



Model of Excellence

Ziggs Index of Professionals

Company:

Business Model:

Ziggs Inc.
Boston, MA
www.ziggs.com

**Advertising & Transaction Supported:
 Free Listings with Paid Enhancements**

Overview of General Business Model Characteristics

The **Advertising and Transaction Supported: Free Listings with Paid Enhancements** business model represents the traditional buying guides/yellow pages model executed online. The value of the free basic listing is it allows the database to be comprehensive in coverage, which builds usage that in turn drives demand for listing enhancements from listed companies and professionals seeking increased visibility.

Models of Excellence Benchmarks

Ziggs positions itself as a search engine for people. Users can search a structured index of names, location and company information, or by keyword search, such as "lawyer in Boston." From the search results page, they can click on the desired entry and will be taken to either: a) a company Web site containing an executive biography, b) an individual's Web site containing a profile, or c) a Ziggs-hosted Web page containing a professional profile with career and background information.

The primary advantage of Ziggs is that it creates a central location through which professional individuals can be searched for and found, as opposed to the less precise searching offered by the major search engines. In a neat twist, Ziggs customers can ensure greater control over their online presence across the Internet. When a prospect or hiring manager searches either Google or Yahoo for their name, Ziggs can ensure that their name is always found at or near the top of search results, as a sponsored listing, if they have subscribed to a Ziggs premium service for \$50/year.

What is novel about Ziggs is rather than attempting to gather or aggregate information on individuals, it simply acts as a convenient and organized pointer to this information, and is free to every professional who would like to be listed in the Index. The challenge for Ziggs is to establish itself as the best place to look for information on individuals. The potential upside for Ziggs is huge if it achieves critical mass of both usage and listings.