CIMK

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China Investment Market Knowledge

OUR COMPANY MISSION

We used advanced data analytics and machine learning technology to break down the information barrier between international companies and the Chinese market.

Our China-based Data Science and Market Intelligence Team provide exactly the up-to-date data and information our clients need to make strategic decisions in the Chinese market.

OUR SERVICE

1 DATA STRATEGY

- We support you in building a future-proof data strategy and infrastructure for the Chinese market.
- Optimize the use of data from internal and external data sources.
- China is fast and dynamic, so effective data structures are necessary for success.

2 INNOVATION & TREND

- China is increasingly becoming an innovation powerhouse.
- We utilize structured data processes to provide our clients with corporate innovation and startup-related innovation developments.
- With our help, our clients can stay up-to-date with the most relevant technological and innovation-related development in any of their industries.

3 BENCHMARKING

- We enable our clients to understand their situation in the Chinese market.
- We used the latest technology and experienced industry experts to identify your direct and indirect competition in China.
- We use customized criteria to compare your product to all of the competitor's products and product-related services.

OUR SERVICE

4 MARKET SENTIMENT

- We capture all opinions and views Chinese consumers/ customers have on social media platforms or industry-specific associations.
- Understand better than ever what your customers feel and what moves them.
- This allows our clients to adapt their products perfectly to the Chinese market.
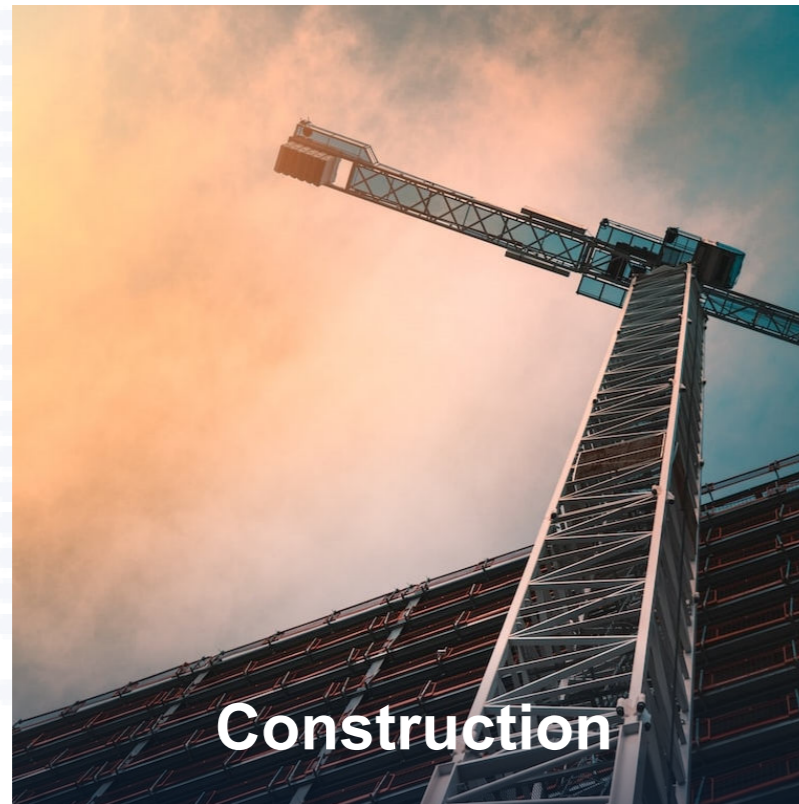
5 STAKEHOLDER RADAR

- Based on all major company databases in China, we can offer our customers a structured and comprehensive process for finding the exact suppliers or B2B customers they need.
- By using various professional business networks in China, we are able to identify exactly the right contacts in the respective target companies.
- This way, we provide exactly the business information and contacts our clients need to expand in China.

6 RECRUITMENT SERVICE

- The market in China for the right talent for international companies is very challenging.
- By screening and analyzing professional business networks and job portals, we are able to identify the exact international and Chinese talent that our clients need for their China business.
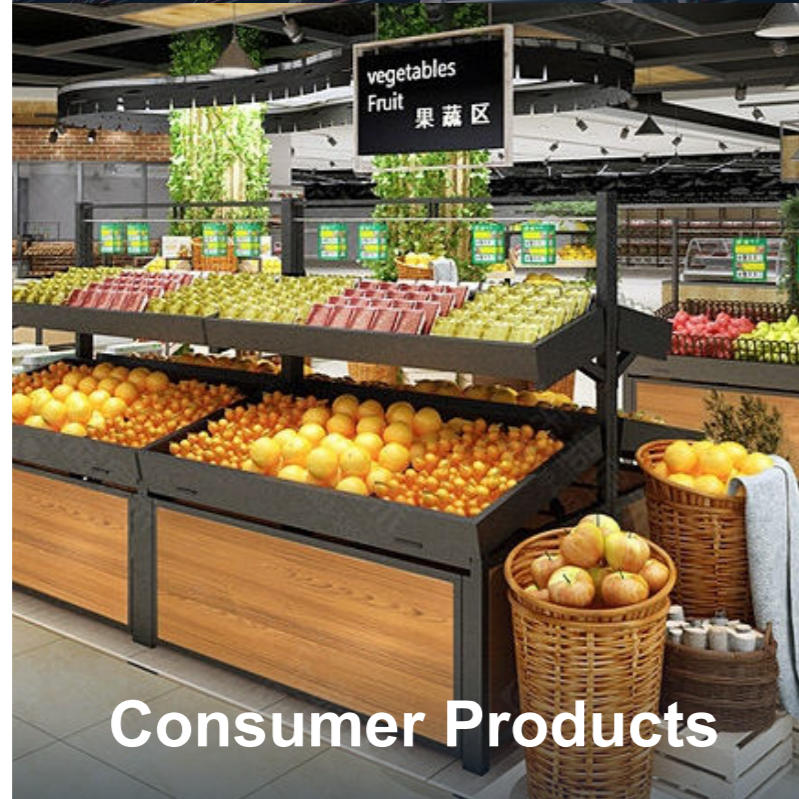
OUR MAIN INDUSTRIES

Construction

Automotive

Manufacturing

Technology

Consumer Products

Energy & Resources

Life Sciences & Health Care

Public Sector

TECHNICAL EXPERTISE

Cloud-based Data Collection (Desktop, Mobile)

We use proprietary desktop and mobile scraping technology to collect all required data from databases, platforms, APPs, and WeChat.

Natural Language Processing

Using our own trained natural language processing models, we make unstructured data from different online platforms usable.
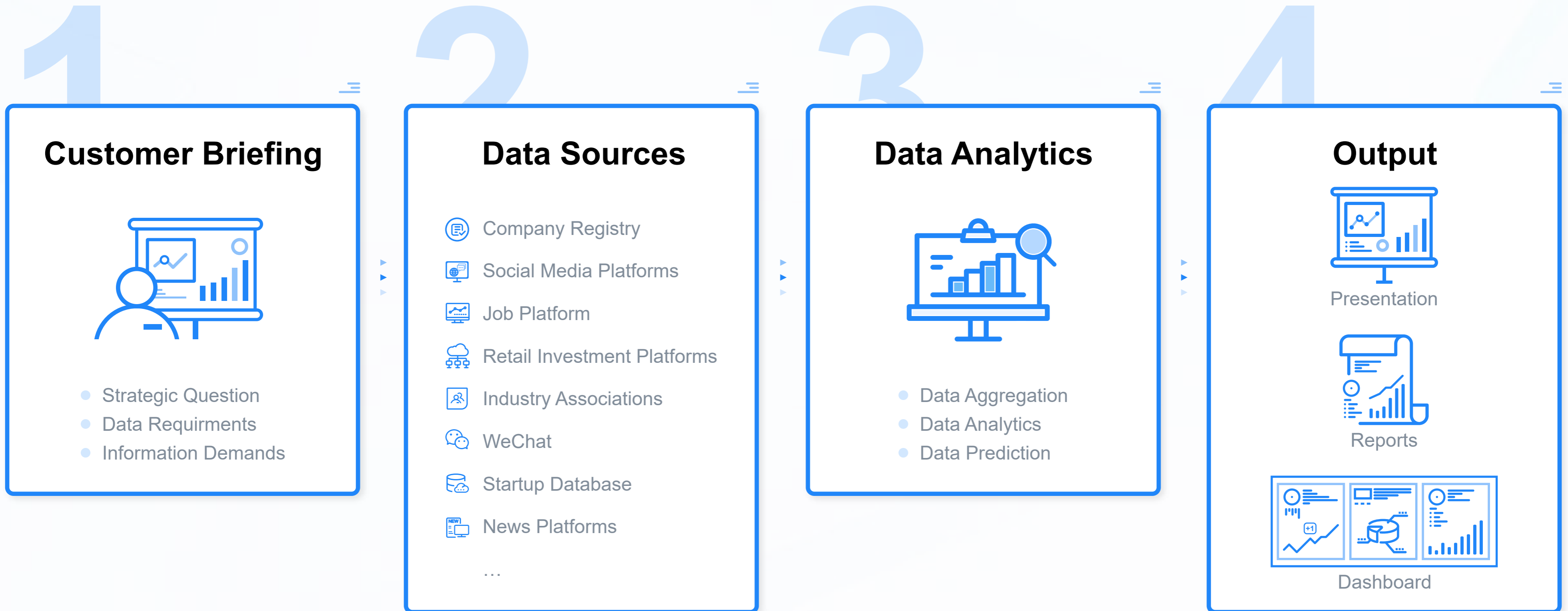
Big Data Analytics

We analyze a large amount of data using statistical and machine learning models to identify the data and patterns which answer the clients' requests.

Data Visualization

We present the project results and analyze data points in the form of reports, graphs, Excel documents, or real-time dashboards as required by our clients.

TYPICAL PROJECT PROCESS

1. Customer Briefing

- Strategic Question
- Data Requirments
- Information Demands

2. Data Sources

- Company Registry
- Social Media Platforms
- Job Platform
- Retail Investment Platforms
- Industry Associations
- WeChat
- Startup Database
- News Platforms

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3. Data Analytics

- Data Aggregation
- Data Analytics
- Data Prediction

4. Output

Presentation

Reports

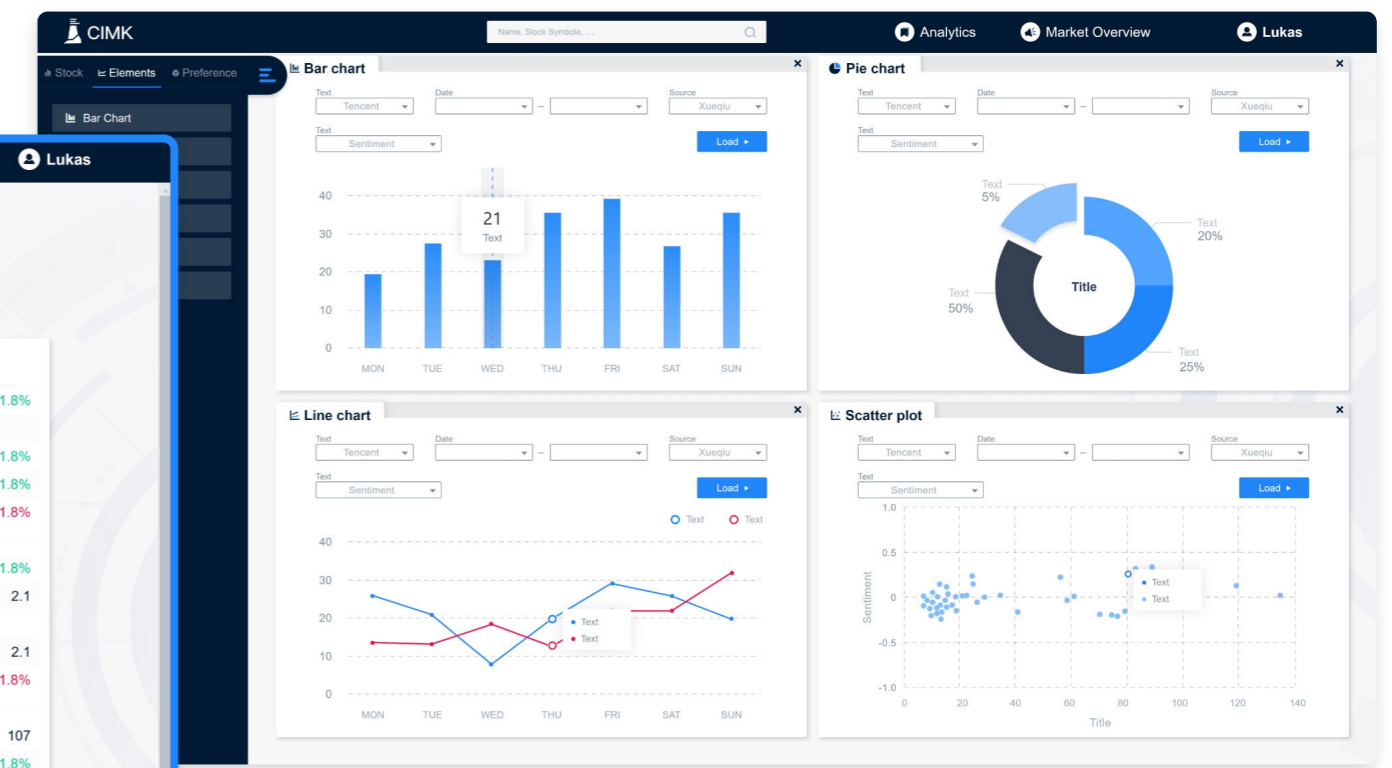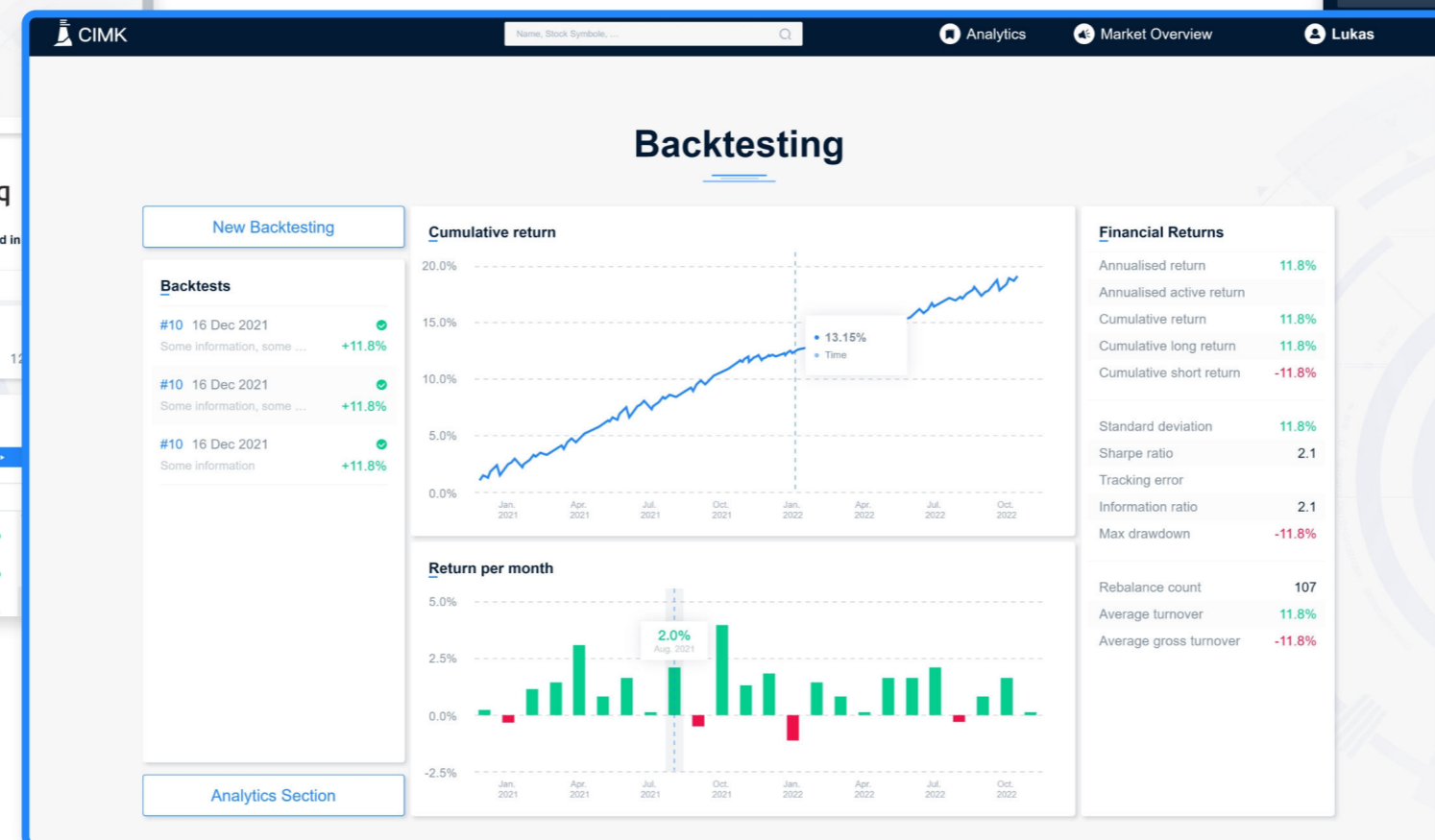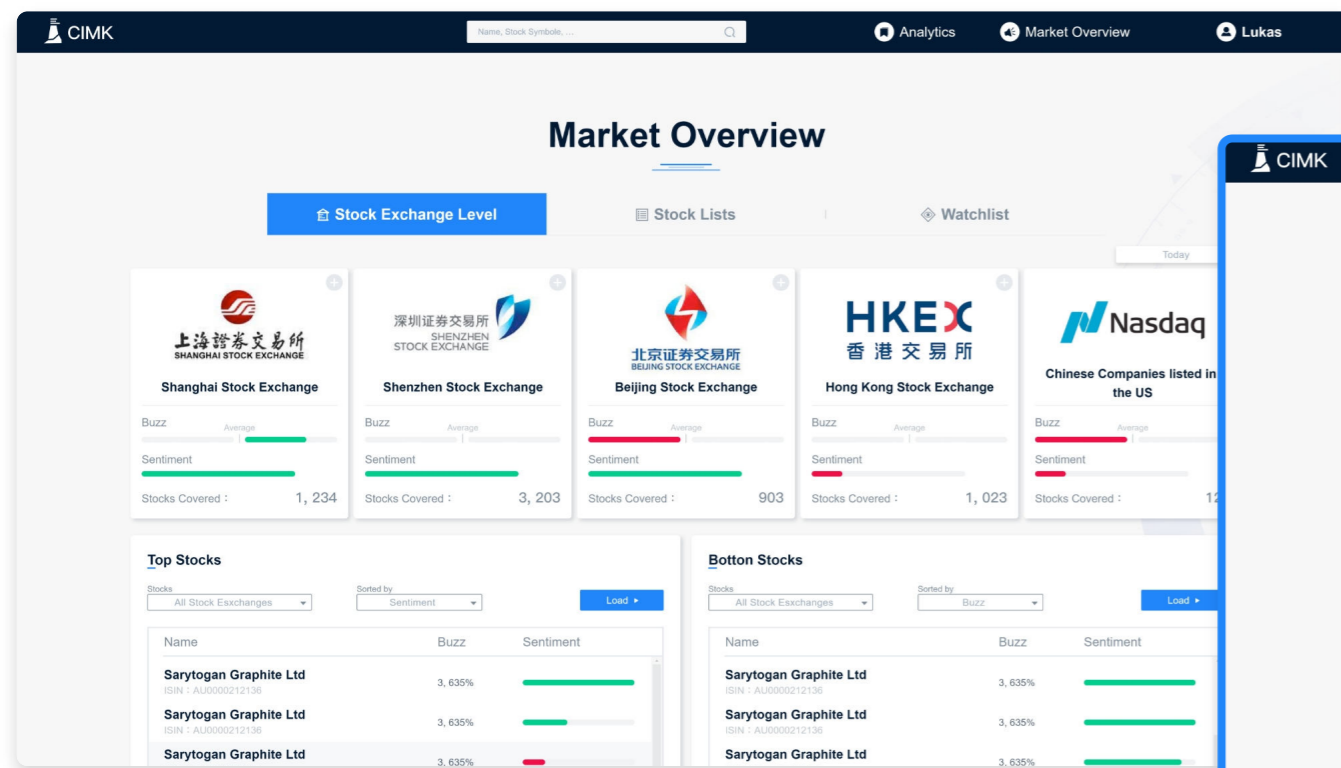Dashboard

ALTERDATAVISION

Our own analytical platform for alternative data

We provide analyzed data that enables institutional investors to understand the retail investor's interest and sentiment in Chinese equities.

SELECTION OF PREVIOUS CLIENTS

OUR LEADERSHIP TEAM

Lukas Tatge
CEO

- **Responsibilities**
  Companies' strategic development,
  Customer relationships,
  Invention of new data products.

- **Experiences**
  Establishment and scaling of organizations
  in China, building and selling data products
  globally.

Eliyahu Kainyah Yalley
Chief Technology Officer

- **Responsibilities**
  Leadership of the technology team and
  IT infrastructure.

- **Experiences**
  Building and scaling high-performing data
  science teams.

Shirley Xue
Chief Operating Officer

- **Responsibilities**
  Management of Nanjing office,
  Chinese stakeholder management.

- **Experiences**
  Organization and leadership of Chinese
  teams, public relations.

CIMK

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