

# TickerMine Targets Equity Research Professionals

*By Kate Worlock - United Kingdom - on April 2, 2008*

A new information service, TickerMine, has launched to give information professionals an early view of sales data to inform their investment decisions.

**Important Details:** TickerMine is a newly-launched publisher of point-of-sale market data that is intended for use by investors to provide early insight into the performance and market traction of companies' products and services. At present the TickerMine start-up team consists of four partners, most of whom have a background in institutional research which informed them as to where information gaps in the marketplace lay, and four employees. It is anticipated that the team will grow to 15 key members in the first year. TickerMine is privately-held, with no external financing at present.

The data gap which TickerMine is targeting is around trends, consumer preferences and buying patterns at the point of sale. TickerMine uses a network of independent contractors to call or visit retail stores in order to interview staff and customers about product sales levels and the reaction from the market. This data is fed through TickerMine's proprietary electronic methodology, and then delivered to equity research customers in an uneditorialised way - the intention is that equity research professionals use the data to make judgments on the stocks they hold or advise upon.

At present, TickerMine posts around four stories per day onto its site, covering almost 100 different companies. CEO Casey Ryan aims to raise this to 40 stories per day by the end of 2008. The service is available at three subscription levels, all targeted at individuals: Silver Miner (free, but reports are delivered after a three day delay); Gold Miner (\$100 per month; access to real-time reports); and Diamond Miner (\$250 per month; access to real-time reports and the associated raw data files).

**Implications:** TickerMine provides its customer with "good enough" data at low cost and high speed. Other organisations track the same sectors but the data from TickerMine comes more frequently, on a near real-time basis. Price is another differentiator: companies like NPD and IRI collect very accurate data of the same sort as TickerMine but on a much higher pricing scale. TickerMine is also targeting a different customer base, by selling to the investment community rather than to vendors who care about retail activity. While TickerMine's data may be rough and ready, the company claims that it compares favourably to others' in terms of statistical accuracy, and the speed at which it comes through makes a margin of error acceptable.

TickerMine is a great example of a company which espouses the concept behind Chris Anderson's new book "Free", which examines the rise of pricing models which give products and services to customers for free. TickerMine uses a Freemium model in which the base service is available free of charge, with additional value only available for a fee. In this era of rapid working TickerMine has also tapped into another trend: you can never know too much too soon. The use of BlackBerries and other mobile devices, particularly in financial communities, demonstrates users' increasing need to get information, provided it is good enough to be fit for purpose, as early as possible. This "good enough" lesson is one which can be difficult for traditional publishers to learn, with their history of production cycles and editorial deadlines. However, many are moving in this direction through the use of blogs (where "good enough" means that audiences get quality content from their favourite authors quickly, although perhaps with more typos than a traditional publisher might like). Google is the King of Good Enough, being the first point of call for many students and researchers - while they might be better off using a dedicated database resource, Google's results, they believe, are usually good enough. As pricing pressure increases in the face of an economic downturn, TickerMine's good enough, reasonably-priced data could provide the company with a solid base through which to diversify into other sectors, business models (such as syndication) and geographies.

*Companies Mentioned: TickerMine , Information Resources, Inc. , The NPD Group, Inc.*