

Model of Excellence Profile – Unigo

Company Name:	Unigo LLC	ICG#	10995
Address:	386 Park Avenue South, 15 th Floor, New York, NY 10016		
Product Name:	Unigo		
URL:	www.unigo.com	CEO Name:	Jordan Goldman

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guides	<i>Business Model:</i> Advertising & Sponsorships – Advertising
	<i>Content Models:</i> User-Generated – Community	<i>Distribution Model</i> Direct Response – Web-Based
Company Overview	Unigo, whose tagline is simply, “college reviews by college students,” is a database of college information tailored to the needs of students applying to colleges for admission.	
Product/Service Description	<p>There is no shortage of both online and print college admissions guides, and with colleges willing to pay handsomely to attract qualified candidates, the competition in this space is fierce. Most of these guides are data-driven and offer parametric search, and most share another characteristic: they are deadly dull recitations of facts about schools. Those guides offering prose college descriptions are often restrained by a need to “play it safe” so as not to offend or risk college advertising dollars.</p> <p>Enter Unigo, which has consciously positioned itself as a counterweight to this traditional model for college guides. Relying primarily on user-generated content from actual students and recent graduates, Unigo seeks to provide a much more detailed and intimate portrait of a school than available elsewhere, and it does this not only with text, but with photos, social media and even student-supplied video. Further, Unigo seeks to leverage online economics to ultimately extend its coverage to all colleges and universities, not a small selection of “the usual suspects.”</p> <p>What particularly impresses us about the Unigo model is that in its attempt to push the envelope in terms of what a college admissions guide can be, it doesn’t sacrifice the basics. Key college data such as size, cost, geography and majors are stored in database form and can be searched parametrically. While the site’s content is user-generated, it’s not the highly variable content quality we find with most user-generated content. Instead, Unigo invests in professional editors to review user submissions to ensure consistency, completeness and balance. Fully developed college profiles are remarkably deep and rich, offering a real feel for the environment and lifestyle at each.</p> <p>Add to this remarkable base of content a simple and intuitive user interface, a resource area of proprietary articles about college admissions, college life and financial aid, and you’ve got a compelling destination content package for students.</p>	

Employees:	5 (est.)	Main Telephone:	646-861-7844
Profile Date:	6/10/09	Primary Market Served:	Consumer
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2009	MofE Status:	FINALIST

