InfoCommerce**2007**

Model of Excellence — NOZA

Company:	Business Model:
NOZA Inc. **Santa Barbara, CA 93117** **www.nozasearch.com**	Subscription-Supported: Pure Subscription

Business Model

The **Subscription Supported: Pure Subscription** business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

Overview

NOZA has built a simple and very powerful database of charitable gift givers, both individuals and organizations, and the size and nature of their donations. The database now contains a remarkable 25 million donor records dating back to 1994. The database is used by nonprofit fundraisers and other researchers.

NOZA built and maintains its database using proprietary data harvesting software optimized to extract information on charitable donations. It limits itself to information that is publicly available on the web, and adds value not only by aggregating it, but by structuring and organizing it as well. For example, NOZA makes it fast and easy to research all the publicly reported donations of any specific individual. Users can also search by donation size range and by using a taxonomy that classifies all donations by category (e.g. arts and culture, environment, youth and family, etc.). NOZA is also well aware of the historical value of donor activity, especially since this type of information rapidly disappears from the web. NOZA does not reveal where a donor lives, but it provides remarkable intelligence to professional fundraisers for whom knowing who is willing and able to give, as well as their general areas of interest, are the paramount data points.

A typical record in the database will contain the donor's name, the range of the donation amount, the year of the gift, the type (e.g. annual gift), the recipient organization and location, whether the recipient organization serves locally or nationally in scope, the category of the recipient organization, its web site, and the web page on which the information was originally found. Selected records can easily be exported to a spreadsheet. Subscribers create a deposit account, which is charged each time a full record is accessed, a pay-as-you-go approach designed to suit the often limited budgets of non-profit groups.

NOZA greatly streamlines the work of professional fund-raisers. It's an impressive example of a "born on the web" information product.