



**URL:** <http://parse.ly>  
**Structure:** Delaware, C-Corp  
**Founded:** 4/2009  
**Stage:** Private Beta  
**Investor:** Self & DreamIt Ventures  
**Location:** New York City  
**Investment Stage:** Seed Round

"At its best, the online version of a newspaper should learn from the information I'm giving it – what I've read, who I am and what I like – to automatically send me stories and photos that will interest me."

-Eric Schmidt, CEO of Google  
October 2<sup>nd</sup>, 2009

**Parse.ly** connects users with content they'll love through personalized recommendations. Parse.ly offers online content sites a hosted recommendation engine similar to that of successful companies like Amazon, Pandora, and Netflix, but tailored to the unique needs of publishers. Parse.ly-enhanced sites maximize pageviews, click-thru rates, and advertising dollars.

### Business

Parse.ly makes money via publisher tools and APIs. We offer content producers a simple way to integrate our technology into their websites. Our white-label widget can be easily embedded in blogs, digital media sites, and basically any other website. This dramatically increases account registrations, page views and repeat visits. For more demanding clients, we offer deep integration with our system via our personalization and recommendation API.

### Competitive Landscape

Many publisher tools focus on increasing advertising inventory (e.g. through Daylife topic pages) or "related content" (e.g. through the Evri widget). Though we compete with these tools for a publisher's attention, we offer a different value proposition. Parse.ly is a user-centric -- not content-centric -- approach, and takes its cue from systems that work in other verticals: Pandora for music, Amazon for products, Netflix for movies.

### Problem

Reader engagement for online news sites has dropped drastically over the past year. Users still have to wade through pages of irrelevant content to find the information that resonates with them.

### Solution

Eric Schmidt, CEO of Google, recently said, "At its best, the online version of a newspaper should learn from the information I'm giving it to automatically send me stories and photos that will interest me." Parse.ly processes a publisher's existing feeds and user behavior in real-time. Rather than treating every visitor like a stranger, our personalized recommendations meet Eric Schmidt's vision of the newspaper of the future -- except Parse.ly is available today.

Our private beta at <http://parse.ly> showcases our technology and allows us to gather feedback and data that serve to bootstrap our algorithmic approach to content recommendation. The Parse.ly Publisher Platform (P3) at <http://parse.ly/p3> allows publishers to integrate Parse.ly technology as quickly as possible on their own sites. And our developer documentation at <http://parse.ly/api> gives developers access to Parse.ly's powerful real-time news and blog article processing infrastructure and recommendation algorithms.

### Market

Parse.ly's primary customers are online content site owners. We can segment this market into three categories: Low Traffic (LT), Medium Traffic (MT), and High Traffic (HT). We target the rapidly growing MT/HT, many of which are in NYC.

### Team

Our team built and launched Parse.ly's private beta in three rapid months of development at the DreamIt Ventures incubator. The CTO has over a decade of experience as a software engineer and project manager. The CEO managed all operations for Parse.ly for the last two years, including: finances, logistics, hiring and business/customer development.

### Proprietary Tech and Barriers to Entry

We have spent seven months developing our natural language processing algorithms and real-time feed processing systems. We are currently seeking a provisional patent for our approach to content recommendation.

### Seeking

Strategic partnerships, licensing arrangements, pilot customers, and funds to expand and further develop the product.