

Overview

findingDulcinea

Librarian of the Internet

May 2008

the findingDulcinea mission

Our mission is to bring users the best
information on the Web
for any topic,
employing human insight
and methodical review.

information illiterates findingDulcinea is the solution

- Many recent surveys have come to the same conclusion:
 - The majority of Internet users cannot find, evaluate and put to use the information they need
- Internet search engines are powered by a math-based algorithm-one that lacks the judgment and adaptability of the human mind
- findingDulcinea offers users a narrated guide to hand-selected, credible Web sites, as well as original commentary and insight

today's internet: too much information?

“an abundance of information yields a poverty of attention”

- Herb Simon, economist

- A recent Yahoo! study¹ concluded that:
 - 85% of search engine users do not find what they are looking for on their first search attempt
 - Typically, 3 or 4 searches are needed, leading to what the study termed “search engine fatigue”
- Most users wrongfully believe that higher-ranking results are more valid, or are actually endorsed by the search engine²

a fragmenting audience needs direction

- Web users seek more content outlets by visiting more Web sites in a typical week of Web surfing compared to one year ago³
- Users wading through tens of millions of Web sites need a librarian-somone to recommend the best resources on the Internet to give them quality information and to save them time
- findingDulcinea is the Librarian of the Internet



Librarian
of the
Internet

findingDulcinea

the offering

- The findingDulcinea site contains three distinct types of content:
 - **Web Guides** contain meticulous research and insightful annotations on hundreds of topics, from the very general to the most granular.
 - **Beyond The Headlines** provides context to news stories with a range of annotated links including historical, academic and local perspectives.
 - **Netcetera** showcases the wit and personality of the Web, featuring content on innovative people, diverse places and bold ideas.
- findingDulcinea's custom search engine
 - Aggregates 15,000+ hand-selected domains
 - Concentrates the Web into only the useful, quality content
 - Powered by Google's page rank
- To take a tour of our site visit www.findingDulcinea.com/info/site-tour.html

findingDulcinea

the value proposition

- A list of links transformed into a clear and organized narrative
- The best place for anyone to begin their Web research on any topic
- Credible, thorough and easy-to-use sources of information
- Saves time, even for the most Web-savvy users
- All findingDulcinea content shares one common theme
 - *Bringing quality content on the Web to the fore, and teaching users how to find & evaluate credible information within the vastness of the Internet.*

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spanish-language Web Guides

- Launched May 1, 2008
- Directing Spanish and bilingual speakers to the best of the English Web
- To date six Web Guides are available in Spanish:
 - Guide to Web Search
 - NYC Survival Guide
 - Health Guide
 - Guide to U.S. Politics
 - Immigration Guide
 - Cinco de Mayo Guide
- To visit our Spanish-language Web guides go to www.findingDulcinea.com/spanish.html

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upcoming offerings

- Sweetsearch.com launch - June 2008
 - findingDulcinea's custom search, rebranded
 - Will be an additional source of traffic for findingDulcinea
- Education outreach project - Summer 2008
 - Recruiting teachers nationwide to use findingDulcinea as their classroom's Web portal
 - Secure, safe, and customized
- Several stand-alone Web sites
- Other foreign language verticals - 2009
 - Will enter into new language markets based on research and traffic trends



the
playing
field

human-powered content is not new
 how is findingDulcinea different?

Comparison	Guides	News	Features	Search
	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★
	★ ★			★ ★
	★ ★			★
		★ ★		★
			★ ★	

findingDulcinea has the most comprehensive, human powered content offering in the space today





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us

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