

RumbaFish featured in the Jan 22, 2010 issue of the Silicon Valley / San Jose Business Journal

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The Pitch

RumbaFish in Palo Alto fishes social networks to fine-tune marketing

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THE BUSINESS: **RumbaFish Inc.**

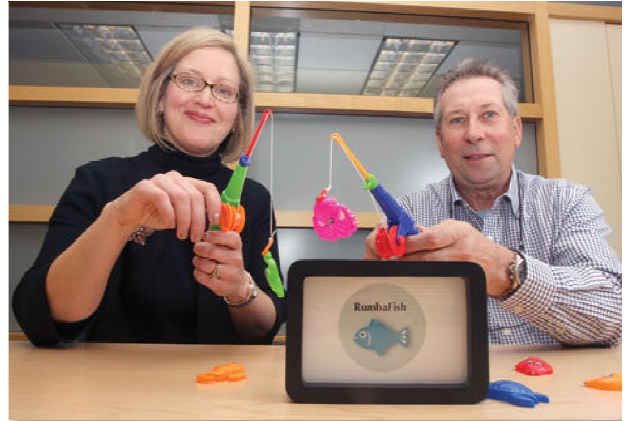
offers a patent-pending marketing software-as-a-service or SaaS platform it says transforms the way online marketers interact with customers and the community.

It rewards users for taking actions that spread information by word of mouth on social networks including **Twitter**, **Facebook**, **LinkedIn** and **MySpace**, and through using regular e-mail. It then tracks results, creating new marketing channels. By seeing how customers use social media, marketers can deliver a more targeted advertising experience. Communications can be adjusted "in-flight," if desired, optimizing and improving on campaigns.

HOW IT MAKES MONEY: RumbaFish offers a free, limited license for entry level use. Premium use is licensed by a subscription model based on the level of activity. Monthly subscription rates range from \$50 a month for small businesses to \$6 million per year, on an ongoing basis, for large brands and enterprises. RumbaFish says it will continue managing direct sales activity in 2010, and is putting additional strategic partnerships in place to quickly scale distribution and revenue.

BUSINESS/TECHNOLOGY IT COULD DISRUPT: Existing online advertising platforms in which \$26 billion is being spent to bombard consumers with more than 3,000 messages each day, yet 97 percent of those messages are discarded before they are even read.

MANAGEMENT TEAM: Founder and CEO Michelle Bonat was founder and CEO of **StompBox Tunes**, an online social game and Facebook application. Previously she led a \$50 million **Oracle Corp.** self-service Web applications business and was an investment banker. Chief Technology Officer Steve DeRodeff has 25 years of technology and operations experience as senior vice president of engineering of **Cloud9 Analytics Corp.**, at **ThinkLink Inc.** (acquired by **Microsoft Corp.**), and Oracle Corp., where he ran a 120-person engineering team.



Vicki Thompson

CEO Michelle Bonat and technology chief Steve DeRodeff offer a software platform that rewards behavior on social networks, helping identify new marketing channels and fine-tuning campaigns.

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