3PointData provides an online marketplace for actionable Data. As Amazon is to physical goods, 3PointData is to business application-consumable data.

Pain: Data sellers currently 1) Use an expensive, high-touch, direct sales channel, 2) Format their product inconveniently for the customer – CSV, PDF, XLS, Access, etc. and 3) Deliver their product inefficiently -- CDs, FTP, proprietary systems, browsers and web services.

Solution: 3PointData provides a turnkey internet sales channel for data, automating marketing/SEO, sampling, pricing and sales, and delivers data in real-time with zero integration, directly into line-of-business applications. Data Sellers can focus on producing quality data, and Buyers can instantly find, sample, purchase, and easily utilize data.

Business Model: Sellers deliver data wholesale to 3Pointdata and establish retail pricing. Buyers purchase the data via subscription or per-unit. 3PointData manages the entire process, charging Sellers 35-50% of the retail price.

The internet has a tradition of removing “friction” from the markets it serves. In turn, 3PointData removes friction from the buying and selling of data. 3PointData can open a new channel for existing, vertical suppliers (such as Reuters, TransUnion, Weather.com, etc.) and likewise can enable any company to monetize underutilized data assets.

Objective

3PointData recently completed their first release of their marketplace product and they are engaging the first handful of prospective customers. However, to realize our long-term vision of being a broad-based marketplace for multitudes of data sellers and buyers, we need to refine razor sharp product positioning relative to the incumbent data sellers and better articulate their innovative pricing strategy for fine-grain data sales as a strong point of differentiation. As such, we are looking to the GEM team to deliver the following:

1. **Competitive Analysis.** Review several vertical classes of data providers (Financial, People Demographics, Climate/Weather, etc.) Define strengths and weaknesses for each of the primary incumbents in each of these vertical segments, in comparison to the equivalent data sold through 3PointData’s Marketplace. Tabulate the pricing/packaging/licensing models for each of these players.

2. **Pricing/Packaging Model.** Recommend a pricing model for data sellers in 3PointData’s Marketplace, to best compete against the primary incumbent players. The pricing model should maximize sales, while minimizing cannibalization of any existing products in the sellers’ current product line. Recommend a strategy for best packaging of data products (i.e., the granularity of individual data sales/transactions), to compete with the typical bulk / high-price / long-term licensing terms of the incumbents.
Benefits to the Student Team

Via your work with 3PointData, you will help us evolve our marketing strategy and messaging, at very critical point in our evolution, given that customer engagements have only recently begun. Meanwhile, we are close to product launch and have begun the process of raising venture funding, thus giving the student team strong visibility into these activities. Most importantly, your team’s plan can be integral to our company’s early traction and growth.

If your recommendations are implemented, 3PointData will inform you such that you can reference the accomplishments in a resume and/or use our executives as references.

Who you’ll be working with

The core 3PointData team is experienced, aggressive and fun to work with. Here is a summary of the team members with whom you’ll be interacting (click names for LinkedIn profiles):

Kevin Herrmann - CEO
Proven Entrepreneur in the information technology space, with experience founding and growing a company, and leading it through acquisition. Balancing product vision, customer needs and execution to create viable software businesses.

John Raftrey – Director of Marketing
Experienced high-tech and e-commerce marketing executive. Specialties include Product Marketing, Brand Marketing, Strategic Marketing, and Public Relations. John previously ran Product Marketing for Kodak EasyShare Gallery, and held a variety of marketing positions within Intel’s Corporate Marketing Group and “Intel Inside” program.

Bruce Schechter – Board Advisor
Veteran of Intel Corporation, experienced entrepreneur, Member of the Band of Angels, Founder of the Intel Alumni Network. Advisor to several early-stage technology startups.

Peter Kusterer – Sales and Business Development
30 years of sales experience, having served in a number of Executive Sales Management positions with a wide range of companies – company revenue ranged from $3 Million to over $10 Billion. Touched numerous markets and industry segments as well as stretching geographic boundaries across countries.

How to get in touch

Kevin Herrmann(CEO), John Raftrey, and Bruce Schechter will be managing the project on 3PointData’s side, with John acting as team lead. We perpetually welcome questions and feedback, and we intend to devote the time necessary to make your team successful.

Direct inquiries to Kevin at:
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