Model of Excellence Profile – Relationship Science

Company Name:	Relationship Science LLC	ICG#	22392
Address:	622 Third Avenue, 11th Floor, New York, NY 10017		
Product Name:	**Relationship Science**		
URL:	www.relsci.com	President Name:	Neal Goldman, Chairman & CEO

Business and Product Overview

Business Information Framework Classification	*Applications Models:*
	    Buy/Sell – Opportunity Finder
	    Buy/Sell -- Networking
		Business Model:
		    Subscription -- Subscription

	Content Models:
	    Aggregation – Public Domain
		Distribution Model
		    Direct Response – Web-Based
		    Direct Sales -- Captive

Company Overview	Relationship Science (RelSci) is all about networking for business development and fund-raising, using an innovative relationship mapping approach and backed by a huge research team to build and maintain deep, structured profiles on over 2.5 million important decision-makers and the organizations they work with across the public, private, finance, and nonprofit sectors. RelSci wants to unlock the potential and unleash the power of professional relationships for individuals and institutions. They provide two simple things: - Insights and ideas on how to best leverage meaningful relationships – both yours and your organization's - Research-grade intelligence on the people you do and want to do business with so every interaction is a warm one
Product/Service Description	Let's get this out of the way straight-off: Relationship Science is not a LinkedIn knock-off. That's because it is different from LinkedIn in one fundamental and critical way: it – not its users - builds and maintains its database and profiles. As a RelSci subscriber, all you supply is your own list of contacts; you don't link to them, you don't supply any information about yourself, and nobody links to you. RelSci relies on an army of 500 researchers, coupled with software that monitors nearly 10,000 web sites for relevant changes. Individuals are only added to the database (now 2.5 million names strong) if they are deemed to be sufficiently important, and if so, a human research team goes to work assembling key facts from numerous public domain sources and putting this information into a structured database to permit powerful and precise searching. If a subscriber can't find a desired individual, all it takes is an email to RelSci and a dedicated team qualifies the individual and creates a record. RelSci sells to demanding audiences seeking to make extremely high-level contacts, so it understands the importance of maintaining the data, and uses both advanced software tools and human researchers to keep its data as accurate and current as possible.

	RelSci is a fascinating concept, "sort of like" a whole lot of other data companies already in the market, but at the same time fresh, distinctive and innovative. It's huge commitment to editorial research puts the company's emphasis right where it should be: quality data.		
Year Founded:	2011	BizDev Contact:	888 800 7951
Employees:	500 (est)	Main Telephone:	888 800 7951
Profile Date:	8/22/12	Primary Market Served:	99 – General Business
Ownership:	Private	Funding Source:	Venture Capital-Backed
MofE Class:	2013		