

Model of Excellence Profile – Zintro			
Company Name:	Zintro Inc.	ICG#	11322
Address:	1050 Winter Street, Suite 1000, Waltham, MA 02451		
Product Name:	Zintro		
URL:	www.zintro.com	CEO Name:	Stuart Lewtan, Founder
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell – Lead Generation	<i>Business Model:</i> Advertising & Sponsorships – Piece of the Action	
	<i>Content Models:</i> Original Compilation -- Advertiser-Supplied	<i>Distribution Model</i> Direct Response: Web-based	
Company Overview	Zintro is a business network that connects professionals seeking answers to difficult business or technical challenges with subject matter experts for engagements ranging from phone consults to extended on-site projects.		
Product/Service Description	<p>Zintro brings a number of refreshing new twists to the expert network space. By shedding the complexity, high costs and heavy infrastructure of existing expert networks, Zintro helps match business people seeking information with specialized consultants and subject matter experts.</p> <p>Zintro starts out with a basic service that is free both to buyers and sellers, letting both parties judge what the service can do for them by seeing real live results – businesses are able to make anonymous contact with potential consultants, and consultants receive leads that are anonymous until the parties strike a deal. This anonymity is attractive to buyers, but also helps Zintro control the introduction to make sure it receives its fee, which is a variable percentage of the transaction amount. While the basic service is free, buyers can upgrade to a premium account which grants them a reduced fee and more robust searching. Similarly, sellers can upgrade their service as well, to gain enhanced listings, priority inquiry referrals, and to make it less expensive (and thus more attractive) for buyers to do business with them. It's a fresh and intriguing revenue model where both buyers and sellers pay, but only after the service has demonstrated clear value to them. Zintro plans into introduce community ratings as well.</p> <p>On the sticky issue of compliance, Zintro has a robust compliance framework but also pushes it back to where it belongs: the transacting parties. By merging the power of expert networks with the simplicity of the directory model, Zintro is able to bring a lean, mean and accessible offering to the expert network marketplace.</p>		
Year Founded:	2009	BizDev Contact:	Jordan Fliegel
Employees:	1-10 (estimated)	Main Telephone:	781-810-4649
Profile Date:	June, 2010	Primary Market Served:	54 - Business & Tech Svcs.
Ownership:	Private	Funding Source:	Private
MofE Class:	2011	MofE Status:	NOMINEE