



Model of Excellence

Jigsaw Business Contact Marketplace

Company:	Business Model:
Jigsaw Data Corporation San Mateo, CA www.jigsaw.com	Subscription Supported: User Contributed Data

Overview of General Business Model Characteristics

The **Subscription Supported: User Contributed Data** business model is a new business model where subscribers to the database are paid, can offset their subscription fee or are otherwise incited to contribute content or content updates to the database. In its broadest manifestation, the database is fully built and maintained by participants; more modest variants of the model seek to involve subscribers in data maintenance. In some cases, users are providing and maintaining data about themselves or their organizations. Revenue models vary, but generally involve some sort of payment to access the database.

Models of Excellence Benchmarks

Jigsaw describes itself as a marketplace where business contact data is bought, sold and traded on a collaborative basis. Jigsaw provides the data platform and participants input business contact information. Subscribers pay a base monthly subscription fee. As members, they are rewarded with points for adding new contact data or updating existing contact information. The more points a member has, the more contacts he can access on Jigsaw, providing a strong motivation to both add and maintain data for the common good. Subscribers can also use accumulated points to reduce their monthly subscription fee.

Essential to the Jigsaw model is that subscribers are penalized by removal of points for uploading inaccurate or out-of-date contact information, should another subscriber use the supplied data and find problems with it. This provides a self-cleaning aspect to the database.

Since it's unlikely a Jigsaw subscriber would upload his own client list, the essential value of Jigsaw is that subscribers trade contacts they *can't* use for access to contacts they *can* use. A wild idea? After just a few months in business, Jigsaw already lists nearly 500,000 contacts at approximately 50,000 companies.