case studies highlight several investment firms that have reported similar results, with one firm reducing their research time by up to 75%. For Papyrus Capital and others, the Stream library has proved to be a game-changer, providing comprehensive expert insights faster, and at lower cost.



Expert Call Services: The Costco Model for Market Insights

Talk to half a dozen experts in two days

“

I'll give you an example. The credit chargeback space was an area that I was somewhat interested in. I was looking through the expert database and I saw that there were five or six experts in this space that all had call time availability, so I scheduled calls with every single one of them. In two days I had enough information to determine that the credit chargeback space was not interesting to me.

”

—JAKE BARFIELD, FOUNDER & PORTFOLIO MANAGER, ASHEVILLE CAPITAL MANAGEMENT

Dive deeper on a well-known industry, gain full understanding of a new topic, or quickly get the gist (all in the same day)

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I like talking to people. There's a couple of things that I enjoy depending on the depth of the conversation. If it's something that I know well, like malls, it's really cool to be able to talk to someone that lives and breathes that every day, 'Hey, what are you seeing? Where am I wrong? What do you think?' But then there are other calls where I'm really trying to understand how doctors use something and I try to come to those sufficiently well armed that I can ask good questions.

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—PREM NAINANI, MANAGING PARTNER, APLOMADO ADVISORS

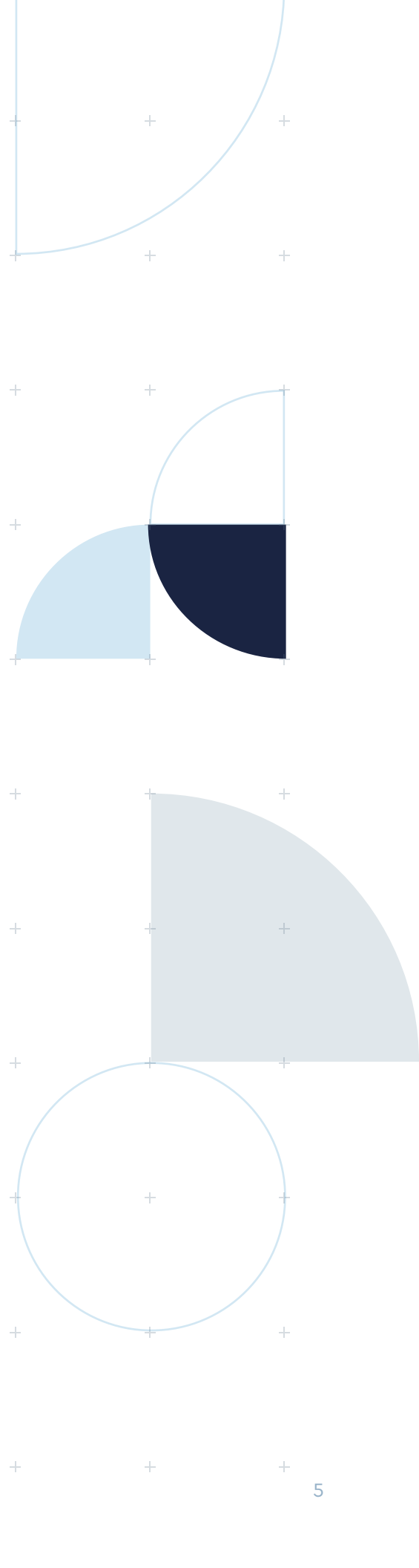


The use cases for expert calls are as varied as the investment hypotheses that they support, though a few are particularly common: 1) quickly getting up to speed on a new name; 2) confirming that a company's claims match perceptions of relevant stakeholders (customers, channel participants, distributors, etc.); 3) evaluating competitive advantages; and 4) understanding what matters to operators right now.

Stream's clients have discovered many more uses for expert calls. **This may be due to our industry-leading low cost per call, or our ability to source multiple relevant experts within 48 hours of a customer initiating a request.** Stream primarily generates revenue from subscriptions, our business model since inception, which allows us to offer expert calls at significantly lower cost. Contrast that with traditional expert networks, in which the incentives of experts and networks are aligned to increase per call rates as much as possible.

For funds with less than \$500 AUM, research budget constraints often mean conducting the bare minimum of expert calls with traditional expert networks. Not so with Stream, as the ever-growing transcript library combined with low per call rates means vastly more expert insights for the same budget. For funds with practically unlimited research budgets, but limited investor time, Stream's brokered call services may be of interest. We can arrange for experienced buy-side analysts to conduct interviews on your behalf.

We haven't even mentioned the benefits of being a part of AlphaSense: smart synonym search, personalized transcript recommendations, blazing fast speed, and the impending launch of generative AI within the platform (coming soon to Stream). With Stream, you not only get to insights faster, but our cost-effectiveness means that the comprehensiveness of your diligence is not limited by your research budget.



Expert Transcript Library & Expert Call Services: The Expert Insights Flywheel

Gain more insight per call

“

If there are a lot of calls already in the library for that industry, it certainly benefits you to read them. That way you can ask more intelligent questions. If you're going to extract value from these calls, you have to be able to ask a good question. And when you understand the industry better through reading calls, through reading, through the library, and understanding what matters to these experts, to people who are asking the questions, it helps you to ask more intelligent questions. There's an innate response to provide more informative answers when someone asks an intelligent question.

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—JAKE BARFIELD, FOUNDER & PORTFOLIO MANAGER, ASHEVILLE CAPITAL MANAGEMENT

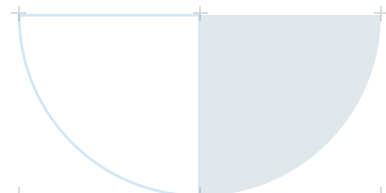
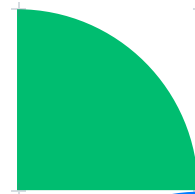
Quickly steal the best questions

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That's one of the biggest benefits of Stream. When I was working at another fund, this was pre expert transcript library, the only way I could learn how to interview was to do a call with another colleague, who had more experience. Being able to read transcripts, I am able to steal liberally the way that they style, and the questions they ask. They say good artists borrow, and great artists steal, and I'm unapologetic about taking great questions that other people ask.

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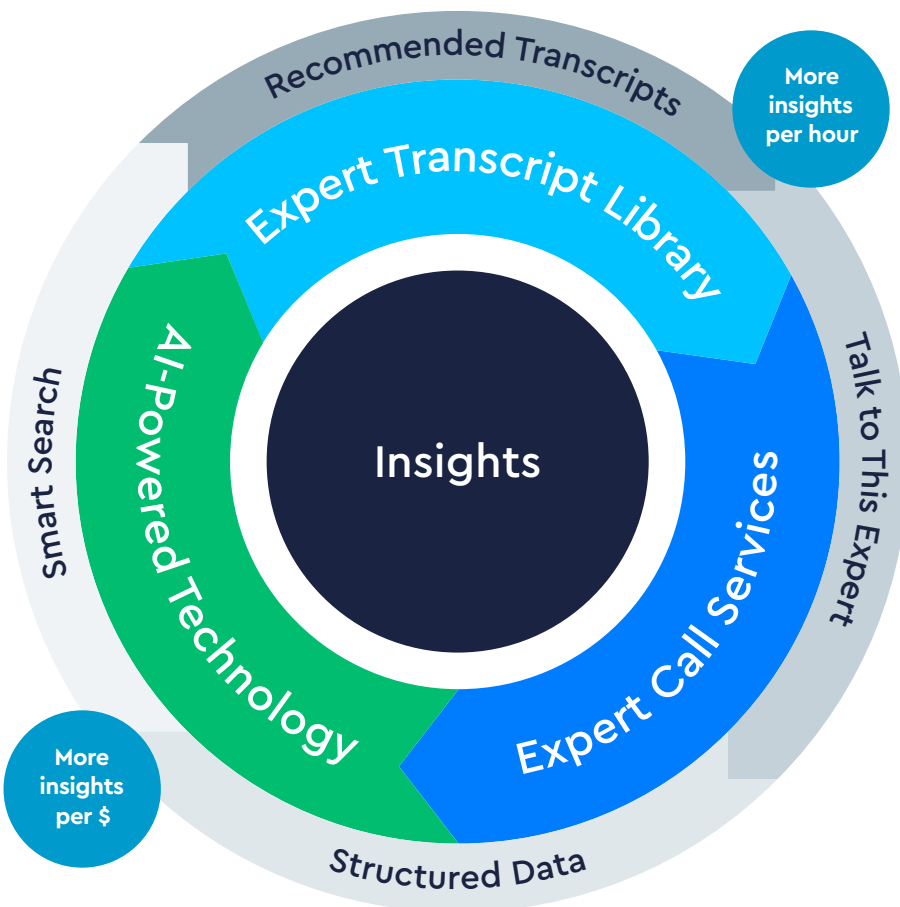
—ANDREW ROSENBLUM, MANAGING PARTNER, BONSAI PARTNERS



There are unique benefits from the combination of an expert transcript library and expert call services in addition to the discrete benefits of each service.

The major benefit: the flywheel created by using both services. As you read transcripts, in addition to gaining the company and sector knowledge that enables you to ask smart questions in your own calls, you also learn the best questions to ask, how to ask them, and what a great expert looks like. As you conduct your own calls, you'll expand your knowledge, hone in on industry terminology, and surface new ideas and concepts to search for within the library.

Stream's technology increases the speed of the flywheel, further accelerating time to insight, in two key ways. First, every transcript in the Stream library has a *Talk to This Expert* button, which immediately initiates the call scheduling process. Second, the platform will recommend transcripts to you based on your activity. Soon, we will be able to add a third key way, when generative AI launches for Stream by AlphaSense.



You can enter the flywheel from either side, but the journey will vary depending on the use case:

- ✓ **Discovery** You might start by browsing transcripts about a particular industry, discover it's not interesting to you, but find a great expert with domain knowledge in another area, where there's an interesting competitor with a new value proposition. If the analyst didn't follow that thread, then you can easily *Talk to This Expert*.
- ✓ **Disconfirmation** You may be ready to put a substantial position on, as every call you've conducted has confirmed it, but you need to make sure you're not missing something. You can search transcripts for experts that most seem to disagree with you, then speak to them directly to see if they can disconfirm your thesis.
- ✓ **Comprehensiveness** How do you know what the market is missing? You can review transcripts to read the questions other analysts are asking, determine the directions that experts are being led, and then construct your own perfectly unbiased interview to uncover what the market may have missed.

The combination of the expert transcript library and expert call services is a flywheel that improves investors' insights, and makes their investment decisions more cost-effective and time-efficient. As investors use the platform more, the recommended transcripts become more relevant and the flywheel gains momentum, enabling investors to gain insights as quickly and cost-effectively as possible.



About Stream by AlphaSense

Stream is a searchable database of investor-led expert interviews based on one-on-one calls with former executives, customers, competitors, and channel participants across a breadth of industries. With our proprietary AI search technology, we help the leading financial institutions get up to speed about a company, market, or industry in seconds.

[Start Your Free Trial](#)

The screenshot displays the Stream by AlphaSense interface. At the top, there is a search bar with the text "Search Keywords (Type ? for Help)" and a "GOOG" filter. Below the search bar are navigation tabs: "All Perspectives", "All Industries", "All Countries", "All Dates", "Only Primary Docs", and "My Content". The main content area is titled "Alphabet Inc" and includes a "Documents" list on the left and a detailed overview on the right. The "Documents" list shows several entries with dates and titles, such as "Former Deep Mind Manager Thinks OpenAI and GOOGL Are Working on General Intelligence Research" dated 24 Apr 23. The overview on the right includes a company description, status ("PUBLIC"), market cap ("\$1.3T"), and enterprise value ("\$1.2T"). It also features "Related Searches" for terms like "GOOG capex", "GOOG cloud", "GOOG guidance", and "GOOG margin". At the bottom, there is a section for "Most Popular Expert Calls" with entries like "Former AI Product Manager Does Not Think ChatGPT Is a Big Threat to GOOGL's" dated 20 Jan 23.