

Model of Excellence Profile – LegiStorm PRO			
Company Name:	LegiStorm LLC	ICG#	11370
Address:	1375 Maryland Ave. NE Loft B, Washington, DC 20002		
Product Name:	LegiStorm PRO		
URL:	www.legistorm.com	CEO Name:	Jock Friedly
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate -- Reference & Intelligence	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research: Manual Original Compilation – Primary Research: Harvested	<i>Distribution Model</i> Direct Response -- Web-Based	
Company Overview	LegiStorm bills itself as maintaining the largest collection of biographical information ever assembled about the people who run the Congress. The dataset includes education, job history, family connections, ties to organizations, businesses and activities.		
Product/Service Description	<p>Starting with public domain data on members of Congressional and their staffs, LegiStorm provides a powerful example of how to build a deep, rich and proprietary database through a combination of file overlays and original compilation.</p> <p>LegiStorm has, for example, linked Congressional staffers to their LinkedIn, Facebook and Twitter accounts to provide users deep background. It has also tied staffers to their schools, fraternities and other organizations as well. Beyond that, LegiStorm tracks job changes of staff members in real time, and uniquely monitors their movements in and out of lobbying organizations. Add in data on staff salaries, financial disclosures, privately sponsored travel and foreign gifts received, and you can begin to see the depth of the dossiers LegiStorm offers.</p> <p>On top of this, LegiStorm offers a news layer, alerting users to interesting facts and analysis it gleans from new filings and by connecting the dots as it monitors this highly influential group.</p> <p>While a paid product, LegiStorm puts some of its content in front of the firewall for SEO purposes, and couples this with PR efforts driven by the content in its database.</p> <p>Overall, LegiStorm provides a great example of a well-executed data product that blends news, analysis and original compilation with public domain data to yield a compelling and useful product.</p>		
Year Founded:	2006	BizDev Contact:	Jock Friedly
Employees:	1-10 (estimated)	Main Telephone:	202-360-4172
Profile Date:	September 2011	Primary Market Served:	92 - Public Administration
Ownership:	Private	Funding Source:	Private
MofE Class:	2011	MofE Status:	NOMINEE