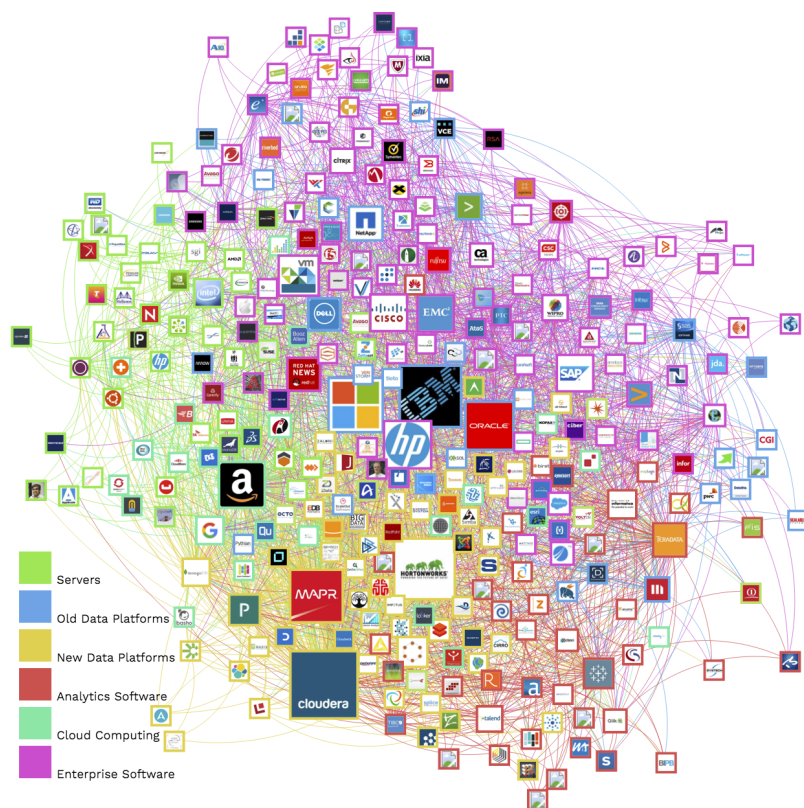


SUMMARY

Relato maps markets to automate demand generation.

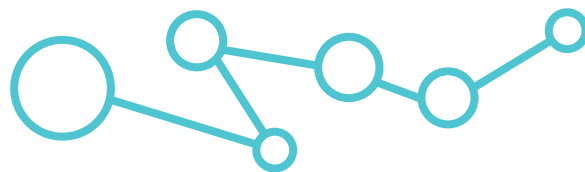
We focus on providing names and contacts of leads associated with both your customer base and your partner channels.

Market Maps™ are made of relationships between companies, such as partnerships, customers, suppliers, competitors and social media followers. Market Maps™ drive the algorithms that tell us which targets will be likely to buy and which market segments to go after.



MISSION

Our mission is to reach a deep understanding of the network of relationships between companies that make up the economy in what is known as the **business graph**. We employ this understanding to create value by helping our customers sell more, faster.



GOOGLE FOR MARKETS



Relato is like Google for markets: search quality was poor until Google used graph analytics to tame search. Similarly, lead generation was poor until we used graph analytics to tame the process. We download the business web, extract relationships between companies from it, and employ algorithms similar to Google's PageRank to find good leads.

We are currently in closed beta for our lead generation system. We're interested in meeting growing companies to work with. Relato was recently accepted by Alchemist Accelerator, a six-month program focused on B2B enterprise startups.

Relato CEO, Russell Jurney, has an extensive background in graph analytics and visualization including at Ning, LinkedIn, and Hortonworks.