

Model of Excellence Profile – BrightScope

Company Name:	BrightScope Inc.	ICG#	11189
Address:	PO Box 910776 San Diego, CA 92191		
Product Name:	BrightScope		
URL:	www.brightscope.com	CEO Name	Mike Alfred

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Benchmarks -- Industry Benchmarks	<i>Business Model:</i> Software: SAS (Primary) Advertising & Sponsorships – Advertising Licensing: Target Date Index	
	<i>Content Models:</i> Original Compilation -- Statistical Aggregation -- Public Domain Aggregation -- Licensed User-Generated -- Community	<i>Distribution Model</i> Direct Response – Web-Based Direct Sales	
Company Overview	Bright Scope Inc. has set for itself the important and daunting mission of rating and benchmarking all 401(k) retirement plans for the benefit of both employees and employers.		
Product/Service Description	<p>BrightScope is building a database of 401(k) retirement plans. To date, it has rated and benchmarked over 50,000 plans. The company uses an intriguing array of content models to bring in data from numerous sources, some licensed, some public domain and some user-contributed. The company has also obtained public record filings of all 401(k) plans and makes this information available (though unrated) free of charge.</p> <p>The essence of the BrightScope service is a single numeric rating the company assigns to 401(k) plans to describe how they rate overall against companies in their peer group. The BrightScope rating looks at factors such as the fees paid by the plan, company match, breadth of investment options offered, participation rate and other factors. Beyond the rating, BrightScope offers employers with 401(k) plans an analysis of their plans against a peer group to test for performance, features and reasonableness of fees (a legal requirement).</p> <p>A particularly intriguing aspect of BrightScope is that while selling detailed plan analytics to employers, it provides summary information on the same plans to employees. It also encourages employees to submit public information on the performance of their plans to BrightScope. In effect, BrightScope is not only educating employees, it is also helping employees to question their employers about plan performance, which could motivate employers to turn to BrightScope for a paid assessment.</p>		
Year Founded:	2008	BizDev Contact:	Mike Alfred
Employees:	30	Main Telephone:	858-452-7500
Profile Date:	8/29/10	Primary Market Served:	52 – Finance & Insurance
Ownership:	Private	Funding Source:	Angel Capital Backed
MofE Class:	2010	MofE Status:	NOMINEE