



## Model of Excellence

ShopWiki

Company:

Business Model:

**ShopWiki Corp.**  
**New York, NY 10011**  
**www.shopwiki.com**

**Advertising & Transaction Supported:**  
**Free with Third-Party Ads**

### Business Model

The **Advertising and Transaction Supported: Free with Third-Party Ads** business model generally depends on broad interest content to drive strong site traffic which in turn fuels direct and syndicated advertising sales. It is mostly seen in B2C and B2B cross-over markets.

### Overview

ShopWiki brings together both vertical search and wiki technology in one product : a specialized comparative shopping search engine that has collected product level information from over 120,000 online retailers, using a sophisticated web crawling technology that gathers 100% of its content from crawling, as opposed to data feeds from online merchants.

While a number of comparative shopping sites already exist, ShopWiki differentiates itself by a strong focus on letting users supply buying guide style information on the hundreds of thousands of products it indexes. By combining informative and objective product background information (which can now be supplied in both video and text formats) with product source discovery and comparison information, ShopWiki is seeking to establish itself as the logical destination for both business and consumer online shoppers.

ShopWiki is firmly an information site; it sells none of the merchandise it displays, and has no transaction or commission fees with the vendors it indexes.

ShopWiki has cleverly blended several red hot trends such as user-supplied content and a limited, user-friendly form of parametric product-level searching with a easy-to-use search interface and the popular wiki technology. It is an ambitious undertaking that has the potential to give the leading general search engines a real run for the money, but that just adds to the overall excitement about this new venture.