

Model of Excellence Profile – ENTELO Sonar/ENTELO Search

Company Name:	ENTELO	ICG#	11412
Address:	777 Florida Street, Suite #308, San Francisco, California 94108		
Product Name:	ENTELO		
URL:	www.entelo.com	President Name:	Jon Bischke, co-founder

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> Primary Research -- Harvested	<i>Distribution Model:</i> Direct Sales -- Captive

Company Overview	Entelo is the newest entrant into an emerging category of big-data-driven recruitment platforms for employers seeking programmers and other technology workers who are (1) strategically critical and (2) hard-to-find. Entelo joins companies including Gilt and TalentBin, which have proven that employers are willing to pay for subscription services that allow them to mine huge databases of IT candidates who have demonstrated their skills on social networks. Entelo’s market distinction is its Sonar product, which goes beyond the popular search function to serve up candidates who might be open to a new position, even though they are not actively looking.
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Product/Service Description	<p>Entelo currently has two products, Search and Sonar. Search mines a database of over 300 million profiles aggregated from publicly-accessible online communities for programmers and IT pros, such as GitHub, Stack Overflow, Dribbble and GrabCad, as well as generalized social platforms such as Twitter and Quora. For a subscription price of \$500 monthly or \$5,000 annually per seat, in-house recruiters (not third parties) can perform unlimited searches and use Entelo’s CRM to store, export and share candidate data. Unlike profiles on sites such as LinkedIn, which present information mostly controlled by the candidate, Entelo’s profiles include the candidate’s self-reported skills and experience but also their actual work, as demonstrated in code they have written on GitHub, questions they have answered on Stack Overflow and followers they have on Twitter.</p> <p>Entelo Sonar is based on “patent-pending technology to help discover candidates who may be open to new opportunities.” This algorithm identifies potential passive job seekers by analyzing over 70 different variables, including if the person has recently updated a social profile or if the company for which they currently work has announced poor earnings or downsizing. Prospective candidates that match a current open position are delivered directly to customers via Sonar. The number of candidates is not limited, but the \$500 monthly fee only includes one Sonar candidate search; additional searches cost \$300 per month.</p>
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Year Founded:	2011	BizDev Contact:	Jon Bischke, co-founder
Employees:	10 (est.)	Main Telephone:	
Profile Date:	1/22/2013	Primary Market Served:	54 -- Professional, Scientific & Technical Services
Ownership:	Private	Funding Source:	Venture Capital-backed
MofE Class:	2013		