

Model of Excellence Profile – NetProspex			
Company Name:	NetProspex, Inc.	ICG#	10925
Address:	42 Weston St. Waltham, Massachusetts		
Product Name:	NetProspex		
URL:	www.netprospex.com	CEO Name:	Gary Halliwell
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Buy/Sell -- Networking	<i>Business Model:</i> Subscription -- Subscription Subscription -- By the Slice	
	<i>Content Models:</i> User Generated -- Closed Data Pools	<i>Distribution Model</i> Direct sales -- Captive Direct Response	
Company Overview	NetProspex offers an accurate and verified directory of over 7 million business contacts from about 600,000 US and Canadian companies. Credits can be earned for submitting new information or users can pay directly to download data.		
Product/Service Description	<p>NetProspex aims to combine the best of breed practices in directory publishing to produce the most accurate source of B2B contact information. With a mix of user-generated content and careful de-duping and verification processes, NetProspex provides accurate and up-to-date marketing and sales leads to its users.</p> <p>The online directory of B2B contacts provides complete contact information including address, phone & email (for about 85% of the entries). Over 7 million contacts from about 600,000 US and Canadian businesses are currently included in the directory. Companies range from small (Sales of at least \$3M) to the largest companies. Users can earn a one-for-one credit for new contact entries that they supply, provided the entries meet criteria of completeness and uniqueness.</p> <p>The most important differentiator for NetProspex is its multi-step verification process. NetProspex checks each website, pings each email, compares postal addresses, and most important, verifies each phone number to ensure its accuracy at the individual contact level. We also like the 'aging' scores that rate each entry according to the date it was entered.</p> <p>What sets NetProspex apart is the combination of the user-generated content model, effective verification processes, clean and easy-to-use online order and download (or upload) system, competitive pricing, and partnering strategy that already includes ability to integrate with Salesforce.com and a partnership with American City Business Journals.</p>		

	It hasn't invented a new model, rather NetProspex has effectively integrated and implemented best practices from a variety of companies in directory publishing to offer better value to its customers.		
Year Founded:	2006	BizDev Contact:	Gary Halliwell
Employees:	20	Main Telephone:	888-826-4877
Profile Date:	6/20/09	Primary Market:	54: Business Services
Ownership:	Private	Funding Source:	Angel Investors
MofE Class:	2009	MofE Status:	Finalist

