

# Company, news and hiring signals

A continuously monitored universe of ~50,000 companies. Categorised news events, hiring-page deltas, founder data and company-level search demand, point-in-time.

**~50k companies**

Continuously refreshed

**97k events**

Categorised & source-attributed

**2.9M page checks**

Hiring & careers tracking

**API or bulk**

JSON / CSV / Parquet / S3

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**PRODUCT**

## What this is

Companies and founders are continuously monitored, their news is parsed and categorised, and their hiring pages are checked on a recurring schedule. The result is a single research-ready feed per company: profile, financial signals where public, founder and team data, a categorised event timeline, and a hiring-page change history. A preview API is available for ticker-keyed and domain-keyed lookups; bulk delivery covers the full universe. See data overview for the broader catalog.

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**DATASET**

## Coverage

Numbers refresh continuously. Snapshot below was generated from the live database for this document.

**~50,000**

Companies tracked

**~15,900**

Founders

**~97,500**

Categorised company events

**~2.91M**

Automated hiring-page checks

**~9,100**

Hiring & careers pages monitored

**~12,600**

Company-level search-demand signals

Domain-keyed entity ID

URL-unique events (no dupes)

Country, city, founded year, team size

Where public: ARR, funding, valuation, ticker

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## SCHEMA

### Per-company fields

#### Company profile

One row per company, domain-unique.

| FIELD                                      | DESCRIPTION                                 |
|--------------------------------------------|---------------------------------------------|
| domain                                     | Canonical domain (unique key)               |
| company_name                               | Legal and friendly names                    |
| country / state / city                     | Headquarters location                       |
| founded / age                              | Year and computed age                       |
| industry                                   | Industry classification                     |
| team_size                                  | Headcount, with role splits where available |
| engineers / marketers                      | Role-mix counts                             |
| ticker                                     | Public listing symbol where listed          |
| raised / funding / valuation               | Capital and valuation where public          |
| arr / arpu / cac / rpe                     | Unit economics where public                 |
| customers / profitable                     | Where disclosed                             |
| events                                     | Total event count for the company           |
| facebook / linkedin / twitter / crunchbase | Social and reference links                  |
| updated / updated_events                   | Last refresh timestamps                     |

Events & signals

One row per categorised event, URL-unique.

| FIELD           | DESCRIPTION                      |
|-----------------|----------------------------------|
| company_id      | Joins to company profile         |
| category        | One of 15 categories (below)     |
| title / summary | Headline and parsed summary      |
| url             | Source URL (unique key)          |
| source          | Publisher or origin              |
| date            | Event date as published          |
| added           | First-seen timestamp on our side |
| media           | Image or asset URL where present |

Hiring pages

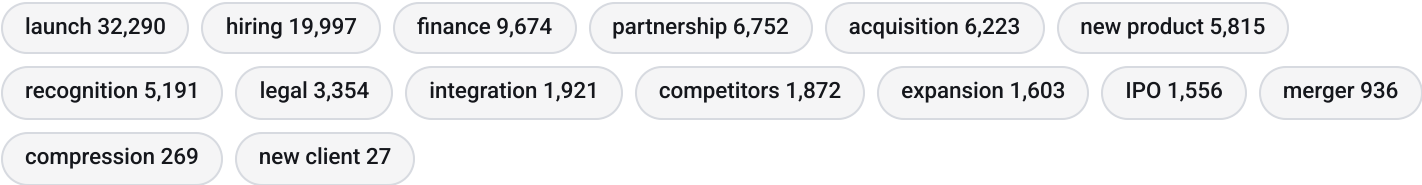
One row per company hiring/careers page.

| FIELD      | DESCRIPTION                    |
|------------|--------------------------------|
| company_id | Joins to company profile       |
| page       | URL of the careers/hiring page |
| intent     | Page type (currently hiring )  |
| discovered | First-seen timestamp           |

CATEGORIES

Event taxonomy

Every event is assigned to one category. Counts below are the live distribution across the ~97,500 categorised events.



HIRING MONITORING

# What gets checked, and how often

Each tracked company's careers page is fetched on a recurring schedule and diffed for role changes. 9,099 careers pages produce ~2.91M historical checks, which is the substrate for "is this company hiring now?" and "what role mix is the team scaling into?".

|                                                                                     |
|-------------------------------------------------------------------------------------|
| <div><div>~9,100</div><div>Careers pages in rotation</div></div>                    |
| <div><div>~2.91M</div><div>Historical page checks</div></div>                       |
| <div><div>~320</div><div>Average checks per page</div></div>                        |
| <div><div>Recurring</div><div>Per-page schedule</div></div>                         |
| <div><div>Role mix</div><div>Engineers / marketers split where parsable</div></div> |
| <div><div>Point-in-time</div><div>Reconstructable hiring timeline</div></div>       |

- **Hiring activity binary:** is the company posting open roles right now
- **Role-mix deltas:** change in engineering vs go-to-market headcount over time
- **Hiring freeze detection:** a page that went from N roles to 0 is a flagged signal
- **Replay-able timeline** for point-in-time backtests on hiring as a leading indicator

## Founders and team

~15,900 founders linked to their companies via `companies.founder_id` . Identity, contact and LinkedIn where known. Used for relationship mapping, due-diligence prep, and tracking founder activity across companies.

| FIELD                                            | DESCRIPTION              |
|--------------------------------------------------|--------------------------|
| <code>first_name</code> / <code>last_name</code> | Founder identity         |
| <code>email</code>                               | Where public             |
| <code>linkedin</code>                            | Profile URL              |
| <code>companies.founder_id</code>                | Join key back to company |

### DEMAND SIGNALS

## Company-level Google Trends

12,642 company-level search-demand series. Same underlying source as our Russell 3000 search-demand product, but keyed to the private-company universe rather than tickers. Search interest is mapped to the issuer (not the raw query) and refreshed on a rolling cadence.

| FIELD                                                           | DESCRIPTION                                                       |
|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <code>company_id</code>                                         | Joins to company profile                                          |
| <code>term</code> / <code>translation</code>                    | Search query mapped to the issuer (English translation if non-EN) |
| <code>region</code>                                             | ISO-3166 country code                                             |
| <code>5years</code>                                             | Weekly Google interest, 0–100, JSON array                         |
| <code>searchVolume</code> / <code>cpc</code>                    | Monthly search volume and cost-per-click where available          |
| <code>pace</code> / <code>growth_type</code>                    | Trajectory classifier                                             |
| <code>early</code> / <code>peaking</code> / <code>peaked</code> | Lifecycle flags                                                   |
| <code>main</code>                                               | Marks the canonical term for the company                          |

### API

## Preview endpoints

JSON over HTTPS. Four read-only endpoints: paginated company list with filters, full company profile, per-company event timeline, and hiring-page monitoring history. Production delivery (full universe, bulk extract, per-client keys) is delivered separately on engagement.

### Base URL

**BASE** `https://vc.treendly.com/api/flatnine`

### Authentication

Bearer header preferred; `?api_key=` available for quick testing:

```
# Bearer header
Authorization: Bearer YOUR_KEY

# or query parameter
?api_key=YOUR_KEY
```

### Endpoints

|                                             |                                                     |
|---------------------------------------------|-----------------------------------------------------|
| <b>GET</b> <code>/list</code>               | paginated companies, filters & full-text search     |
| <b>GET</b> <code>/get?id=   ?domain=</code> | profile + founder + event & hiring summary + demand |
| <b>GET</b> <code>/events?id=</code>         | paginated event timeline, category & date filters   |
| <b>GET</b> <code>/hiring?id=</code>         | monitored careers pages + aggregate check counts    |

### Example: filtered list

```
curl -H "Authorization: Bearer $FLATNINE_KEY" \
      "https://vc.treendly.com/api/flatnine/list?country=United%20States&min_events=50&limit=3"
```

```
{
  "total":      50031,
  "limit":      3,
  "offset":     0,
  "count":      3,
  "has_more":   true,
  "next_offset": 3,
  "companies": [
    {
      "id":      35053,
      "domain":   "ycombinator.com",
      "name":     "Y Combinator",
      "country":  "United States",
      "industry": null,
      "founded":  null,
      "team_size": null,
      "ticker":   null,
      "raised_usd": null,
      "valuation_usd": null,
      "event_count": 396
    },
    // ... two more
  ]
}
```

### Example: full company profile

```
curl -H "Authorization: Bearer $FLATNINE_KEY" \
      https://vc.treendly.com/api/flatnine/get?domain=databricks.com
```

```

{
  "company": {
    "id": 128,
    "domain": "databricks.com",
    "name": "Databricks",
    "legal_name": "Databricks, Inc.",
    "description": "Databricks combines the best of data warehouses and data lakes...",
    "country": "United States",
    "state": "California",
    "city": "San Francisco",
    "team_size": null,
    "ticker": null,
    "raised_usd": null,
    "links": { "website": "https://databricks.com", "linkedin": null, ... },
    "updated_at": "2026-05-26T19:10:05+00:00",
    "events_updated_at": "2022-01-24T14:02:30+00:00"
  },
  "founder": null,
  "event_summary": {
    "total_events": 191,
    "first_event_date": "2020-02-28",
    "last_event_date": "2026-05-21",
    "by_category": [
      { "category": "launch", "count": 55 },
      { "category": "partnership", "count": 30 },
      // ... 13 more categories
    ]
  },
  "hiring_summary": { "pages_monitored": 2, "total_checks": 1 },
  "search_demand": [ /* up to 5 mapped Google Trends series */ ]
}

```

### Example: event timeline

```

curl -H "Authorization: Bearer $FLATNINE_KEY" \
      "https://vc.treendly.com/api/flatnine/events?id=35053&category=partnership&limit=2"

```

```

{
  "company_id": 35053,
  "total": 305,
  "count": 2,
  "has_more": true,
  "next_offset": 2,
  "events": [
    {
      "id": 374773,
      "category": "partnership",
      "title": "Mentioned on Hacker News",
      "summary": "Sage Care (YC S24) Is Hiring Software Engineers",
      "source_url": "https://news.ycombinator.com/item?id=48282478",
      "source": "hacker news",
      "date": "2026-05-26",
      "first_seen": "2026-05-26T20:00:10+00:00"
    },
    // ... more
  ]
}

```

## List endpoint filters

| PARAM      | DESCRIPTION                                                 |
|------------|-------------------------------------------------------------|
| limit      | 1-200, default 50                                           |
| offset     | Pagination offset, default 0                                |
| country    | ISO-3166 or full country name, case-insensitive exact match |
| industry   | Substring match, case-insensitive                           |
| min_events | Only companies with at least N categorised events           |
| has_ticker | 1 to restrict to publicly-listed companies                  |
| q          | Search across company_name + domain + meta_description      |

## Response codes

| STATUS | MEANING                              |
|--------|--------------------------------------|
| 200    | OK                                   |
| 400    | Missing or malformed query parameter |
| 401    | Missing or invalid key               |
| 404    | Company id or domain not found       |

## METHODOLOGY & DELIVERY

### How it's built and shipped

- **First-party collection:** company pages, news, hiring pages and demand signals are fetched and parsed by infrastructure we operate, not resold third-party feeds
- **Domain-keyed entities:** every company has a unique canonical domain; events join via `company_id`, so the universe is clean to merge with an internal CRM
- **URL-unique events:** every event has a unique source URL, so re-ingestion does not duplicate signals
- **Categorised on ingest:** every event lands with one of 15 categories; counts above are the live distribution
- **Point-in-time:** events carry both a published `date` and a first-seen `added` timestamp; hiring-page state is timestamped per check; nothing is back-dated
- **No consumer PII:** founder data is the only person-level data and is sourced from public profiles (LinkedIn, company sites)

### Delivery

- **Preview API:** JSON over HTTPS, Bearer-token auth, ticker- and domain-keyed lookups; rate-limited
- **Bulk extract:** CSV / JSON / Parquet via S3 or SFTP, full history at the cadence the client wants
- **Production API:** per-client keys, expanded endpoints, higher rate limits on engagement
- **Incremental delivery:** daily or weekly deltas on the same channel; backfill on request
- **Universe mapping:** entities mapped to the client's CRM or watchlist on delivery

## USE CASES

### What a research desk does with this

- **HIRING**      **Headcount and opex nowcast:** careers-page deltas and role mix as a one-to-two-quarter lead on headcount, opex and management guidance; a freeze flags contraction before it prints
- **HIRING**      **Skill-mix shifts:** engineers vs marketers headcount as a read on whether a company is building or going to market
- **EVENTS**      **Single-name catalysts:** categorised, source-attributed news with first-seen timestamps; reconstructable point-in-time for event studies
- **EVENTS**      **Category-level base rates:** launches, finance, partnerships, IPOs at scale across ~50k companies for cross-sectional work
- **PEOPLE**      **Founder & team overlay:** who is running the company, where the team is hiring, with stable joins back to company profile
- **DEMAND**      **Private-name search demand:** 12,600 company-level Google Trends series for companies that do not have card or app-panel coverage
- **MAPPING**      **Universe ready to join:** domain-keyed, deduped, CRM-mergeable; delivered point-in-time to the client universe

## ACCESS

### Getting the data

Delivered by API or bulk export (CSV, JSON, Parquet, S3), with history and refresh cadence agreed per engagement.