

Model of Excellence Profile – CrunchBase			
Company Name:	TechCrunch	ICG#	11155
Address:	255 Lytton Avenue, Palo Alto, CA 94301		
Product Name:	CrunchBase		
URL:	www.crunchbase.com	CEO Name:	Heather Harde, CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate: Reference & Intelligence	<i>Business Model:</i> Advertising & Sponsorships: Sponsorship	
	<i>Content Models:</i> User-Generated: Community	<i>Distribution Model</i> Direct Sales: Captive	
Company Overview	TechCrunch is a network of technology-oriented blogs and other web properties including conferences and the CrunchBase directory		
Product/Service Description	<p>While almost every business journalism organization knows that it could benefit from having a deep industry database associated with it, most are put off by the arduous effort involved. TechCrunch got the database without the work by launching CrunchBase, a company database of technology companies using the wiki model.</p> <p>The benefits are numerous. A user-contributed database builds user engagement with TechCrunch and its media properties. TechCrunch gets a marketing database. It gets a deep editorial resource for its own use. It gets industry statistics and can watch trends. It gets more user engagement as those hungry for information (often not available elsewhere) on technology start-ups spend extensive amounts of time using the database for research while being exposed to everything else TechCrunch has to offer. The directory is a proven SEO traffic magnet. And let's not forget that the database is a natural for online advertising sponsorships. Rest assured, TechCrunch works all the angles with an open API, Linked-In integration, FaceBook integration, Twitter integration -- you get the point. And of course, all these roads lead back to CrunchBase and TechCrunch. Why would anyone contribute? CrunchBase offers valuable free exposure to emerging technology companies, particularly to technology investors.</p> <p>Is it working? Just look at the numbers: close to 50,000 detailed company profiles and almost 54,000 people profiles.</p> <p>This is a simple, elegant model more business news publishers should be looking at.</p>		
Year Founded:	2005	BizDev Contact:	Heather Harde
Employees:	10-25 (estimated)	Main Telephone:	650-323-1910
Profile Date:	5/1/2010	Primary Market Served:	General Business
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2010	MofE Status:	Nominee