



AI-Driven Deal Research & Company Intelligence with Rogo

What We'll Cover Today



The IB-Native AI Layer

Where Rogo fits relative to general-purpose AI tools



Nine Features in 60 Minutes

The capability set we'll touch live, end to end



The Workflow

Deal project setup, buyer universe & capacity, Buyer Appetite Monitor

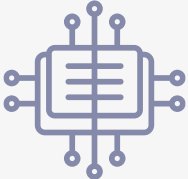


Key Takeaways

What changes about how you research a deal after this session

The IB-Native AI Layer

Rogo is a banker workflow layer built on top of the same frontier models – not a competitor to them.



DATA + CITATIONS

Banker-grade data, auditable sourcing

65M+ indexed sources across Capital IQ, LSEG, PitchBook, FactSet, Quartr, Third Bridge, Fitch, SEC filings

Every figure traces to a cited source with extraction date



WORKFLOW TEMPLATES

Pre-built IB workflows

Shortcuts for comp spreads, LBOs, merger models, EBITDA reconciliations, company profiles, earnings summaries

Bankers don't prompt from scratch



NATIVE OUTPUTS

Deliverable-ready formats

Excel-style spreadsheets with in-cell citations, PowerPoint decks, Word memos

Deliverable-ready – not markdown.

Nine Features in 60 Minutes

Setup Capabilities

01

Projects

Persistent deal context across queries

02

Personalization

Account- and project-level response preferences

03

Shortcuts

Pre-built workflows for common research tasks

Research Mechanics

04

Citations

Inline and in-cell source traceability on every figure

05

Screening

Natural-language to database query, reproducible

06

Tables

Per-cell AI queries across a list of entities

Output & Automation

07

Spreadsheet

Cell-based modeling with in-cell citations

08

Export

Output to PowerPoint, Word, and Excel

09

Scheduled Tasks

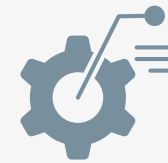
Recurring automated refresh of any output

Build A Deal Project and Target Profile

Scenario

You're an analyst on a mid-market M&A advisory team. The MD just mandated a sell-side process for a publicly traded target and wants a research package — target profile, buyer book with capacity matrix, Buyer Appetite Monitor — by tomorrow morning.

Step one is the deal project itself: set up the context every subsequent query will inherit, then produce the target profile.



Features

- Projects
- Personalization
- Shortcuts
- Citations



Sources

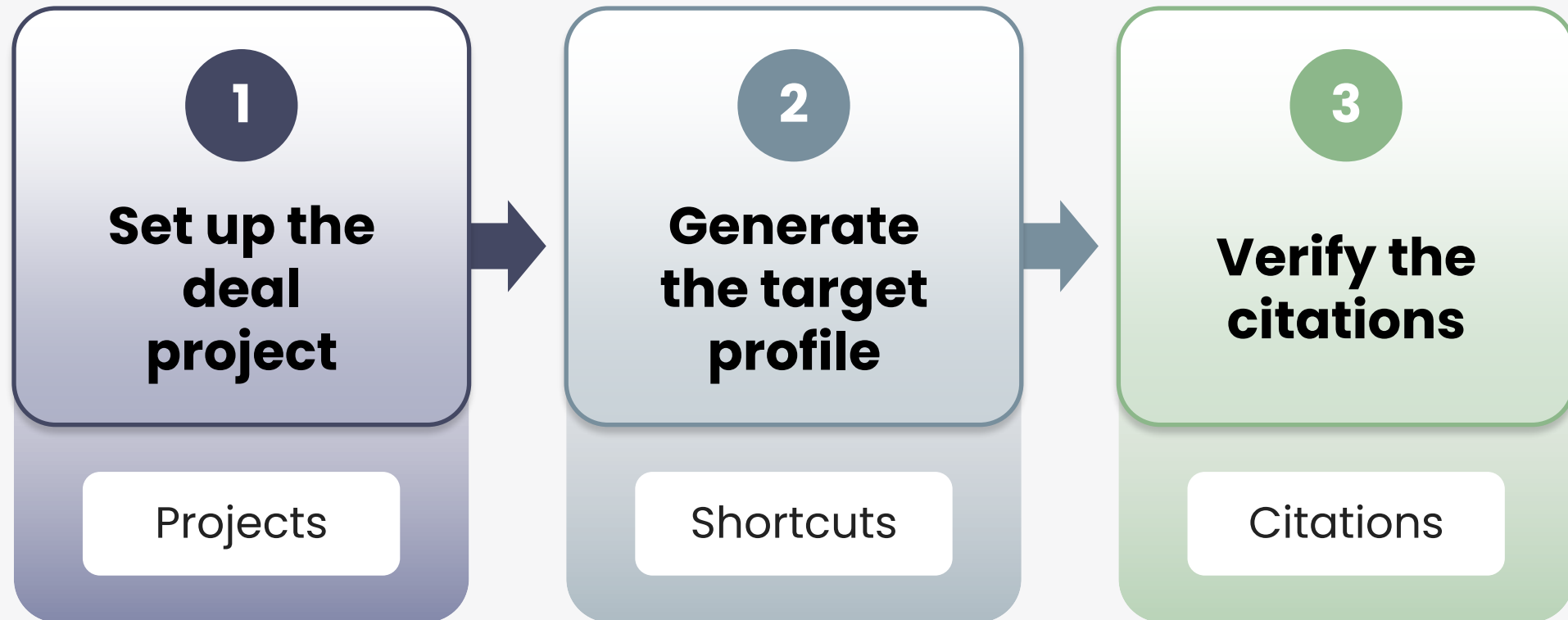
- Capital IQ (financials, ownership)
- Quartr (earnings calls)
- Public news



Deliverables

- Deal project (set up with system instructions)
- Cited target profile (financials, valuation, ownership, recent developments)

The Deal Project and Profiling Workflow

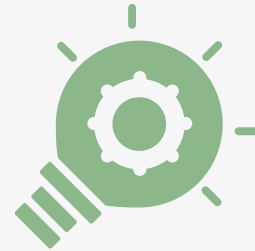


What This Walkthrough Taught Us



Project setup compounds

System instructions and uploaded files turn every subsequent query into a cited, deal-aware response. Set once. Benefit always.



Shortcuts get you to professional output on the first try

Public Company Profile produces a fully structured, banker-ready document without a single freestyle prompt — citations included.



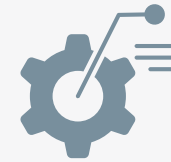
Citations are the trust layer

Every figure traces to its source. Spot-check what matters; don't sit on every line. The lineage replaces the verification toil.

Build The Buyer Universe

Scenario

With the target profile complete, the next deliverable is the buyer book. The MD wants two answers in one artifact: who are the strategic acquirers for this target, and which of them can actually afford it. The output needs to be a defensible buyer universe paired with a financial capacity matrix — a quantitative filter that ranks buyers by capacity to pay, every multiple traceable to its source.



Features

- Screening
- Spreadsheet
- Export



Sources

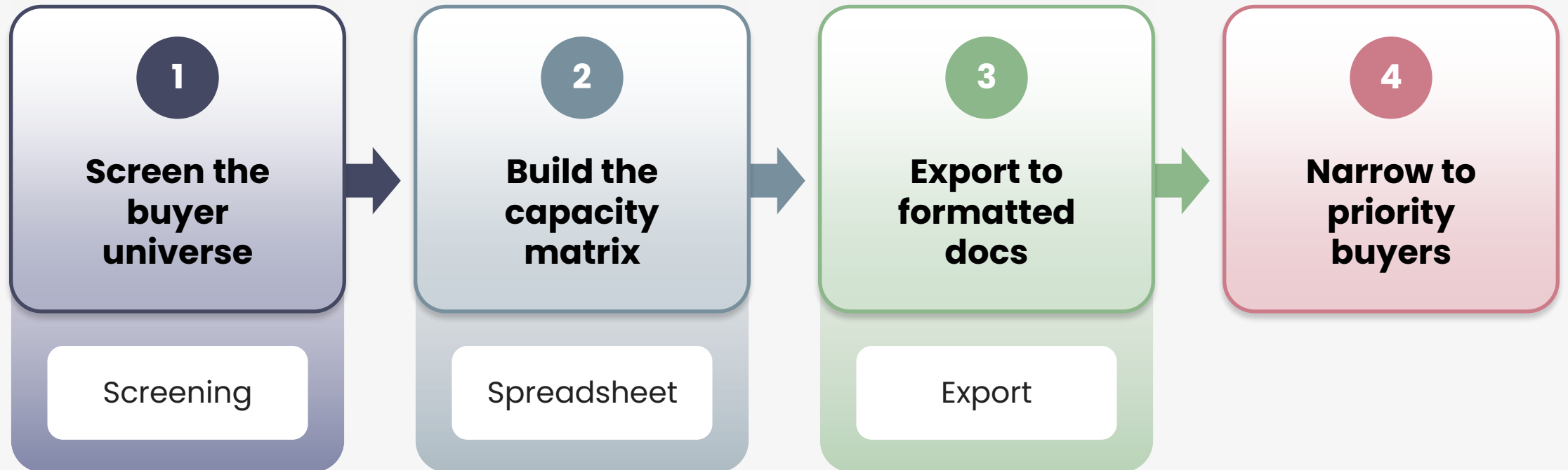
- Capital IQ (financials, debt, leverage)
- Public news



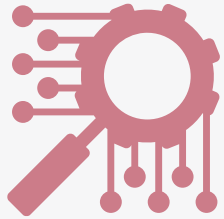
Deliverables

- Strategic buyer universe (Screening output)
- Cited buyer capacity matrix (Spreadsheet)
- Formatted exports for the buyer book

The Buyer Universe Workflow

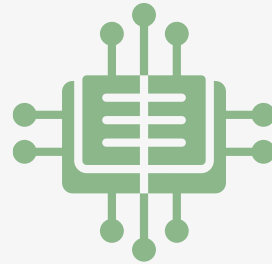


What This Walkthrough Taught Us



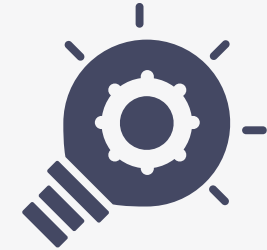
Deterministic screening is reproducible

Same filters in, same buyer universe out. Audit-grade reproducibility — the buyer list survives an MD challenge because every name has a defensible filter rule.



In-cell citations make the matrix defensible

Every multiple in the capacity matrix — leverage, EBITDA, capacity to pay — traces to a source filing. Click the cell, the 10-Q opens. The pre-meeting scramble for source citations is gone.



Export turns research into a deliverable

PowerPoint, Word, Excel — all formatted in one click. The buyer book moves from working spreadsheet to client-ready output without manual reformatting.

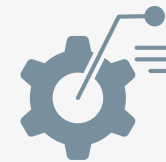
Build a Buyer Appetite Monitor

Scenario

With the priority subset locked, the deal team needs two things.

First — pre-meeting prep for buyer outreach: what each buyer has said publicly about M&A appetite, what kinds of targets they want, and whether anything material has shifted recently.

Second — and this is the bigger one — ongoing monitoring through the entire deal lifecycle. A sell-side process runs four to nine months. Buyers will report earnings, file 8-Ks, announce competing deals, change leadership. So, we build a living artifact — a Buyer Appetite Monitor — that refreshes itself.



Features

- Tables
- Scheduled Tasks



Sources

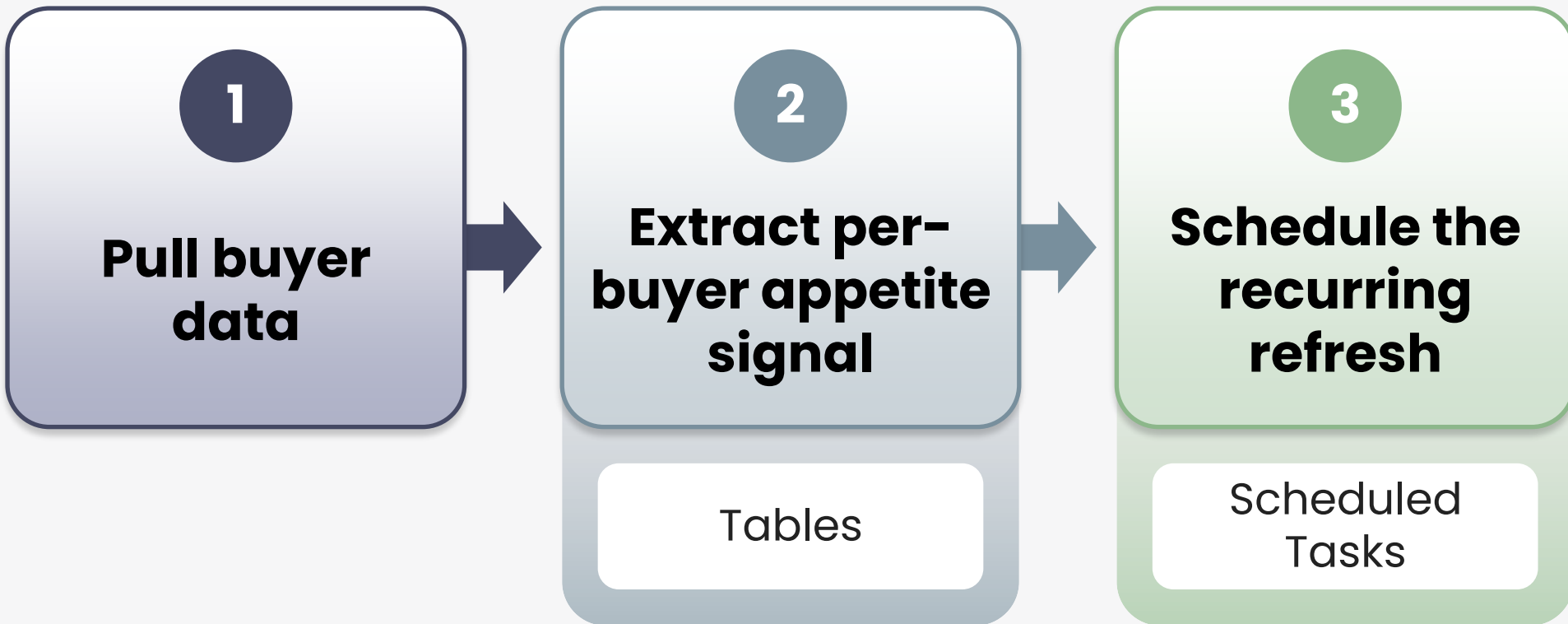
- 10-K filings (pulled directly from Rogo's filing index)
- Drag-and-drop alternative for IOIs / CIMs / external PDFs



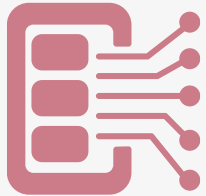
Deliverables

- Per-buyer appetite-signal extraction Table (rows = filings, columns = qualitative DD questions)
- Recurring weekly refresh (Scheduled Task surfaces deltas as buyers' disclosures evolve)

The Buyer Appetite Monitor Workflow



What This Walkthrough Taught Us



Per-cell AI on full filing text

Each cell is its own AI query against one filing's full text. The PepsiCo row queries PepsiCo's 10-K specifically — per-row answers actually answer the question, with citations to specific pages.



Flexible ingestion: pull from Rogo or drag-and-drop

10-Ks come from Rogo's filing index directly — no upload needed. For documents Rogo doesn't have (IOIs, CIMs, expert calls), drag the PDF into the first column. Same Tables mechanic, two ingestion paths.



Schedule turns the Buyer Appetite Monitor into the deal team's standing operational tool

The table doesn't get built once and shelved. It refreshes weekly, surfaces what's changed in each buyer's disclosures, and removes the re-research toil. One-time build, ongoing operational value across the deal lifecycle.

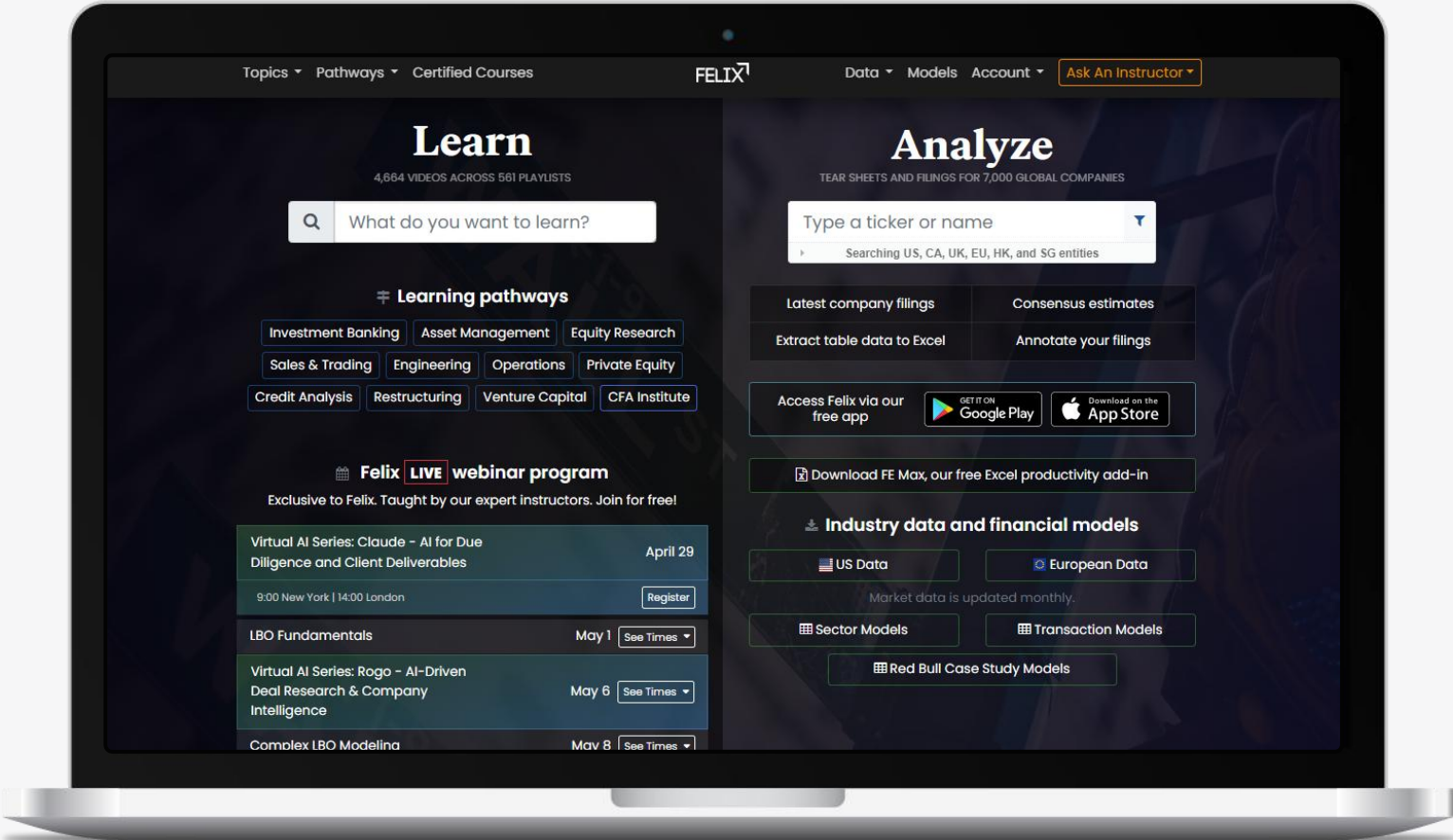
Get Ahead of the Curve




The analysts who master AI for deal work today will be the ones others come to tomorrow.

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