

## Model of Excellence Profile – Equilar Atlas

Company Name:	Equilar	ICG#	22203
Address:	1100 Marshall Street, Redwood City, CA 94063		
Product Name:	<b>Atlas</b>		
URL:	www.equilar.com	President Name:	David Chun, CEO

### Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Opportunity Finder Buy/Sell -- Networking	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Aggregation – Public Domain	<i>Distribution Model</i> Direct Response – Web-Based Direct Sales -- Captive	
Company Overview	Equilar has built an extremely successful business by analyzing and most importantly, normalizing, public company executive compensation data from SEC filings, creating a database companies can use to benchmark their own compensation policies and practices and aid in regulatory compliance.		
Product/Service Description	<p>Atlas is a smart move by Equilar to leverage its existing data to make it available to other markets. With detailed knowledge of company directors as well as top executives of the largest companies, including their pay and overall compensation plans, Atlas makes this data available and useful for sales prospecting, fund-raising and board member recruitment. Through a re-presentation of existing data, along with a new user interface, Atlas helps colleges and universities find relationships among their most successful alumni. Salespeople can upload their LinkedIn contacts to find relationships they can leverage. Fund-raisers can see not only full compensation for thousands of executives, but the date of their next “wealth events” (e.g. option awards) as well.</p> <p>As one of the best quality databases of public company executives, Atlas is a natural tool for board recruitment. And while not explicitly designed as such, Atlas can be used to explore board overlaps and interlocking directorships.</p> <p>Most importantly of all, Atlas is a textbook example of the coveted “flip” opportunity to re-purpose data for multiple marketplaces simply by re-presenting the data and altering the user interface. All-in-all, a powerful and creative new product from an already successful industry player.</p>		
Year Founded:	2012	BizDev Contact:	David Chun
Employees:	100 (est.)	Main Telephone:	650-241-6600
Profile Date:	8/22/12	Primary Market Served:	52 – Finance and Insurance
Ownership:	Private	Funding Source:	Self-financed
MofE Class:	2013		