

FlatNine Data Overview

Proprietary datasets across consumer demand, e-commerce, real estate and company intelligence, delivered for institutional research.

First-party

Built and owned, not resold

Multi-year

Continuously refreshed history

API or bulk

CSV / JSON / Parquet / S3

7+ years

Operating track record

COMPANY

About FlatNine

FlatNine (legal name x23yc OU) is a data company. We build the collection infrastructure, operate it continuously, and own the datasets end to end rather than reselling third-party feeds. For institutional clients we package this into research-ready data with multi-year history, mapping to investable entities, transparent provenance, and no consumer PII in investment-relevant feeds.

CATALOGUE

The datasets

DATASET 01

Google Trends search-demand history

Weekly search interest by term and market, with multi-year history and an entity-mapped Russell 3000 slice delivered over a preview API.

~44,700 series · 56 markets · ~5 yr weekly history

DATASET 02

Company, news and hiring signals

A continuously monitored universe of private companies: categorised news events, hiring-page deltas, founder data and company-level search demand.

~49,500 companies · ~93,000 events · ~2.9M hiring checks

DATASET 03

E-commerce and DTC store intelligence

Store-level catalogues, pricing and product movement across hundreds of thousands of DTC storefronts, with ad creatives where tracked.

~531,000 stores · ~41.5M products · store-level granularity

DATASET 04

Real estate, tax liens and deeds

County-level public records: tax-lien certificates, deed sales and auction results, normalised across thousands of US counties.

~3.08M certificates · ~36,400 auction results · 3,870 counties

DATASET 05

Online business and SMB deal flow

Online businesses and SMBs listed for sale, tracked from listing to close across marketplaces and brokers.

Listings tracked from first appearance to close

USE CASES

How a desk like yours uses this

- **PRODUCT 2** **Headcount and opex nowcast:** hiring-page deltas and role mix as a one to two quarter lead on headcount, opex and management guidance; a hiring freeze flags contraction before it prints
- **PRODUCT 2** **Single-name catalysts:** categorized, source-attributed company news and events, reconstructable point-in-time for event studies
- **PRODUCT 3** **Private-brand and category read:** store openings and closures, SKU and price velocity, and Meta ad cadence as demand on DTC brands not visible in filings
- **PRODUCT 3** **Pricing power and assortment:** SKU-level pricing and catalog change across a ~531,000 store universe for category share and margin work
- **PRODUCT 4** **Distressed real estate and municipal credit:** tax-lien certificate and tax-deed auction results, inventory and overages across 51 states and ~3,870 counties
- **PRODUCT 5** **Private-market valuation comps and sourcing:** SMB and online-business transactions with asking price, MRR/ARR multiples and active/sold lifecycle as a live read on private small-cap valuations and roll-up sourcing
- **PRODUCT 1** **Demand breadth and cross-validation:** entity-mapped search demand across 56 markets to corroborate card, web-traffic and app signals and widen single-name coverage

- **ALL** **Point-in-time and universe mapping:** versioned snapshots from engagement start, no look-ahead; entities mapped to your tickers and sectors on delivery
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ACCESS

Working with us

Delivered by API or bulk export (CSV, JSON, Parquet, S3). History depth, refresh cadence and entity mapping are agreed per engagement; datasets are built and owned end to end rather than resold.
