

Fall 2020

## NetBase

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# NetBase

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Jake Elston



# Overview of the Company



# History, Ownership, & Founders

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- > NetBase Headquarters: 3960 Freedom Circle in Santa Clara, CA
- > The next generation consumer and market intelligence platform, delivering contextual insights to reveal business trends, connect with consumers, and understand the story behind competitors and the market
- > **Founders: Jonathan Spier & Michael Osofsky in 2004**

# Product/Research Services Offered

> Empowers businesses to make smarter, data-driven decisions quickly and efficiently by bringing billions of data into a fully integrated Artificial intelligence (AI) platform

> Gives businesses contextual insights that help reveal business trends across all sets of data

## Creates awareness and understanding of...

> Brand health and perception

> Competitive Intelligence

> Tech Scouting

> Trend analysis

> Campaign and Optimization Strategy

> Crisis Management

# Countries/Markets Served

**United States**

**United Kingdom**

**Australia**

**Germany**

# Client Portfolio

- > American Airlines
  - > Coca-Cola
  - > T-Mobile
  - > United Airlines
  - > Walmart
  - > Hyundai
  - > Microsoft
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# Corporate Culture & Mission

**“How can we help drive your business?”**

“NetBase delivers businesses an unprecedented solution that eliminates, hours, even days, of time and effort to analyze the data required to drive your most strategic and operational business decisions”

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# State of the Company



# Performance Report



- > After merger with Quid, iHeartMedia has taken full use of AI to better curate, target, and amplify their content
- > Partnership with ESports to adapt & transition to virtual events (in response to COVID-19)
- > **Est. Annual Revenue: \$22.8 million**

# Latest Initiatives/New Services

- > Announced earlier this year partnership with Quid to better Artificial Intelligence (AI) text analytics
  - > Provided data-driven resources for reopening & adapting businesses in response to COVID-19
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# Current Executives

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> Peter Caswell (Chairman & CEO)

> Bob Ciccone (Chief Operating Officer)

> Bob Goodson (President)

> Paige Leidig (Chief Marketing Officer)

# Career Opportunities

- > Jr. Customer Success Manager
  - BS or BA Degree
  - 1-3 years experience in Social Media related technologies

(all other positions available require many years of experience in field and/or masters degree)

- Product Designer
  - Sr. Automation Tech. Leader
  - Junior Revenue Manager
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