

Model of Excellence Profile – InfoArmy			
Company Name:	InfoArmy	ICG#	11418
Address:	235 East 3rd Ave, Suite 215, San Mateo, CA 94401		
Product Name:	InfoArmy		
URL:	www.infoarmy.com	President Name:	Jim Fowler, CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence		<i>Business Model:</i> Subscription – One-Shot Purchase Subscription -- Subscription
	<i>Content Models:</i> Original Compilation – Primary Research: Manual		<i>Distribution Model</i> Direct Response – Web-Based
Company Overview	Using a crowd-sourced global researcher network, InfoArmy aims to build intensely detailed company intelligence reports that are fully updated every quarter. Researchers share in the revenue generated by every report they author and maintain.		
Product/Service Description	<p>InfoArmy is building a global network of independent researchers to develop detailed competitive intelligence reports. What makes InfoArmy exciting is both its tweaks to the traditional crowd-source model, and the depth and currency of the information it is collecting.</p> <p>To attract talented researchers to write the reports, InfoArmy has developed a revenue share model: researchers will share in the revenue generated by each report in perpetuity, as long as they refresh the report quarterly. There is an intentional gold-rush aspect to this as well, since savvy researchers will focus on the most interesting and exciting companies first in order to maximize their incomes. InfoArmy has developed an elaborate peer review and cross-check system to maintain data quality, and new researchers undergo formal training by InfoArmy in its data collection and analysis process.</p> <p>A single report (all optimized for iPad viewing) can run to 30 pages. Using iPad capabilities to their fullest, the reports will present a scrolling visual timeline of the company as well as historical data. All data are sourced from public domain sources, but this is not a simple aggregation effort: InfoArmy reports will identify key competitors, estimate revenues and market share, detail key products and more.</p> <p>Individual reports, currently priced at \$99, all provide quarterly updates. Subscription plans and site licensing will be offered in the future.</p>		
Year Founded:	2011	BizDev Contact:	Tim Harsch
Employees:	24	Main Telephone:	650-242-9253
Profile Date:	6/19/12	Primary Market Served:	92 – Public Administration
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2012		Final