APAC COMMERCIAL EXPANSION

Bringing Permutable to market in APAC

Graham Emo Sales Consulting, Hong Kong. Sentiment and macro data for institutional buyers.

Starting point

No regional brand, one existing client, and no recognition among APAC buyers.

The name already in the market

ExtractAlpha, a Cyberport-incubated quant and alternative-data firm, was the regional incumbent. Its models included TRESS, a sentiment read built from unstructured financial commentary, sold into hedge funds, asset managers, and sovereign wealth funds. That local Cyberport footprint is no longer findable.

What was being sold

- Hourly, point-in-time signals from global news, back to 2015, across macro, commodities, and geopolitical risk. An input built from information flow, kept so a desk can test it and explain it.
- Direction of the economic topic kept separate from the tone of the reporting. Domestic and international narratives separated. Each reading traceable to its source.
- Delivered the way a desk runs it: API, Excel, and data feeds, with history that matches the live signal.

What GESC did

Built the regional position from a blank book, then took the data into real buyer conversations: quant funds, multi-strategy hedge funds, new regional funds, and larger asset owners.

Where it landed

Where	What happened
Global quant funds	New clients
Global multi-strategy hedge funds	Taken into the investment process
Newly established regional funds	Taken into the investment process
Sovereign wealth funds and pension funds	Meetings across the region
Hong Kong Quant Meetup, 29 October, HKEX Connect Hall	Presented as the premier sentiment-data provider in the region

Hong Kong Quant Meetup, public record: Quants Meetup, LinkedIn.