

Model of Excellence Profile – Enigma

Company Name:	Enigma Technologies Inc.	ICG#	22575
Address:	520 Broadway, 11 th floor, New York, NY 10012		
Product Name:	Enigma		
URL:	www.enigma.io	President Name:	Jeremy Bronfman, CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Aggregation – Public Domain	<i>Distribution Model</i> Direct Sales – Web-Based	
Company Overview	Enigma has integrated and indexed over 100,000 public domain databases to provide unparalleled access to data that is often valuable, nominally free, but difficult to source and use effectively. Think of Enigma as a search engine for public data.		
Product/Service Description	<p>Enigma puts a common index and consistent user interface across over 100,000 public domain datasets, making them easy to discover, search and analyze. Focusing on data associated with organizations and individuals, the Enigma search engine delivers fast and convenient access to information that would otherwise be too specialized or obscure to locate individually. Indeed, much of this information isn't discoverable at all via the major search engines. Moreover, Enigma pre-processes that data, working to eliminate the hassles of varying data formats, poor documentation and weak user interfaces. Enigma effectively liberates data by making it easier to source, search and use.</p> <p>The applications for business and competitive research are obvious, and Enigma provides a powerful user interface that not only helps with discovery and offers strong presentation, but provides a series of basic analytics capabilities as well, allowing users to compare data and quickly draw valuable insights from it. In addition to individual and group subscription licenses, Enigma also offers API access with several pricing options, and an associated toolset. For some data content providers and internal users, Enigma can be an efficient way to connect to public datasets by leveraging its acquisition and normalization work.</p> <p>Most of us intuitively understand that there is a lot of hidden value in the myriad public datasets that exist. But to mine this value, you first needed to know the data existed, and the agencies creating the data often have little incentive to publicize it. Further, these datasets are often presented in complex structures, and available only in specific, sometimes outdated formats. Enigma makes all this invisible to its subscribers, allowing them to focus on extracting value from this vast but hidden source of facts and insights.</p>		
Year Founded:	2011	BizDev Contact:	Craig Danton & Matt Horan
Employees:	10 (est.)	Main Email:	contact@enigma.io
Profile Date:	9/9/13	Primary Market Served:	99 – General Business
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2013		