

Model of Excellence Profile – FindTheCompany			
Company Name:	FindTheCompany.com Inc.	ICG#	22552
Address:	101-A Innovation Place Santa Barbara, CA 93108		
Product Name:	FindTheCompany		
URL:	www.findthecompany.com	President Name:	Kevin O’Connor, Founder & CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence		<i>Business Model:</i> Advertising/Sponsorship -- Advertising
	<i>Content Models:</i> Aggregation – Public Domain Aggregation – Licensed Original Compilation – Primary Research, Harvested		<i>Distribution Model</i> Direct Sales – Rep Firm
Company Overview	FindTheCompany has built one of the largest business and organization databases, providing deep entity profiles derived from a mix of public domain, licensed and public domain sources		
Product/Service Description	<p>With nearly 32 million businesses and other organizations in its database, FindTheCompany would be impressive just by the sheer scale of its coverage; but it is blazing other new trails as well.</p> <p>Most significantly, FindTheCompany is delivering an impressive mix of aggregated data, drawing from extensive web research, public domain databases, and licensed commercial data products. Putting them all together yields a deeper organizational profile than offered by most other company information providers. For example, FindTheCompany reports on whether the company has government contracts, some of its software and systems, competitors, etc. These layers of insight complement detailed data on the organization itself, revenue estimates and employee and director contacts.</p> <p>FindTheCompany currently has an advertising-based business model, but as it continues to expand and perfect its data, it clearly has the opportunity to explore a range of other monetization options given the wealth of information it is offering, some of it unavailable elsewhere. It represents an impressive step-up in the arms race to use a mosaic-style strategy to build out deep company dossiers by aggregating data from a wide variety of sources. And by aggressively mixing harvested, public and licensed data, FindTheCompany is an excellent showcase both for what’s possible and where things are heading.</p>		
Year Founded:	2011	BizDev Contact:	Alex Rosenberg
Employees:	100 (est.)	Main Telephone:	650-279-5481
Profile Date:	9/8/13	Primary Market Served:	99 – General Business
Ownership:	Private	Funding Source:	Venture Capital-Backed

