Model of Excellence Profile – Equilar Engage

Company Name:	Equilar	ICG#	30661
Address:	1100 Marshall Street, Redwood City, CA 94063		
Product Name:	**Equilar Engage**		
URL:	www.equilar.com	CEO Name:	David Chun, CEO and Founder

Business and Product Overview

Business Information Framework Classification	*Applications Models:*
	    Buy/Sell -- Networking
		Business Model:
		    Subscription – Subscription
		    Advertising & Sponsorships – Advertising
		    Advertising & Sponsorships – Sponsorships

	Content Models:
	    Original Compilation – Primary Research, Manual and Automated
	        User-Generated – Close Data Pools
		Distribution Model
		
		    Direct Sales -- Captive

Company Overview	Equilar is a big data company that provides data and SaaS tools used in executive compensation governance, business development and networking contexts.
Product/Service Description	In the late 1990s, Equilar recognized the value of the data buried in SEC filings, which at the time were stored on microfiche. The company has been compiling, organizing and analyzing executive and company data for over 14 years and Equilar has become an established leader in compensation benchmarking data and software solutions. Since then, Equilar has expanded on its big data technology and affinity analysis. Equilar Engage is a new web-based professional networking platform designed specifically for the needs of executives attending events and conferences. One of the primary reasons why executives attend events is the opportunity to make meaningful business connections with peers. For most events, executives receive a list of attendees with just one of their current affiliations. Occasionally, the event organizers will ask attendees to fill out a profile. However, being some of the busiest individuals in America, they or their assistants often do not find the time. At the event, it is largely up to chance whether those meaningful conversations happen. Equilar Engage was created to solve this problem. Attendees can now easily identify other executives they would like to connect with at the event and show up prepared for impactful conversations. The platform comes prepopulated with executive and speaker profiles based on information from trusted public sources, and merged with user-contributed data. Executives can instantly see complete profiles that show how they are connected with each other through company affiliations and mutual acquaintances. Executives can also easily message each other through Equilar Engage, facilitating value-added conversations before, during and after the event. Prior to the event, executives can efficiently prepare and make a short list of the people they would like to meet. During and after the event, executives can keep track of the people they met, make notes about those meetings, and access

the information at any time.

Given the amount of time and money involved, executive event planners are under high expectations to make their event worthwhile. By facilitating these value-added connections, the event planners and attendees both benefit from Equilar Engage. The platform also makes event info, agenda, and session materials accessible from any web-connected device.

Equilar Engage has already been successfully used at numerous executive events held by institutions like NYSE, Stanford University Law School, Ernst & Young, Wharton Business School, Corporate Board Member and others.

Year Founded:	2000	BizDev Contact:	John Sturino, EVP, Products & Partnerships
Employees:	110	Main Telephone:	650-241-6600
Profile Date:	8/2/2014	Primary Market Served:	52 – Finance & Insurance
Ownership:	Private	Funding Source:	Self-Financed
MofE Class:	2014		