Model of Excellence

Company:	Product Name:
Snooth Inc. **New York, New York** **www.snooth.com**	Snooth

ICG Models

Applications Model: Central Catalog
Business Model: Advertising
Content Model: Licensed Aggregation; User-generated Content: Survey
Distribution Model: Web-based Direct Response

Overview

Snooth, which the company freely admits is a made-up word, is a comprehensive database of wine. The company indicates the database contains information on hundreds of thousands of wines along with several million professional and user-generated reviews.

Snooth can be used two ways. The most common use is as a wine research and recommendation database. Users can enter names of specific wines, wine regions or even the type of food they would like to pair with a wine. Snooth returns a list of relevant wines, often with some combination of reviews from users and wine professionals. Wine listings also include user ratings. Wine aficionados can also create a free account on Snooth that allows them to build their own personal wine database by layering their tasting notes on top of the system's existing basic information on each wine. These notes can be public or private. The Snooth system will also allow users to inventory their own wine cellars.

The Snooth interface is exceptionally well designed and easy to navigate. The search engine is strong, and the database is extensive in both its breadth and depth. Snooth has layered on top of the database an array of social networking features that allow users to provide comments on specific wines, make recommendations, rate wines and even have discussions about specific wines.

Snooth is entirely free to users. Snooth monetizes its activities by selling pay-per-click advertising programs to wine merchants and wineries. Merchants upload their current inventory data to Snooth, which then advises users researching wines where specific wines can be obtained in their local area. This inventory-driven enhancement to traditional pay-per-click advertising is powerful and still relatively rare.

There's a lot under the hood at Snooth: vertical search, social networking, user ratings, a recommendation engine, e-commerce, pay-per-click marketing, online inventory data. Indeed, there are so many cutting edge technologies and content models at work that normally we'd be suspicious. After extended review and actual use, however, we think the application is well-balanced, well designed and represents a wonderful example of how information and commerce can successfully and profitably intersect.