

## Model of Excellence Profile – TrendMD

Company Name:	TrendMD Inc.	ICG#	38016
Address:	MaRS Centre, West Tower, 661 University Avenue, Suite 465, Toronto, ON M5G 1M1 Canada		
Product Name:	<b>TrendMD</b>		
URL:	<a href="http://www.trendmd.com">www.trendmd.com</a>	President Name:	Dr. Paul Kudlow, CEO and Co-Founder

### Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate -- Marketplace	<i>Business Model:</i> Third-Party Models – Data Exchange
	<i>Content Models:</i> User-Generated – Closed Pools	<i>Distribution Model</i> Direct Sales – Captive Direct Response – Web-based

Company Overview	TrendMD provides a marketplace for STM publishers to distribute their content on other relevant websites and to display third-party content on their own websites as well. TrendMD has developed algorithms to maximum relevancy, and publishers earn credits for content that is accessed on their sites, and pay out credits when their content is accessed on other sites. Publishers can buy additional credits to achieve maximum exposure.
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Product/Service Description	<p>TrendMD provides a simple but elegant content marketplace for academic publishers. By placing their content on relevant third-party sites, publishers can generate additional traffic through clickthroughs. By featuring third-party content on their own sites, publishers can enhance visitor engagement and improve overall site metrics such as page views and session length.</p> <p>To optimize results, TrendMD has developed a proprietary behavioral recommendation algorithm, and also utilizes semantic analysis tools improve relevance.</p> <p>TrendMD can be used for free by publishers, as long as a positive credit balance is maintained. A publisher gets credits for displaying third-party content and pays in credits when its content is viewed on a third-party site. To increase visibility, publishers have the option of purchasing credits as well. TrendMD is implemented on a publisher website via a widget that requires only minimal coding effort.</p> <p>By maintaining strict control of the quality of the participants in its marketplace, and by building tools to maximize the relevance of content distributed by the marketplace, TrendMD has shown excellent results in clickthrough and site engagement metrics. Moreover, the innovative credit system allows publishers to test TrendMD with little risk, while allowing TrendMD to rapidly grow its distribution network – a key success factor in the marketplace model.</p>
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Year Founded:	2013	BizDev Contact:	Kayla Anderson
Employees:	5-10 (est.)	Main Telephone:	415-604-3665
Profile Date:	7/28/2016	Primary Market Served:	51 - Information
Ownership:	Private	Funding Source:	Venture Capital-backed
MofE Class:	2016		

