



Authoritative Voice on the Exponential Economy

[Xconomy](#), a new Internet media company, is as inventive and original as the name. The ideas behind the business and the brand are straightforward:

- High technology drives the growth economy
- Finding and reporting the local story with global impact attracts devoted and high quality readership
- High quality readership attracts advertising revenue.

To pull this off takes connected and committed top-flight journalists writing in a region that is rich in entrepreneurial opportunity. Both conditions match Boston and Xconomy to a T.

“There is really no area that matches the Boston area,” says Bob Buder, Xconomy founder, CEO, and editor in chief. “We have multiple great universities, great research hospitals, the big corporations, and the start-ups. We have expertise in venture capital and in management—two of the world’s best management schools—and lots of legal expertise.”

Xconomy launched in late June and in four months exceeded the company’s one-year target for monthly readership. “We are getting the right geographic mix, with about half local New England news,” Buder says.

The best aspects of blogging + Boston area’s technology buzz draw readers to Xconomy.

“I can’t tell you how much I love the Internet as a medium,” says Buder. “Blogging, especially, is much more personal than print. While you stay authoritative and credible, you can still have humor, and you can be much more up close and personal. It gives you a lot of freedom, and in a way, it can make the reporting job easier. You can say I couldn’t get a straight answer, or I didn’t have time to go through 2000 FCC documents.”

As an entrepreneur and journalist, he is intrigued by the journalistic potential of Internet blogging.

“There are plenty of incredibly bright individuals creating blogs,” he says. “Eventually blogging reaches a fork in the road. One path of evolution is individuals being pundits. The other path is toward professional journalism with a top staff planning and organizing content; vetting, writing and editing original stories. That’s Xconomy.”

It is widely acknowledged that angels and other early stage investors invest in the management team as much or perhaps even more than in the ideas of the company. The leaders of Xconomy are a unique blend.

They understand technology—from IT to life sciences. They have the credentials, contacts, and track record to recognize the story, reach authoritative sources, collect the facts, interpret the significance, and write about it in an interesting and compelling way—and they have the energy and interest to produce a steady stream of content throughout the business day.



Founder, CEO &
Editor in Chief
Bob Buder

“There is no outside content on the site,” Buder says. “It is all original. Even our news briefs we write ourselves.” The author of three books about technology and innovation, Buder has been *BusinessWeek’s* technology editor, editor of MIT’s *Technology Review*, and a regular guest of CNBC’s Strategy Session.

“I’ve always been at the intersection of business, science, technology, the whole innovation scene,” says Buder. “I love writing about that. I love writing about innovators and the people involved in innovation. We work really hard and have a great team to challenge each other.”

Cofounder and Executive Editor Rebecca Zacks was previously the managing editor of *Physician’s First Watch*, a daily e-newsletter from the publishers of the *New England Journal of Medicine* and before that spent a decade covering innovation for *Technology Review*, *Scientific American*, and *Discover Magazine’s* TV show. Wade Roush, chief correspondent, is a veteran science and technology writer for former executive editor of *TechnologyReview.com*.

As accomplished and connected as Xconomy’s journalists are it takes daily stories with diverse




points of view to retain the company's targeted readership.

The Xconomists – a who's who team in technology, science, and business innovation.

"We've signed up a team of contributors we call the Xconomists," Buderer says. "This is an unbelievable group—people like Phil Sharp, who is a Nobel laureate and a founder of Biogen Idec; Microsoft's former chief technology officer Nathan Myhrvold; Charles Vest, the former president of MIT, and Kyoto prize winner George Whitesides of Harvard, a founder of Genzyme. I had written about these people and knew them so I went around and said this is what I'm trying to do—bring people and ideas together across boundaries that are too compartmentalized. I want to do this in this new way."

Beyond lending their names, the Xconomists have agreed to write, vet ideas, and sometimes appear at events. This offers a wonderful potential for insiders' points of view—offering, as the Xconomy web site says, "from time to time pet peeves and perhaps a bit of gossip." Several of the Xconomists also serve on the Xconomy editorial advisory board.

Xconomy is committed to the highest journalist standards and is careful to make the distinction between articles generated by career journalists, who will not write about fields in which they invest or for which they perform any non-journalistic work, and other content. Through the Xconomist Forum and in specially flagged comments (marked by the  icon), Xconomy clearly indicates which content comes from which type of author.

In addition to the heavy-hitters on staff and the Xconomists, Xconomy has a cadre of free lancers. Keeping this pool of writing talent going is key is where Buderer's contacts and experience plays big time.

"We aren't settling for writing about the easy things," he says. "We are bringing attention to the detail. We've known great writers for a long time. It is always a challenge to find top talent at the price you can afford. We know how to do it, but it will still be challenging."

CommonAngels led Series A round.

Xconomy Founding Publisher Steve Voit, founder of Riga Ventures, a venture firm that invests in media, software, and Internet businesses and former board member of CommonAngels, introduced Xconomy to

the angel group. "Steve has a lot of media experience. He helped us formulate and hone the idea, challenged us to find our first underwriter, and then said he would invest," Buderer says. "He then opened doors for us at CommonAngels."

The angels have contributed more than financing. "They help with straightforward things like finding insurance or a bookkeeper," Buderer says. "They point us to stories or to people that we are likely to want to be watching or writing about. They have put up a link to our site on theirs and have commented on stories. They are collaborative. James (Geshwiler) has written for us, and Chris (Sheehan) is on our board."

Revenue Model: Options for advertisers and network expansion.

Advertisers can market to Xconomy's high-value readership through comprehensive underwriting packages, which provide unique access to the region's innovation community through run-of-site placement, branding in Xconomy's e-mail newsletters, and participation in invitation-only events, or with individual ads.

Underwriters sign on for a year at a time. "Almost half of our underwriters signed on before we launched. In fact, the Department of Homeland Security was our first," Buderer says, "and we've added others as we go along. Part of what we are offering is this venture into uncharted territory, and the underwriters we have want to be out in front."

Xconomy's business model is to create a network of sites that will provide this caliber of hyper-local coverage in key clusters of innovation. "We want to string together a network of similar sites in other cities," Buderer says. "The place to do that is key high-tech clusters."

Additional sources of revenue will include premium newsletters, membership, and syndication. Xconomy carries the online community into the real world through networking and educational events which also generate revenue. Eight Boston area events are planned over the next year, including four major forums and four networking events.

"Putting together the great innovators in the area; bringing people together across the boundaries of the professions; that real life component, as well as the professionalization of the news part of our content and the Xconomists," Buderer says, "no one else has anything like this."