

Model of Excellence Profile – Speakerfile

Company Name:	Speakerfile Inc.	ICG#	11412
Address:	2 College Street, Suite 208, Toronto, Ontario CANADA M5G 1K3		
Product Name:	Speakerfile		
URL:	www.speakerfile.com	President Name:	Peter Evans, CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Marketplace	<i>Business Model:</i> Advertising & Sponsorships – Free Listing with Paid Enhancements	
	<i>Content Models:</i> User-Generated – Closed Data Pools	<i>Distribution Model:</i> Direct Response – Web-Based	
Company Overview	Speakerfile, which acts as a marketplace for both professional speakers and corporate spokespeople seeking speaking engagements, nicely organizes a formerly fractured and inefficient business activity by combining a marketplace model with strong content management and workflow functionality to create a useful, high value service.		
Product/Service Description	<p>Speakerfile describes itself as an expert visibility platform. It helps event organizers and media find qualified and willing experts who speak at conferences. Organized as an online marketplace, Speakerfile helps speakers better discover and book new speaking engagements.</p> <p>Speakerfile probably could have succeeded with a very passive database product that let speakers and event organizers search for each other based on criteria. But instead, it has built a platform that combines a marketplace model with a visual search experience to help event organizers, media, and potential customers discover, evaluate, and connect with over 5,000 thought leaders around the world, as well as offering a private communications platform to keep communications out of its users' cluttered inboxes. This is particularly valuable for event organizers, who can use Speakerfile as a workflow tool to manage and track speaker invitations. Along with this efficiency, the private messaging platform lets Speakerfile track how much value it is delivering to its users.</p> <p>Rather than compete with speaker bureaus, Speakerfile positions itself as an enabling technology platform with CMS and workflow that allows bureaus and enterprise customers to manage the online profiles of their experts who are either professional or industry speakers.</p> <p>Monetization is based on a traditional SaaS subscription model. Basic individual speaker listings are free, with a fee to upgrade them for more detail and visibility. Companies pay for the advanced content management features and the added visibility that Speakerfile provides through its global marketplace</p>		
Year Founded:	2011	BizDev Contact:	Peter Evans
Employees:	6	Main Telephone:	416-409-3697
Profile Date:	8/22/12	Primary Market Served:	54 -- Professional, Scientific & Technical Services
Ownership:	Private	Funding Source:	Angel-funded
MofE Class:	2012		