

Model of Excellence Profile – BestVendor			
Company Name:	BestVendor	ICG#	11210
Address:	160 Varick Street, 12th Floor, New York, NY 10013		
Product Name:	BestVendor		
URL:	www.bestvendor.com	President Name:	Jeff Giese
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Performance Ratings Locate -- Buying Guides	<i>Business Model:</i> Advertising & Sponsorships -- Free Listings with Paid Enhancements Advertising & Sponsorships – Piece of the Action	
	<i>Content Models:</i> User-Generated – Community	<i>Distribution Model</i> Direct Response – Web-Based Direct Sales -- Captive	
Company Overview	BestVendor helps smaller businesses make smarter, faster purchasing decisions through social recommendations and crowdsourced ratings and reviews.		
Product/Service Description	<p>When large companies want to identify and review products and providers, they turn to expensive research services like Gartner for help. That's not an option for small businesses, and that's exactly the need that BestVendor plans to fill.</p> <p>Using a "give to get" model, users of the site share and rate a few products they use in their businesses. In exchange, they get free access to all other reviews and profiles on the site. With the dataset, the company is able to provide dynamic rankings of product categories like collaborative software, web hosting providers, or payroll providers based on what others use and recommend , which users can filter by industry, company size, and people in their social network. Users can also quickly ask for recommendations from people in their social network.</p> <p>The point is to help users quickly get a sense of the products most used and recommended by companies similar to their own, or by people they know and trust. It's even possible to view what business tools specific companies and individuals are using.</p> <p>BestVendor is in alpha launch right now but ultimately plans to drive revenue from enhanced vendor listings, various pay-for-performance options and transactional revenues.</p> <p>BestVendor is a classic "I can't believe nobody else thought of this" concept, coupling a real market need with the power of user-generated content and rankings.</p>		
Year Founded:	2011	BizDev Contact:	Jeff Giese
Employees:		Main Telephone:	202-271-0317
Profile Date:	6/13/11	Primary Market Served:	99 – General Business
Ownership:	Private	Funding Source:	Seed Investors
MofE Class:	2011	MofE Status:	NOMINEE