



**GUIDEWIREGROUP**  
G/SCORE™ SCORECARD

**Kampyle**

Assessment Date: 1 DEC 09

Assessor: Carla Thompson, Guidewire Group

24	Business			Execution		Team	Business Model	Funding
	Concept	Market	Competition	Business	Product			
								\$\$ Undisclosed
<b>Summary</b>	<p>Kampyle specializes in feedback analytics, giving brands deeper insight into specific behaviors of its users. Using only a small piece of Javascript in a five-minute installation, customers integrate Kampyle’s feedback form into their Website to give users an easy, transparent method of communication. The feedback garnered, along with stats and analytics provided by Kampyle, gives brands a deeper view into how their site is being used and its effectiveness across areas.</p> <p>The breadth of Kampyle’s analytics is vast; customers can view information on geographic distribution, visitor loyalty, user info such as browser and screen resolution, and feedback by category, grade, and many other variables. Kampyle has also teamed with Google Analytics to allow for seamless integration of the two services.</p> <p>Since its mid-2008 launch, Kampyle has amassed around 30,000 people using the service daily. The software is available as SaaS for a free 15-day trial and a subsequent monthly fee ranging from \$99-\$999 per month.</p>							
<b>Strengths &amp; Challenges</b>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Market size and opportunity is virtually infinite, covering every brand on the Web</li> <li>• Execution on business: Impressive partnerships and customer audience size</li> </ul> <p><b>Challenges:</b></p> <ul style="list-style-type: none"> <li>• Competitors – Though a partner, Google Analytics is sure to expand features over time</li> <li>• Product Execution – Needs a more streamlined, understandable way of presenting large amount of stats and analytics</li> <li>• Team – More energy and creative marketing needed around product</li> <li>• Business model – Seems a bit pricey, especially against \$0 price-tag of Google Analytics</li> </ul>							
<b>Other Information</b>	<p><b>CEO:</b> Ariel Finkelstein</p> <p><b>Investors:</b> Carmel Ventures, undisclosed round</p> <p><b>Contact:</b> <a href="http://www.kampyle.com">www.kampyle.com</a></p> <p><a href="#">Melissa Cohen</a>, Metis Communications</p>							

  
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**COMPANY NAME**

**Assessment Date: 1 DEC 09**  
**Assessor: NAME, AFFILIATION**

Sum of individual category scores. An arrow, when present, indicates change in score since last assessment.

**Maximum Score = 28**

Companies are assessed in 7 key areas, each on a scale of 1 to 4 points. The score in each area is noted by the gray shading. Please see [Assessment Definitions](#) for further score detail.

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	3		3	4	3	3	3	Undisclosed

**Summary**

Evaluates three key vectors:

- Overall Concept
- Market size/opportunity
- Competition

Evaluates product traction and achievement of key business milestones.

Evaluates capabilities/completeness of management team.

Evaluates pricing and channel strategy vis a vis customer and market.

When the information is made available, the scorecard will include data on outside funding levels.

- no \$ = self funded
- \$ = seed funded
- \$\$ = <\$2.5M
- \$\$\$ = \$2.5M - \$10M
- \$\$\$\$ = \$10M - \$25M
- \$\$\$\$\$ = \$25M+

The summary recaps the core business concept and notes progress toward execution of plan.

**Strengths & Challenges**

**Strengths:**

**Challenges:**

The assessor notes the apparent strengths and obstacles as identified from presentation.

**Company Information**

Company contact information and key team members are provided in this section.