

Model of Excellence Profile – Zumbox

Company Name:	Zumbox	ICG#	11372
Address:	5200 West Century Blvd., Suite 410, Los Angeles CA, 90045		
Product Name:	Zumbox		
URL:	www.zumbox.com	President Name:	John Payne, CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Organize -- Root Dataset	<i>Business Model:</i> Third-Party Models -- Data Exchange
	<i>Content Models:</i> User-Generated – Closed Data Pools	<i>Distribution Model:</i> Direct Sales -- Captive

Company Overview

Zumbox is the world's first paperless postal system. It connects large transactional, financial and government mailers to consumer households for the delivery and storage of digital postal mail via the Internet. Digital postal mail is an exact facsimile of paper mail created from a redirection of the print stream originally intended for large mailing systems. Zumbox is available through Ricoh, print service providers DST Output, KUBRA, 3i Infotech and others as well as on a direct basis to the largest mailers in the country. For every U.S. street address, there is a corresponding Zumbox - a digital mailbox - enabling mail and other content to be sent as digital files and received online. Zumbox represents a more cost-effective, convenient and environmentally responsible way to deliver postal mail. As a closed system of known, verified mailers and recipients, Zumbox provides bank-level security and complies with PCI, HIPAA and BITS security standards.

Product/Service Description

It is an audacious concept: create an electronic equivalent to the post office. In each country where it operates, Zumbox first creates a national database of street addresses. Users may claim their addresses and once verified, digital mailboxes are created for them. Zumbox then approaches high volume mailers, and provides a seamless method for them to divert their postal mail to their customer using Zumbox. The key to the process is street address: by using address as an established identifier to link the parties, there is no need for businesses to change their billing or mailing processes or software. Zumbox mailboxes are free to users, and provide a permanent mail archive, along with other useful features and tools, including a more secure online bill pay alternative than those currently available.

Zumbox is an electronic private network, but one whose backbone is built around a national database of street addresses. Obviously, success will be a function of market traction, but consider that the post offices of both New Zealand and Switzerland are already working with Zumbox.

Year Founded:	2007	BizDev Contact:	Adam Schneider, VP
Employees:	35	Main Telephone:	818-707-7400
Profile Date:	8/5/11	Primary Market Served:	99 – General Business
Ownership:	Private	Funding Source:	Seed Investors
MofE Class:	2011	MofE Status:	NOMINEE