



Model of Excellence Profile – Boardroom Insiders

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| Company Name: | Boardroom Insiders Inc. | ICG# | 11035 |
| Address: | 4085 26 th Street, San Francisco, CA | | |
| Product Name: | Boardroom Insiders | | |
| URL: | www.boardroominsiders.com | CEO Name: | Sharon Gillenwater |

Business and Product Overview

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| 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 | <i>Distribution Model</i> Direct Sales – Direct Sales: Captive |
| Company Overview | Boardroom Insiders is a database of C-level executives at leading companies offering extremely deep and detailed profiles that go far beyond biographical sketches. | |
| Product/Service Description | <p>Boardroom Insiders represents an ambitious effort to use public source data to build deep and insightful profiles of C-level executives at major companies nationwide. In terms of the depth of its data and its hand-tooled creation, you might think of it as a “Hoover’s for executives.” In terms of its deep mining of the web for background information, you might think of ZoomInfo, but with researchers, not machines, building the profiles. In many respects, it reminds us of a database of journalist profiles called NewsBios, but targeted at C-level executives, a much larger and more lucrative market.</p> <p>Typical executive profiles will include: biographical data, personal interests and attributes, insightful quotes, current business focus and perceived challenges, key peers and influencers. Currently, the database makes available over 3,000 profiles, from executives at over 1,000 companies. By utilizing a manual research effort leveraging automated research tools, the company can confidently create a deeper and more useful profile than full automated services, yet without the cost of full primary data collection.</p> <p>Subscribers received unlimited access to the database, use of a proprietary relationship mapping tool (think Linked-In or Leadership Directories), ability to request that profiles be created for specific executives not already in the database, and full download capability including CRM integration. The company also offers custom research services at additional cost.</p> <p>Despite its similarity to so many other existing services, Boardroom Insiders delivers a very differentiated product that focuses on an important and valuable slice of the marketplace. And while so many companies are chasing company data, Boardroom Insiders is staking out a claim to high-end executive data, a market where the need is large and the pockets are deep. This is a savvy product and an extremely useful tool for companies that use relationship selling for high-ticket products sold to the C-suite.</p> | |

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| Employees: | 8 | Main Telephone: | 415-643-5327 |
| Profile Date: | 4/20/09 | Primary Market Served: | All |
| Ownership: | Private | Funding Source: | Self-Financed |
| MofE Class: | 2009 | MofE Status: | FINALIST |

