

Model of Excellence Profile – SiteZeus			
Company Name:	SiteZeus	ICG#	47432
Address:	4010 W. Boy Scout Blvd. Suite 200, Tampa, FL 33607		
Product Name:	SiteZeus		
URL:	http://www.sitezeus.com	President Name:	Hannibal Baldwin, CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence		<i>Business Model:</i> Subscription – One-Shot Purchase Advertising & Sponsorship – Piece of the Action
	<i>Content Models:</i> Aggregation – Licensed Aggregation – Public Domain		<i>Distribution Model</i> Direct Sales -- Captive
Company Overview	SiteZeus offers a data-driven analytics platform for retail site selection. The platform relies on input data from the customer’s existing retail locations to provide true predictive analytics.		
Product/Service Description	<p>Analytics tools for retail site selection are not new. SiteZeus however, is upping the ante in a number of ways. First, it aims to be a predictive platform: users supply data on the performance of their existing sites and SiteZeus finds patterns and can pinpoint other locations with high probability of success using innovative heatmaps. SiteZeus also leverages Big Data practices to bring in demographic, psychographic and transactional data from a variety of sources such as Nielsen, Acxiom, credit card data, climate data, point of interest data – right down to such small but critical details as parking lot access. SiteZeus even factors in the presence of nearby competitors to its overall assessment.</p> <p>The business model of SiteZeus is innovative as well. It charges a variable success fee to users: \$1 per square foot for the site ultimately selected. In addition, in a somewhat risky move, the fee is waived if you use a commercial brokerage services operated by the company. Keeping the two services at arms-length is critical, but SiteZeus appears to understand this right out of the gate.</p> <p>While a new venture, SiteZeus has already back-tested its recommendations and found strong evidence for the quality of its recommendations.</p>		
Year Founded:	2014	BizDev Contact:	Keenan Baldwin
Employees:	10 (est)	Main Telephone:	800-611-0738
Profile Date:	5/18/2015	Primary Market Served:	44– Retail Trade
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2015		