

CASE STUDY:

How Maiden Century Tapped Visible Alpha to Make the Impossible Possible

OVERVIEW

Founded in 2021, Maiden Century sits at the confluence of asset management, alternative data and technology. Built on the buy side, and battle tested with a proven track record of generating strong alpha, Maiden Century's two core products (IDEA and QTIP) help fundamental and systematic investors harness the power of their data resources to generate powerful investment insights.

Visible Alpha is a financial technology company that enhances the investment research process by extracting meaningful value from key sell-side assets, including analyst models, research reports and corporate access events through partnerships with the world's premier investment research organizations. Visible Alpha's deep consensus data provides granular and timely insights into the sell-side view of companies, industries and peer groups.

THE CHALLENGE

Maiden Century was born to solve a significant problem in the financial services industry – obtaining, organizing, synthesizing and extracting insights from an avalanche of alternative data critical to the investment research process.

This process, which was primarily manual, required hundreds of hours of collecting, organizing, and inputting data into cumbersome Excel sheets and proprietary platforms. It was then repeated all over again each quarterly earnings cycle.

The result was a time consuming and often costly method of extracting critical data that couldn't scale and deliver real-time insights and value, requirements vital to compete on the Street.



THE SOLUTION

Maiden Century automated this entire process by engineering the data feeds that map to critical KPIs and financial metrics to run forecasting models in real-time and at scale.

To benchmark against the Street, they turned to Visible Alpha. With Visible Alpha data integrated via APIs and Snowflake, Maiden Century was able to benchmark every single forecast against its granular – not just headline – consensus data.

Visible Alpha's granular consensus forecasts allows Maiden Century to align its data to Street expectations to illustrate where its data leads to a differentiated view relative to the market. Visible Alpha Insights also helps Maiden Century draw a mosaic of how key company data relates to alternative data.



The majority of things we do today – covering 1,200+ companies, more than 2,500 KPIs, leveraging 60 different data sets, and running tens of thousands of models every day – would not be possible without the tools Visible Alpha has built.

- Qaisar Hasan, founder and CEO, Maiden Century

THE BENEFIT

With Visible Alpha's data, Maiden Century can:



Run thousands of prediction models daily based on critical KPIs and benchmark them against market expectations.



Create longer duration models, correlate across different categories, and analyze balance sheet and cash flow implications – all in real-time.



Standardize line items to run complicated analysis very quickly.