

Model of Excellence Profile – SpinGo

Company Name:	SpinGo Solutions Inc.	ICG#	30201
Address:	14193 S. Minuteman Drive, Suite 100, Draper, UT 84020		
Product Name:	SpinGo		
URL:	www.spingo.com	President Name:	Kreg Peeler, Founder.CEO
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Marketplace	<i>Business Model:</i> Subscription – Subscription Advertising & Sponsorships – Free Listings with Paid Enhancements	
	<i>Content Models:</i> Original Compilation – Primary Research, Manual	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	SpinGo, which styles itself an “events engine,” offers a database of events of all shapes and sizes, from big national events to the smallest local events.		
Product/Service Description	<p>The company develops its database from manual research as well as user-submitted listings. In a nice spin we don’t see too often, the company generates both advertising and subscription revenue. Advertising revenue comes from listing upgrades sold to users who enter free, base listings. Subscription revenue comes from selling access to the database (generally via API) to large media outfits and others that see the value of offering events listings, but don’t want to gather and manage the data themselves. The company also offers a free embeddable widget to any site interested in displaying local event content.</p> <p>The company also has a revenue sharing feature that shares listing upgrade revenues with its distribution partners. Currently, the company has over 900 partner sites and apps showcasing its data. At any given time, the company offers approximately 100,000 event listings. The company also offers tight social media integration to augment its distribution.</p> <p>Notably, the company gets a lot of leverage out of its primary research and vetted user content, since it is selling against competing services that merely scrape most of their content. SpinGo sells to those who want not only a big database, but a high quality one as well.</p> <p>In addition to actively marketing to the app developer market, the company counts among its clients such major media outlets as the Los Angeles Times and the New York Daily News. The company has substantial geographic coverage, but continues to build to 100% coverage.</p>		
Year Founded:	2012	BizDev Contact:	Kreg.peeler@spingo.com
Employees:	40 (est)	Main Telephone:	877-377-4646
Profile Date:	5/27/2014	Primary Market Served:	71– Arts, Entertainment and Recreation
Ownership:	Private	Funding Source:	Venture Capital Backed
MofE Class:	2014		