

Online Appendix to Measuring Founding Strategy

Table A1: Correlation of Differentiation Scores

	(1)			
	(1)	(2)	(3)	(4)
(1) Differentiation Score (5 Closest Public Firms)	1.00			
(2) Differentiation Score (Closest Public Firm)	0.94	1.00		
(3) Differentiation Score (5 Closest Cohort Startups)	0.74	0.65	1.00	
(4) Differentiation Score (Closest Cohort Startups)	0.65	0.59	0.90	1.00

t statistics in parentheses

Table A2: Other measures of founding differentiation and equity performance.

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Differentiation Score (5 Closest Public Firms)	-0.112** (0.0463)				-0.192 (0.155)	0.126* (0.0637)	
Differentiation Score (Closest Public Firm)		-0.0746 (0.0543)			0.0738 (0.160)		0.0318 (0.0602)
Differentiation Score (5 Closest Cohort Startups)			-0.229** (0.0530)			-0.319** (0.0723)	
Differentiation Score (Closest Cohort Startups)				-0.163** (0.0431)			-0.179** (0.0469)
Founding Year F.E.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
HP Industry F.E.	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	12406	12406	12406	12406	12406	12406	12406
R^2	0.142	0.142	0.143	0.143	0.142	0.143	0.143

OLS model. Dependent variable is a binary variable equal to 1 if a firm is IPO or acquired and zero otherwise. HP Industry fixed effects are fixed effects for 300 industries created by replicating the text-based industry approach of Hoberg & Phillips (2016) within our website data. Standard errors double clustered by HP industry and state. Significance reported as: * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A3: Correlation of tf-idf differentiation score to preferred (Doc2Vec) differentiation score.

	(1) Diff. Score (5 Closest Public Firms)	(2) Diff. Score (Closest Public Firm)	(3) Diff. Score (5 Closest Startups)	(4) Diff. Score (Closest Startup)
Tf-idf Differentiation (5 Closest Public Firms)	0.186			
Tf-idf Differentiation (Closest Public Firm)		0.222		
Tf-idf Differentiation (5 Closest Startups)			0.245	
Tf-idf Differentiation (Closest Startup)				0.271
Observations	12406	12406	12406	12406

This table reports the correlation between our main measures of strategic differentiation and equivalent measures estimated using the term frequency-inverse document frequency (tf-idf) algorithm.

Table A4: Comparison of differentiation measures and the receipt of early stage financing.

	(1)	(2)	(3)	(4)	(5)	(6)
Differentiation Score (5 Closest Public Firms)	0.664** (0.141)		0.402** (0.0624)		0.591** (0.136)	0.342** (0.0599)
Tf-idf Differentiation (5 Closest Public Firms)		0.239** (0.0493)		0.344** (0.0470)	0.177** (0.0422)	0.307** (0.0456)
Founding Year F.E.	Yes	Yes	Yes	Yes	Yes	Yes
Hp Industry F.E.	No	No	Yes	Yes	No	Yes
Observations	12406	12406	12406	12406	12406	12406
R^2	0.139	0.135	0.198	0.199	0.141	0.200

OLS model. Dependent variable is a binary variable equal to 1 if a firm received early stage financing and zero otherwise. *Tf-idf Differentiation* is a measure of startup differentiation using the term frequency-inverse document frequency algorithm to measure the text-based distance to the closest public firms. While both measures predict financing, our preferred measure using Doc2Vec similarity appears to have a stronger correlation to outcomes, unconditionally, conditional on industry, and when both are included together. Standard errors double clustered by HP industry and state. Significance reported as: * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A5: Comparison of differentiation measures and the amount of early stage financing.

	(1)	(2)	(3)	(4)	(5)	(6)
Differentiation Score (5 Closest Public Firms)	7.934** (1.744)		4.545** (0.792)		7.267** (1.696)	3.848** (0.779)
Tf-idf Differentiation (5 Closest Public Firms)		2.378** (0.623)		3.952** (0.647)	1.614** (0.537)	3.526** (0.643)
Founding Year F.E.	Yes	Yes	Yes	Yes	Yes	Yes
Hp Industry F.E.	No	No	Yes	Yes	No	Yes
Observations	12406	12406	12406	12406	12406	12406
R^2	0.132	0.129	0.184	0.184	0.133	0.185

OLS model. Dependent variable is the log of early stage financing raised. *Tf-idf Differentiation* is a measure of startup differentiation using the term frequency-inverse document frequency algorithm to measure the text-based distance to the closest public firms. While both measures predict financing, our preferred measure using Doc2Vec similarity appears to have a stronger correlation to outcomes, unconditionally, conditional on industry, and when both are included together. Standard errors double clustered by HP industry and state. Significance reported as: * p < 0.10, ** p < 0.05, *** p < 0.01.

Table A6: Comparison of differentiation measures and dynamic effects on performance.

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)
	<i>Dep. Var.</i> IPO or Acq. (Cumulative)	<i>Dep. Var.</i> IPO or Acq. (Cumulative)	<i>Dep. Var.</i> IPO or Acq. (Cumulative)	<i>Dep. Var.</i> IPO (Cumulative)	<i>Dep. Var.</i> IPO (Cumulative)	<i>Dep. Var.</i> IPO (Cumulative)	<i>Dep. Var.</i> Acquisition (Cumulative)	<i>Dep. Var.</i> Acquisition (Cumulative)	<i>Dep. Var.</i> Acquisition (Cumulative)	<i>Dep. Var.</i> High Value Acquisition (Cumulative)	<i>Dep. Var.</i> High Value Acquisition (Cumulative)	<i>Dep. Var.</i> High Value Acquisition (Cumulative)
Differentiation Score (5 Closest Public Firms)												
Age=0 × Differentiation Score (5 Closest Public Firms)	-0.194** (0.0285)		-0.168** (0.0312)	-0.0195 (0.0165)		-0.00431 (0.0147)	-0.174** (0.0328)		-0.163** (0.0305)	-0.00517 (0.00776)		-0.00613 (0.00766)
Age=1 × Differentiation Score (5 Closest Public Firms)	-0.182** (0.0282)		-0.160** (0.0324)	-0.0189 (0.0165)		-0.00528 (0.0147)	-0.163** (0.0314)		-0.154** (0.0297)	-0.00494 (0.00769)		-0.00835 (0.00808)
Age=2 × Differentiation Score (5 Closest Public Firms)	-0.149** (0.0281)		-0.123** (0.0313)	-0.0169 (0.0166)		-0.00805 (0.0146)	-0.133** (0.0287)		-0.115** (0.0270)	-0.00363 (0.00751)		-0.00816 (0.00778)
Age=3 × Differentiation Score (5 Closest Public Firms)	-0.103** (0.0307)		-0.0805** (0.0313)	-0.0148 (0.0164)		-0.00990 (0.0137)	-0.0885** (0.0273)		-0.0706** (0.0281)	-0.000371 (0.00691)		-0.00517 (0.00762)
Age=4 × Differentiation Score (5 Closest Public Firms)	-0.0523 (0.0339)		-0.0447 (0.0410)	-0.0117 (0.0164)		-0.00838 (0.0161)	-0.0406 (0.0275)		-0.0364 (0.0357)	-0.00297 (0.00645)		0.00161 (0.00562)
Age=5 × Differentiation Score (5 Closest Public Firms)	0.00282 (0.0383)		-0.00128 (0.0464)	-0.00916 (0.0160)		-0.0149 (0.0154)	0.0120 (0.0296)		0.0137 (0.0423)	0.00822 (0.00607)		0.00133 (0.00519)
Age=6 × Differentiation Score (5 Closest Public Firms)	0.0566 (0.0416)		-0.0167 (0.0392)	-0.00163 (0.0170)		-0.000710 (0.0217)	0.0583* (0.0306)		-0.0160 (0.0366)	0.0159** (0.00585)		0.0167** (0.00465)
Age=7 × Differentiation Score (5 Closest Public Firms)	0.122** (0.0470)		0.0139 (0.0412)	0.00863 (0.0187)		-0.0103 (0.0278)	0.114** (0.0337)		0.0242 (0.0446)	0.0211** (0.00722)		0.0268** (0.00959)
Age=8 × Differentiation Score (5 Closest Public Firms)	0.196** (0.0455)		0.125* (0.0656)	0.0236 (0.0207)		0.0154 (0.0343)	0.173** (0.0307)		0.109** (0.0543)	0.0284** (0.00847)		0.0440** (0.0100)
Age=9 × Differentiation Score (5 Closest Public Firms)	0.269** (0.0444)		0.231** (0.0655)	0.0337* (0.0197)		-0.00262 (0.0438)	0.236** (0.0316)		0.234** (0.0600)	0.0407** (0.00919)		0.0765** (0.0215)
Age=10 × Differentiation Score (5 Closest Public Firms)	0.346** (0.0409)		0.427** (0.0866)	0.0434* (0.0227)		0.0240 (0.0381)	0.302** (0.0277)		0.403** (0.0805)	0.0495** (0.00854)		0.0973** (0.0359)
Age=11 × Differentiation Score (5 Closest Public Firms)	0.412** (0.0396)		0.477** (0.0977)	0.0542** (0.0217)		0.0438 (0.0612)	0.358** (0.0254)		0.433** (0.0921)	0.0542** (0.00935)		0.0886 (0.0559)
Age=0 × Tf-idf Differentiation (5 Closest Public Firms)		-0.125** (0.0219)	-0.0290* (0.0167)		-0.0255** (0.00868)	-0.0257** (0.00785)		-0.0997** (0.0216)	-0.00333 (0.00822)		-0.0139** (0.00620)	-0.00498 (0.00453)
Age=1 × Tf-idf Differentiation (5 Closest Public Firms)		-0.116** (0.0214)	-0.0262 (0.0167)		-0.0250** (0.00868)	-0.0243** (0.00793)		-0.0909** (0.0206)	-0.00184 (0.0181)		-0.0137** (0.00626)	-0.00288 (0.00512)
Age=2 × Tf-idf Differentiation (5 Closest Public Firms)		-0.0887** (0.0211)	-0.0293 (0.0209)		-0.0232** (0.00886)	-0.0202** (0.00771)		-0.0655** (0.0196)	-0.00907 (0.0210)		-0.0126* (0.00642)	-0.00192 (0.00522)
Age=3 × Tf-idf Differentiation (5 Closest Public Firms)		-0.0505** (0.0204)	-0.0263 (0.0238)		-0.0214** (0.00914)	-0.0169* (0.00966)		-0.0291 (0.0179)	-0.00938 (0.0224)		-0.00991 (0.00684)	-0.00170 (0.00661)
Age=4 × Tf-idf Differentiation (5 Closest Public Firms)		-0.00863 (0.0222)	-0.0134 (0.0333)		-0.0188* (0.00937)	-0.0156 (0.00972)		0.0102 (0.0189)	0.00221 (0.0305)		-0.00728 (0.00728)	-0.00463 (0.00685)
Age=5 × Tf-idf Differentiation (5 Closest Public Firms)		0.0359 (0.0247)	-0.00361 (0.0403)		-0.0165* (0.00923)	-0.00793 (0.0113)		0.0524** (0.0213)	0.00432 (0.0356)		-0.00295 (0.00793)	0.0000249 (0.00671)
Age=6 × Tf-idf Differentiation (5 Closest Public Firms)		0.0793** (0.0281)	0.0535 (0.0452)		-0.0107 (0.00960)	-0.0136 (0.0155)		0.0900** (0.0237)	0.0671* (0.0388)		0.00295 (0.00871)	-0.00636 (0.00750)
Age=7 × Tf-idf Differentiation (5 Closest Public Firms)		0.130** (0.0317)	0.0813* (0.0436)		-0.00226 (0.0107)	0.00251 (0.0168)		0.133** (0.0263)	0.0788* (0.0438)		0.00670 (0.0102)	-0.0104 (0.00888)
Age=8 × Tf-idf Differentiation (5 Closest Public Firms)		0.186** (0.0340)	0.0505 (0.0521)		0.00909 (0.0128)	-0.00637 (0.0237)		0.177** (0.0259)	0.0569 (0.0436)		0.0121 (0.0112)	-0.0182 (0.0151)
Age=9 × Tf-idf Differentiation (5 Closest Public Firms)		0.240** (0.0329)	0.0234 (0.0532)		0.0171 (0.0125)	0.0159 (0.0304)		0.222** (0.0255)	0.00750 (0.0515)		0.0211* (0.0115)	-0.0342 (0.0230)
Age=10 × Tf-idf Differentiation (5 Closest Public Firms)		0.294** (0.0312)	-0.0707 (0.0639)		0.0240* (0.0141)	0.00231 (0.0303)		0.270** (0.0220)	-0.0730 (0.0596)		0.0274** (0.0102)	-0.0434 (0.0335)
Age=11 × Tf-idf Differentiation (5 Closest Public Firms)		0.344** (0.0311)	-0.0578 (0.0667)		0.0321** (0.0135)	-0.00476 (0.0461)		0.312** (0.0224)	-0.0530 (0.0700)		0.0311** (0.0116)	-0.0327 (0.0466)
Founding Year F.E.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Hp Industry F.E.	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Observations	79711	79711	79711	79711	79711	79711	79711	79711	79711	79711	79711	79711
R ²	0.137	0.135	0.137	0.060	0.060	0.060	0.127	0.125	0.127	0.032	0.031	0.032

OLS model. Dependent variable is a binary variable equal to 1 if a firm has achieved an equity growth outcome by age t and zero otherwise. *Tf-idf Differentiation* is a measure of startup differentiation using the term frequency-inverse document frequency algorithm to measure the text-based distance to the closest public firms. While both measures predict equity outcomes, the dynamics we document appear more robust to our preferred measure. Standard errors double clustered by HP industry and state. Significance reported as: * p < 0.10, ** p < 0.05, *** p < 0.01.

Figure A1: Other Measures and Early Stage Financing.

Binned Scatterplots of Differentiation Score and Series A or Seed Financing

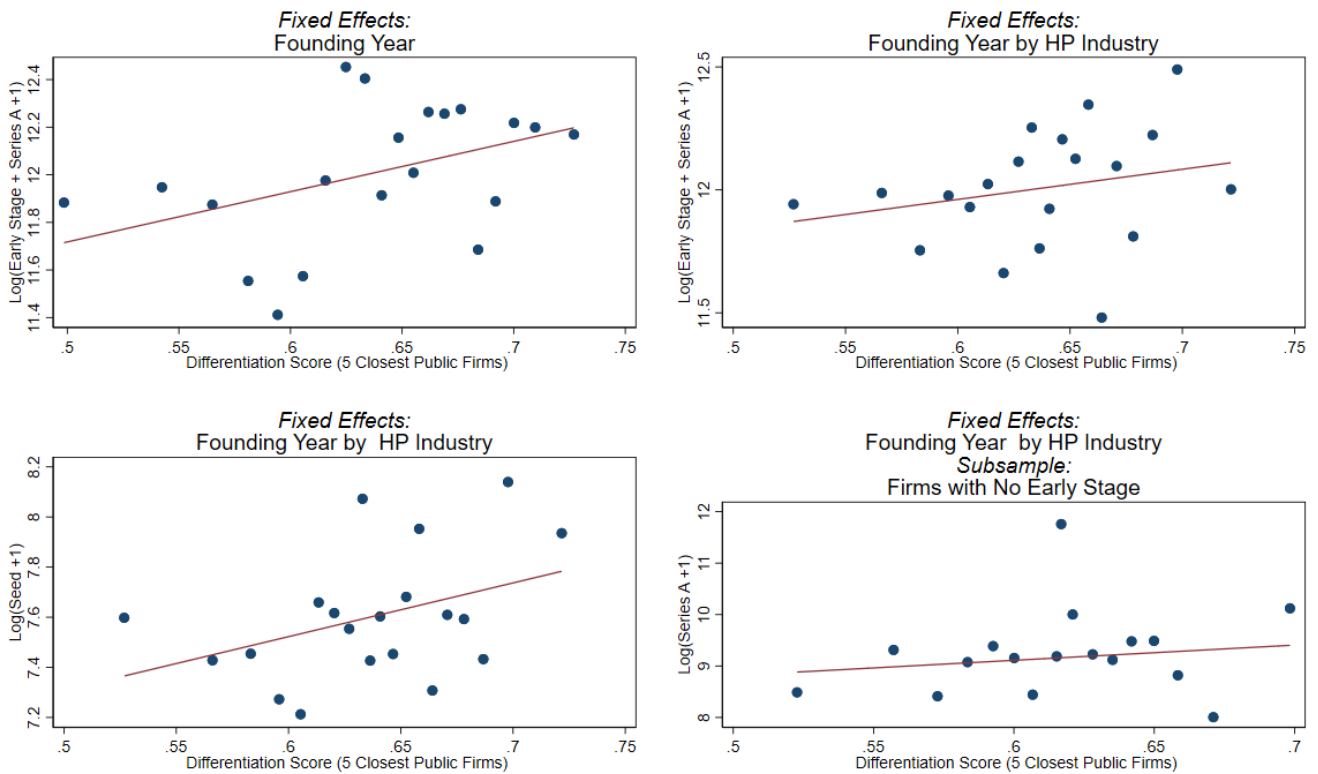


Figure A2: Other Measures and Early Stage Financing.

Binned Scatterplots of Other Differentiation Scores and Early Stage Financing

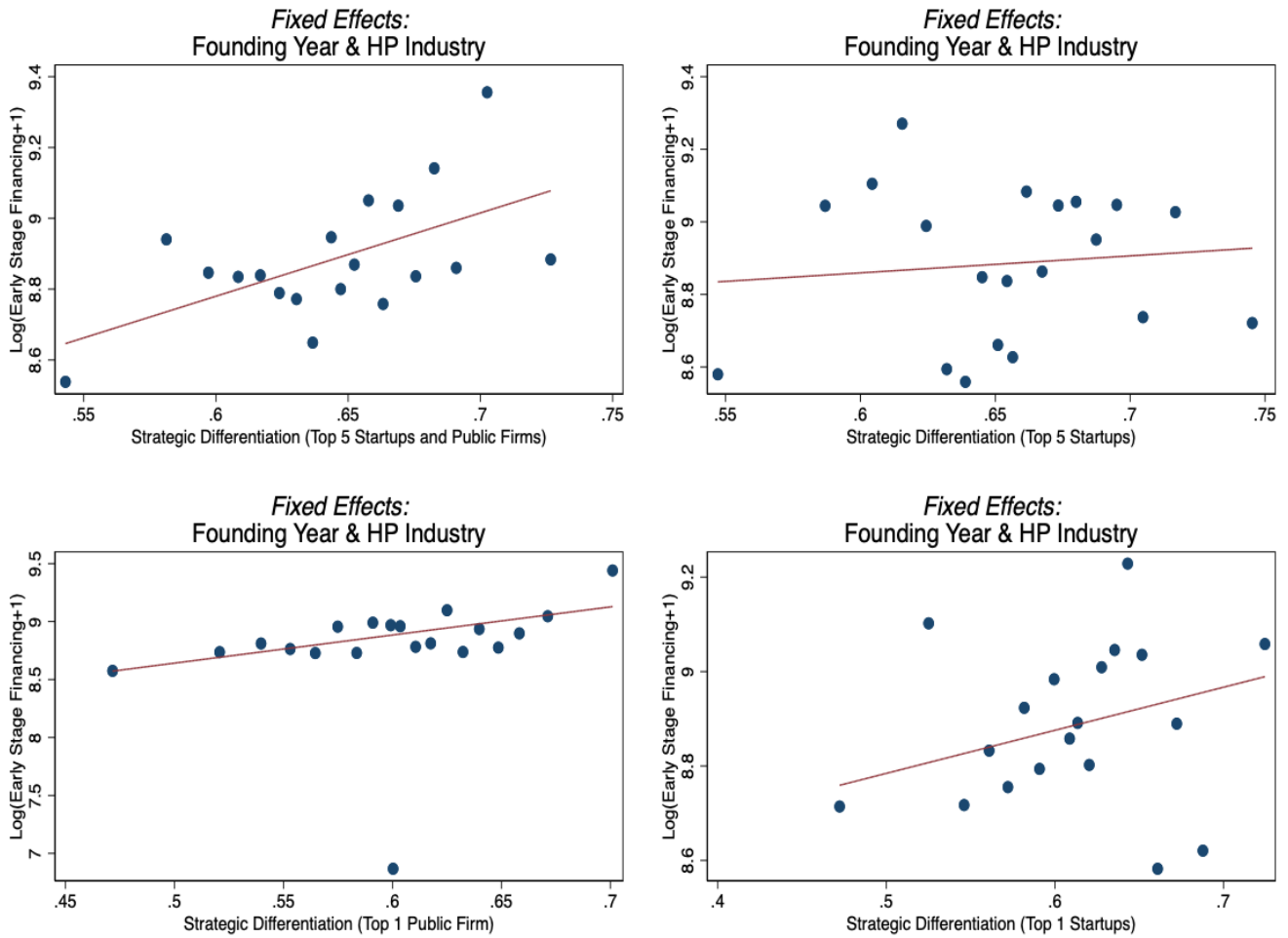


Figure A3

TF-IDF Model

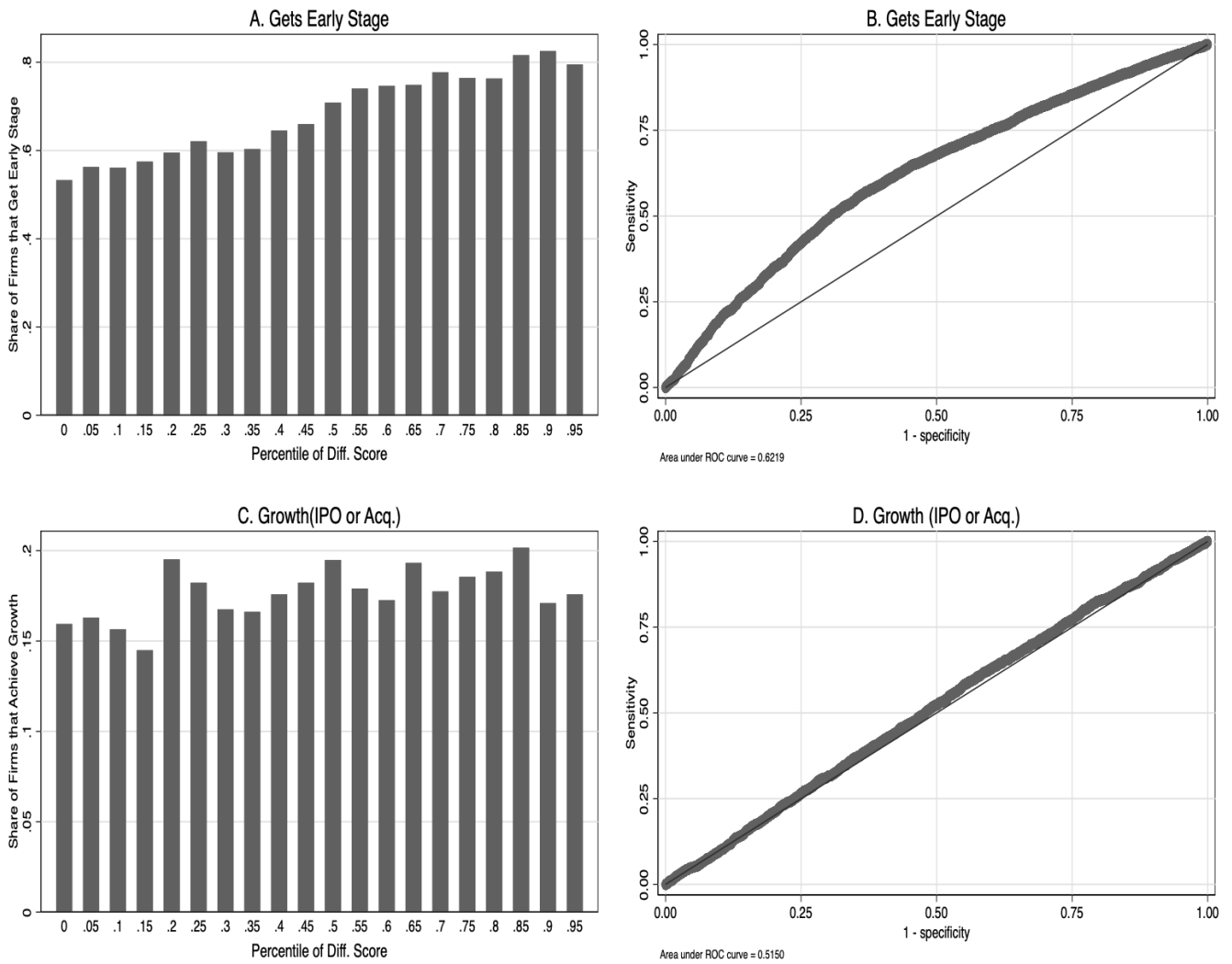


Figure A4

Industry Fixed Effects and Word Embedding

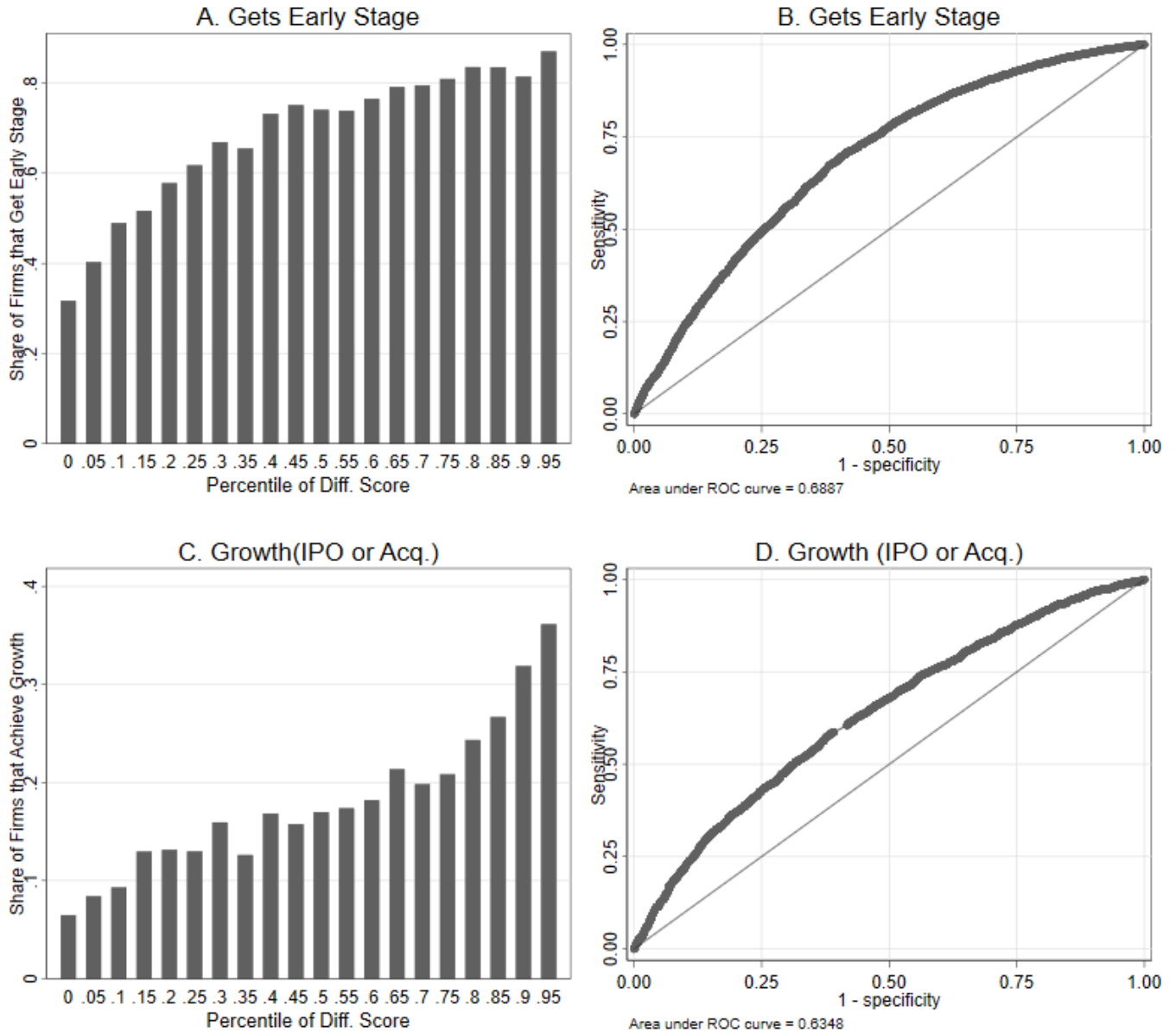


Table B1: Examples of Strategic Differentiation Score: Consumer Electronics

Year	Company Name	Perc.	Diff. Score	Website	Short Description
2012	Penxy	99	0.735	penxy.com	Penxy is a slide sharing application for presenters to control their presentations in real time via iOS devices.
2013	Wallflower Labs	98	0.734	www.wallflower.com	Wallflower prevents home fires by monitoring your stove and alerting your smartphone if its on for too long or you forget to turn it off.
2016	Zoi, Inc.	98	0.733	www.whatiszoi.com	Software for wearables that will alert the user/family/first responders if they have abnormalities in their sleep.
2011	Healthy Stove, Inc.	98	0.732	healthystove.com	Developer of the world's first fully interactive modern microwave oven with a multi-touch screen interface, the NEXTWAVE smart oven.
2012	Crowd Supply acquired by Mouser Electronics	97	0.729	www.crowdsupply.com	Where engineers and designers crowdfund awesome new products.
2013	WearPoint	96	0.728	wearpoint.com	WearPoint is a developer and manufacturer of human input and wearable technology devices.
2013	BeON Home	96	0.727	beonhome.com	BeON Home, a better simpler way to provide safety and security in the home
2014	Slimcard	95	0.724	myslimcard.com	Slimcard helps you to get discounts worldwide, and will free up space in your wallet from unnecessary plastic cards.
2015	RC Ski	95	0.724	www.rcski.com	RC Ski develops remote control technology for personal watercrafts
2013	MobileQubes	94	0.722	www.mobilequbes.com	MobileQubes provides its clients with self-automated kiosks that allow customers to rent and return compact battery Qubes.
2011	TurtleCell	94	0.721	www.turtlecell.com	TurtleCell offers a thin protective case for iPhone and iPod Touch with built-in retractable earbuds.
2013	Wayv Technologies Ltd	93	0.720	www.wayvtech.com	WAYV products provide up to 30 minutes of instant and constant heat, whenever and wherever you may need it.
2014	FLUID	93	0.718	www.fluidwatermeter.com	FLUID - The Learning Water Meter used to conserve water, save money and detect leaks in real time.
2017	Amber Solutions, Inc.	92	0.716	www.ambersi.com	Ambers breakthrough technologies in advanced solid-state, IoT solutions brings a new standard to smart home and building infrastructure.
2012	ZON	91	0.716	zon-technology.com	Welcome to ZON, a technology solution company catering to the charging demands of mobile device consumers.
2012	CrossWorld Warranty	91	0.715	www.crosswarranty.com	CrossWorld Warranty is a platform for manufacturers and retail consumers to handle their warranty records online.
2013	Bluesmart	91	0.714	bluesmart.com	Bluesmart develops Internet connected travel products that include physical products combined with software.
2014	Biome	90	0.713	www.biome.us	The world's largest distributed wilderness.
2012	Plum	90	0.712	www.plumlife.com	The Plum Lightpad is the most advanced WiFi light dimmer available.
2014	Embr Labs	87	0.706	www.embrlabs.com	Embr Labs is a technology company that focuses on wellness that harnesses the power of cutting-edge technology to improve thermal comfort.
2013	Joylux	86	0.705	www.joyluxinc.com	Joylux creates innovative health solutions targeting the enormous.
2014	PogoTec	86	0.704	www.pogotec.com	PogoTec is the manufacturer of PogoCam. The worlds smallest, lightest camera that attaches to virtually all glasses.
2012	Qeexo	85	0.704	www.qeexo.com	Qeexo develops novel interaction techniques for mobile devices.
2012	August Home acquired by ASSA ABLOY Group	84	0.702	www.august.com	August develops smarter home access products and services including the award winning August Smart Lock.
2014	FlipFlic	83	0.700	www.flipflic.com	The easiest way to make window blinds smart.
2011	Anser Innovation	83	0.699	www.anserinnovation.com	Anser Innovation is pioneering interactive IoT technologies that enable remote care.

2013	Eyefluence acquired by Google	82	0.696	eyefluence.com	Eyefluence is the first eye-interaction technology for AR, VR, and MR devices which transforms intent into action through the eyes.
2014	Nucleus	81	0.695	www.nucleuslife.com	Nucleus is a wireless home intercom system that can be activated with voice.
2015	Voltus	80	0.694	www.getvoltus.com	Mobile power + expansion for your MacBook
2014	Need Fixed Parts	80	0.694	www.needfixedparts.com	Providing wholesale mobile device repair parts to repair shops across the United States
2017	Misty Robotics	77	0.689	www.mistyrobotics.com	Misty Robotics, a spinoff of Sphero, is a hardware company that builds personal robots for homes and offices.
2016	Purple Technologies	77	0.689	www.welcometopurple.com	Purple Technologies creates beautiful products that enhance the human experience.
2011	WISETIVI	77	0.689	wisetivi.com	WISE TIVI is an online platform that develops an alternative for smart TV.
2012	Stickerlight	76	0.688	stickerlight.com	Stickerlight, a consumer electronics platform, allows its users to add illuminative, dynamic, and customizable branding to their laptop.
2015	Siren	76	0.687	siren.care	Siren Care creates Neurofabrics; first product is Siren Diabetic Socks that helps people living w diabetes prevent amputations.
2014	SpectralCast	75	0.685	www.spectralcast.com	SpectralCast designs and delivers specialty electronics that create an Organic Network.
2010	FINsix Corporation	74	0.684	www.finsix.com	The world leader in VHF power. Building small, light power systems with best-in-class performance.
2014	Echodyne	74	0.684	echodyne.com	Echodyne develops and manufactures meta-materials-based radar technologies.
2010	LX Enterprises	74	0.683	lxenterprises.com	LX Enterprises is an e-commerce platform offering household furniture and appliances.
2014	zGlue	74	0.683	www.zglue.com	zGlue is a Silicon Valley company offering a platform and process for building custom chips on demand.
2011	Lark	73	0.682	www.lark.com	Lark is the leading digital health company using AI & clinical science to deliver scalable, positive health outcomes in chronic disease.
2016	Parihug	72	0.681	parihug.com	Parihug makes pairable, wifi-enabled teddy bears that let you hug someone from anywhere in the world.
2013	Korner	72	0.681	www.kornersafe.com	Korner manufactures home security systems for renters and middle-income homeowners.
2014	Oco cameras	70	0.677	getoco.com	Oco Cameras offers a range of Wi-Fi cameras for homes and businesses.
2009	Werkadoo	69	0.676	www.werkadoo.com	Werkadoo is an online portal that matches projects with candidates based on behavioral traits and soft characteristics.
2015	Skarp Technologies	69	0.675	www.skarptechnologies.com	Skarp Technologies is a start up that has developed the first personal razor powered by laser technology.
2011	ivee	68	0.674	www.helloivee.com	Ivee is a Wi-Fi voice-activated assistant that can answer questions, respond to commands, and connect to many smart home devices.
2013	UpDroid	68	0.674	alphalem.com	UpDroid is a technology startup with the vision to jump-start the personal robotics industry.
2014	Tiger Eye Sensor, Inc.	68	0.674	www.tigereyesensor.com	Tiger Eye Sensor, Inc. is the leader in the hands-free, wearable, personal security device market.
2012	PiperScout	68	0.673	piperscout.com	PiperScout is a mobile solutions company that provides mobile accessories and managed mobility services to Consumers and businesses.
2018	Kangaroo	67	0.673	heykangaroo.com	Kangaroo is an electronics company that provides simple home security systems.
2015	WavCatcher, Inc.	66	0.671	wavcatcher.com	WavCatcher provides better signals to improve the mobile experience.
2014	Flip Technologies	66	0.671	www.fliptechnologies.in	Flip Technologies focused on building transportation and navigation technologies for the automobiles of the future.
2014	Panorics	65	0.669	www.panorics.com	Panorics develops fully immersive 360-degree video technology and products.
2015	Findster	65	0.669	www.getfindster.com	Your pet's location and well-being with you 24/7

2016	CatFi	64	0.668	catfi.com	The smartest feeder with cat-facial recognition technology.
2013	Halo Neuroscience	64	0.668	haloneuro.com	Halo Neuroscience is a neurotech company focused on using electrical neurostimulation to unlock human performance and treat human disease
2013	Concepter	64	0.667	concepter.co	Concepter - a startup studio, that creates award-winning products and a hardware accelerator with \$100k fund.
2012	CIMCON Lighting	64	0.667	www.cimconlighting.com	CIMCON Lighting offers intelligent, software-based streetlight control solutions that help cities.
2013	Alces Technology acquired by Mantis Vision	64	0.667	alcestech.com	Alces Technology develops industry-leading 3D cameras for AR/VR, 3D scanning and security applications.
2015	Atmotube	63	0.666	atmotube.com	Atmotube - First truly personal, most affordable and most compact air quality tracker.
2008	ecoATM acquired by Outerwall	63	0.666	www.ecoatm.com	ecoATM is an e-waste recycling company. ecoATM kiosks evaluate and purchase used electronics from consumers for cash or store credit.
2007	Instinctiv acquired by SoundCloud	62	0.665	www.instinctiv.com	Instinctiv is a music management and discovery app that syncs a users entire music library to any desktop computer or mobile phone.
2014	Eight Sleep	62	0.665	eightsleep.com	The world's first sleep fitness company.
2012	Reelsonar	62	0.665	reelsonar.com	Reelsonar is a digital fishing equipments manufacturing company.
2008	Alsentis	62	0.665	alsentis.com	The AlSentis technical team has more than 25 years in thin-film sensing technologies.
2013	Lumoid	62	0.664	lumoid.com	Lumoid is a try before you buy service for consumer electronics.
2010	QFO Labs	61	0.663	qfolabs.com	QFO Labs is dedicated to creating new high tech gaming concepts such as the Quad Fighter and Mimix products.
2016	Lemon	60	0.662	www.lemon-california.com	Lemon is a corporation that designs, develops, and sells solar powered and audio consumer electronics.
2015	Magnivation	60	0.662	www.magnivation.com	Magnivation creates the Toys of The Future - Personalized 3D Printed Smart Toys that merge Imagination with Interactive Play Experiences.
2015	NeoSensory	60	0.661	neosensory.com	NeoSensory gives people new senses via haptic feedback.
2012	Bounce Imaging	59	0.661	bounceimaging.com	Throwable omnidirectional/360 cameras for first responders
2012	L8 SmartLight	59	0.659	www.l8smartlight.com	The L8, a device composed of 64 LED lights and a super LED light, communicates users' interests through light codes.
2005	Flipswap acquired by HYL A Mobile	58	0.658	www.flipswap.com	Flipswap operates an online trade-in platform for buying and selling used consumer electronics.
2014	GoPlug	58	0.658	goplugbags.com	Plug Bags designs and manufactures backpacks and roller cases with a built-in high power battery.
2011	Energy Harvesters LLC	57	0.656	www.energyharvesters.com	Energy Harvesters LLC is commercializing a personal electronics mobile power source called the Walking Charger.
2003	InvenSense acquired by TDK	56	0.656	www.invensense.com	InvenSenseprovides motion-tracking devices for consumer electronic products such as smartphones, tablets, game controllers, and others.
2016	iBeat	54	0.653	www.ibeat.com	iBeat is a breakthrough smartwatch that continually monitors users 24-7 heart activity and can get them immediate help in any emergency.
2015	TuringSense	54	0.652	www.turingsense.com	TuringSense is a Silicon Valley-based pioneer in wearable sports technology,
2013	Typo Keyboards	53	0.650	typokeyboards.com	Typo Keyboards is engaged in the development of a physical keyboard accessory for the iPhone.
2014	KitHub	52	0.648	kithub.cc	Creative and hands-on electronic kits.

2013	Light	51	0.646	light.co	Light combines revolutionary optics technology with an advanced image processing engine to make a camera that changes photography.
2013	LEVO Oil Infusion, Inc.	50	0.646	www.levooil.com	LEVO is a premium kitchen appliance for infusing oil and butter with herbs at the touch of a button.
2012	Stir	48	0.642	www.stirworks.com	Stir is a developer of smart kinetic desks for homes and commercial entities.
2010	Sparkbuy acquired by Google	48	0.642	sparkbuy.com	Sparkbuy is an online service that allows users to compare the prices and features of consumer electronics gadgets.
2012	Sproutel	48	0.642	www.sproutel.com	At Sproutel they make toys that help children newly diagnosed with a chronic illness learn and cope through play!
2009	KE2 Therm Solutions	46	0.638	ke2therm.com	KE2 Therm Solutions specializes in the development of energy saving electronic controllers for refrigerators and air conditioners.
2011	TriviaPad	45	0.637	triviapad.com	TriviaPad is an iPad-optimized, real-time, multiplayer trivia game.
2006	Quanlight	45	0.637	www.quanlight.com	Quanlight delivers lighting solutions such as projection light engines, signage, traffic signals, and theatrical lighting systems.
2014	Sereneti Kitchen	45	0.637	www.sereneti.com	Sereneti Kitchen aims to automate cooking in the home kitchen.
2014	Nikola	42	0.632	nikola.tech	Nikola offers an advantaged far-field technology that converts radio frequency (RF) energy into usable direct current power.
2009	Dropcam acquired by Nest Labs	42	0.631	www.dropcam.com	Dropcam develops a Wi-Fi camera with easy setup and continuous cloud recording.
2015	DashTag	38	0.624	www.getdashtag.com	DashTag is a Dutch/US sport company that developed the Dash.
2014	Cinemood	38	0.624	www.cinemood.com	CINEMOOD is a Russian home cinema startup.
2011	DEY Storage Systems	38	0.624	www.dey-sys.com	DEY Storage Systems is a storage virtualization software platform that delivers scalable self-service storage.
2013	Genetesis	38	0.623	www.genetesis.com	Genetesis has developed CardioFlux, the first tool to non-invasively generate images of the hearts electrical current distribution.
2004	United Keys	37	0.622	www.unitedkeys.com	United Keys engages in the development of technology for PC display input devices such as keyboards and keypads to private label customers.
2010	Ringz.TV	36	0.620	ringz.tv	Ringz, an addictive video sharing application, connects users to shared playlists that are watchable on any web-connected device.
2011	SOL REPUBLIC acquired by HoMedics	35	0.617	www.solrepublic.com	SOL REPUBLIC is a consumer electronics company developing and marketing headphones, collaborating with a community of musicians and fans.
2013	Entirely, Inc.	35	0.617	entire.ly	Building a new innovation-social
2004	Sling Media acquired by EchoStar	34	0.615	slingmedia.com	Sling Media is a technology company that provides multi-screen smart TV solutions for consumers and television operators.
2011	BitGym	32	0.611	bitgym.com	BitGym is a digital home gym for tablets and smartphones.
2009	Immedia acquired by Amazon	32	0.611	immediasemi.com	Immedia Semiconductor develops and markets semiconductor based ISP and video compression technology for consumer electronics.
2013	Pavlok	31	0.610	pavlok.com	Pavlok turns your resolutions into reality.
2008	Coveroo acquired by Zazzle	29	0.606	www.coveroo.com	Coveroo is a software, printing and brand licensing platform that enables consumers and partners to create highly customized products.
2012	BenMedica	29	0.604	www.benmedica.com	BenMedica helps insurers overcome the electronic channel to drive value at the point of care.

2012	Fosbury acquired by Verve	28	0.602	www.fosbury.co	Drive store traffic with Mobile Wallet marketing
2011	Guzu	27	0.601	www.guzu.com	Guzu provides turnkey electronics recycling solutions for consumers, businesses, and non-profit organizations.
2013	Gramovox	27	0.600	gramovox.com	Gramovox reimagines vintage A/V equipment into functional contemporary art.
2013	Asius Technologies	27	0.599	asiustechnologies.com	Asius Technologies develops, protects, and markets a system of in-ear technology through its product ADEL.
2014	Intellijoule	26	0.598	www.intellijoule.com	Intellijoule, Inc. is a less than two years old technology creator.
2003	WiQuest Com- munications	26	0.598	www.wiquest.com	WiQuest Communications develops ultrawideband solutions for PC, consumer electronics, and mobile systems companies.
2011	iBaby Labs	24	0.593	www.ibabylabs.com	Mobile Video & Baby Monitor with Social Networking
2013	Blueshift International Materials	19	0.579	blueshiftmaterials.com	We develop and integrate high performance materials for demanding applications
2004	Syndiant	16	0.569	www.syndiant.com	Syndiant is an optical device company providing light modulating panels for high-resolution small displays.
2016	Totemic	15	0.565	www.totemic.com	Totemic makes a device to monitor the health and safety of older adults in a completely passive way—with no wearables required.
2006	Beats Electronics acquired by HTC	14	0.562	beatsbydre.com	Beats Electronics offers premium consumer headphones, earphones and speakers, software technology and streaming music subscription services.
2005	Polyera	13	0.560	www.polyera.com	The Polyerasupplies semiconductor, dielectric and interfacial materials for the printed and flexible electronics industry.
2017	WOWCube (CubiOs Inc.)	11	0.552	wowcube.com	The Earth's First Twisty Game Console to hack human evolution by twisting and shaking
2006	mSilica acquired by Atmel	10	0.547	msilicaweb.com	Smart mixed-signal integrated circuits
2010	Wentworth Technology	10	0.547	wentworthtechnology.com	Wentworth Technology develops SpeedThru, a drive-thru headset system for the quick service restaurant market.
2012	Breathometer	7	0.528	www.breathometer.com	Breathometer develops a breath analysis technology that helps people make smarter decisions and improve their lives.
2009	Henge Docks acquired by Brydge Technologies	5	0.517	hengedocks.com	Henge Docks is a supplier of docking stations for Apple products.
2003	CorasWorks acquired by HumanTouch LLC	5	0.517	www.corasworks.net	CorasWorks Corporation designs and develops workplace application software on the Microsoft SharePoint platform.
2003	Skyhook	4	0.510	www.skyhookwireless.com	Skyhook is a worldwide leader in location, powering location and context for apps, adtech and devices.

Table B2: Examples of Strategic Differentiation Score: Food and Beverage Industry

Year	Company Name	Perc.	Diff. Score	Website	Short Description
2015	Coda Signature	98	0.732	www.codasignature.com	Coda Signature is an award winning infused products company based in Colorado.
2017	Ripe.io	97	0.731	ripe.io	Ripe.io is creating the Blockchain of Food.
2015	Nix86	96	0.727	nix86.com	Nix86 is the best way to manage supplier relationships and keep product costs under control in your restaurant.
2015	Generosity Beverages	95	0.725	generositywater.com	It produces highest quality alkaline water with a perfect pH balance .
2016	Bonumose	92	0.717	bonumose.com	Bonumose mission is goodsugar to good people at good prices.
2013	Nima	92	0.717	www.nimasensor.com	Nima is a science-driven company creating connected food sensors for peace of mind at meal time.
2011	Coravin	91	0.715	coravin.com	Coravin offers a proprietary wine access technology that does not disturb a wine's aging process even after the cork is removed.
2016	FanFood	89	0.710	www.fanfoodapp.com	Order your favorite concessions directly from your smartphone.
2017	BRANDED STRATEGIC ADVISORS	87	0.707	brandedstrategic.com	HOSPITALITY TECH, FOOD AND BEVERAGE INVESTMENT ADVISORY FIRM
2013	Bevi	86	0.706	bevi.co	Bevi is a smart water dispenser that customizes flavored and sparkling beverages on demand.
2013	Summit Wine Tastings	86	0.705	summitwinetastings.com	Founded in 2010, Summit Wine Tastings, LLC is a wine and spirits marketing and promotions company based in Chicago, Illinois.
2012	Altar	81	0.696	altarco.com	Altar offers Herbal & Botanical Mood Mixer, which can be enjoyed without alcohol or mixed with fine spirits.
2012	Good Day Chocolate	80	0.694	gooddaychocolate.com	Good Day Chocolate makes chocolate with benefits for young working adults.
2015	Oak Analytics	77	0.688	www.oakanalytics.com	Oak Analytics is a data science solutions for instant authentication.
2015	Actionable Quality Assurance	70	0.678	www.actionableqa.com	Simplify the task of Quality.
2014	Appetizr	69	0.676	helloappetizr.com	Appetizr is the first app that recommends what to eat by learning what you like to eat.
2015	Fuego Box	67	0.673	fuegobox.co	Fuego Box is a hot sauce of the month club focused on craft & small-batch hot sauces.
2008	RuckPack	66	0.670	www.ruckpack.com	RuckPack is a provider of a caffeine-free, two-ounce, blood orange energy drink.
2010	Rip van Wafels	65	0.669	www.ripvanwafels.com	Rip van Wafels aims to revolutionize the way Americans enjoy their daily coffee.
2013	American Ostrich Farms	59	0.661	americanostrichfarms.com	A vertically integrated company from genetics to branded CPGs. Based on the most sustainable red meat animal in the world - ostrich!
2015	Vibe, LLC	59	0.660	www.glodrinks.com	Glo is the first liquid activated, lighted drink infuser and is perfect for any occasion.
2004	Charles Chocolates	56	0.655	charleschocolates.com	Charles Chocolates Artisanal chocolate company in San Francisco.
2016	Banyan Technologies, Inc.	55	0.655	www.banyansource.com	B2B local food e-commerce platform
2011	Poached Jobs	55	0.654	poachedjobs.com	Poachedjobs.com believes that hiring and being hired in the food and drink industry doesn't have to be a life sucking proposition
2012	Ubrlocal	54	0.652	ubrlocal.com	To provide the technical solutions that the urban food movement needs in order to thrive.
2015	Two Track Malting	53	0.650	twotrackmalting.com	Two Track Malting grows a variety of grains on their 6th generation family farm.

2009	Farmigo	52	0.649	www.farmigo.com	Farmigo makes it possible to order fresh, local, farm-to-table food by creating a scalable alternative to the traditional supermarket
2015	The Food Corridor	51	0.648	www.thefoodcorridor.com	SaaS software for shared use kitchens.
2015	True Made Foods	51	0.647	www.truemadefoods.com	True Made Foods radically improved Ketchup, BBQ Sauce and Sriracha. Removing the corn syrup, reducing the sugar and adding veggies instead.
2011	Little Duck Organics	49	0.644	littleduckorganics.com	To provide kids with good food for a healthy lifestyle and world domination.
2015	One Kombucha	49	0.643	www.onekombucha.com	One Kombucha offers certified organic raw kombucha.
2014	FreshSurety	46	0.638	www.freshsurety.com	FreshSurety enables users to wirelessly assess fresh food for spoilage without having to manually disassemble their cartons.
2012	MATI Energy	45	0.638	matienery.com	MATI Energy is redefining energy drinks for health and function driven consumers.
2017	Farm2Cook	44	0.635	www.farm2cook.com	Farm2Cook offers retail stores and home delivery service of organic farm products.
2015	theGOapp and GO SMART WiFi	43	0.633	www.thegoappworks.com	Smart data and re-targeting platform for the hospitality and the beverage industry
2015	Vinebox	42	0.631	www.getvinebox.com	Vinebox is a premium wine-by-the-glass subscription service.
2015	Yourder	41	0.630	www.yourdernow.com	Yourder is a smartphone dining app that enables users to order food from their favorite restaurants using their phones.
2015	The Drop Wine	41	0.629	www.thedropwine.com	The Drop is disrupting the wine industry by combining quality with mobile convenience and creating a Millennial-targeted lifestyle brand.
2010	Lightside Games	39	0.626	lightsidegames.com	Lightside is a social gaming company creating Bible-based games that feature graphics, strong music and fun gameplay.
2015	Star Vodka USA	37	0.622	www.starvodkausa.com	Star Vodka USA is manufactures vodka from Non-GMO corn.
2009	Tessemæ's All Natural	36	0.620	www.tessemæes.com	Salad dressings, Condiments and Marinades made by hand.
2016	Glimpse-BarFinder	34	0.616	glimpsebarfinder.com	Glimpse-BarFinder is a mobile platform for the nightlife industry allowing them to connect with their customers.
2014	Jarly.me	34	0.614	www.jarly.me	Jarly is a subscription service that offers sample boxes of fresh baked goods. All treats are made by local artisans and curated by us!
2014	Wilde Brands	30	0.608	www.wildebrands.com	Wilde Brands is a natural foods CPG that produces Chicken Chips, the first ever meat-based snack chip. Chicken Chips launched in July 2018.
2014	Naturi	30	0.608	www.naturi.com	Organic, grass-fed Greek yogurt company. Less sugar. More protein. Entirely honest.
2013	Sportwater Beverages	29	0.605	sportwaterbev.com	Sportwater Beverages provides electrolyte formulation drinks for athletes.
2013	Aspire Food Group	28	0.603	www.aspirefg.com	Aspire Food Group manufactures a variety of food products made from crickets.
2014	Eyewiz	27	0.600	www.eyewiz.com	Eyewiz links tourists with tour operators in an ideal manner, turning the touristic experience into a lifetime memory.
2014	TippleBox	26	0.598	www.tipplebox.com	TippleBox offers users a classy and small scale cocktail and drinking experience.
2009	Dryhootch	26	0.598	www.dryhootch.org	Dryhootch is a place where Veterans can gather informally in a coffee house; a safe, comfortable, drug-and-alcohol-free environment.
2010	Amorini Panini	24	0.593	www.amorinipanini.com	At the heart of it all there is the vision to create the first Panini brand in the United States.

2009	Better Bean acquired by The Hain Celestial Group	23	0.590	www.betterbeanco.com	Better Bean offers a locally-grown line of freshly made beans in recyclable containers.
2012	Rowdy Mermaid Kombucha	21	0.585	www.rowdymermaid.com	Rowdy Mermaid Kombucha is a craft brewery
2016	Lecker Labs Limited	20	0.581	www.leckerlabs.com	Lecker Labs Limited is developing a fully automatic yogurt maker Yomee.
2010	Nu-Tech Foods	20	0.580	nutechfood.com	Nu-Tech Foods develops and manufactures desserts.
2011	Dinner Lab	18	0.576	dinnerlab.com	Dinner Lab is a membership-based social dining experiment that unites undiscovered chefs with adventurous diners who are looking for
2008	True Drinks	18	0.575	truedrinks.com	True Drinks makers of AquaBall Naturally Flavored Water,.
2010	JuiceBoxJungle	17	0.573	www.juiceboxjungle.com	JuiceBoxJungle offers spirited commentary, expert views, confessions from parents, and quirky humor in various categories.
2012	EatWith acquired by VizEat	17	0.572	www.eatwith.com	EatWith is a community that invites people to dine in homes, connect with hosts, share stories and enjoy homemade cuisine.
2014	Oath Craft Pizza	15	0.568	www.oathpizza.com	Treat yourself to real food treated right. Certified Humane, sustainably sourced. Treat yourself to real food treated right.
2014	Maple acquired by Deliveroo	15	0.566	www.maple.com	Maple is setting a new standard in food delivery by pairing the best chefs in the city with top-flight technology and logistics
2012	Everly	15	0.566	goeverly.com	Everly is a 2014 american action thriller film directed by joe lynch and written by yale hannon based on a story by lynch and hannon.
2014	Green Blender	14	0.562	greenblender.com	GreenBlender is a smoothie delivery service.
2008	SanTsti	13	0.559	santasti.com	SanTasti develops, produces, markets and distributes nonalcoholic beverages.
2014	Blue Prairie	13	0.559	www.blueprairiebrands.com	Blue Prairie is putting the power of our natural dietary fiber, prebiotics, in your foods and beverages.
2015	Berri Pro	13	0.556	www.berripro.com	A Santa Monica startup company.
2015	BugEater Foods	12	0.555	www.bugeaterlabs.com	BugEater Foods is a product development company that makes cricket protein-based food products.
2016	Everbowl	9	0.540	www.everbowl.com	Everbowl is craft superfood. Everbowl specialize in create your own superfood bowls.
2010	JustFoodForDogs	9	0.539	justfoodfordogs.com	Nutritionally Balanced, 100% USDA Ingredients, No Preservatives, Vet Recommended & Always Hand-made in Small Batches.
2014	Caribe Juice	7	0.528	www.caribejuice.com	Caribe Juice, is banking on others loving the juice as much as he does.
2014	Miyokos Kitchen	6	0.523	miyokoskitchen.com	Miyokos Kitchen is a food production company that produces artisan cultured Vegan cheese and butter.
2010	Cocomama Foods	5	0.519	www.cocomamafoods.com	Cocamama is a goddess of health and happiness.
2015	New Barn	5	0.518	www.thenewbarn.com	The Leading National Organic Almond Milk Brand .
2010	Spindrift	5	0.518	spindriftfresh.com	Americas first sparkling beverages made with FRESH squeezed fruit.
2017	Siren Snacks	4	0.511	www.sirensnacks.com	Siren takes the foods and flavors people love and recreates them using clean, plant-based ingredients.
2011	Tava Indian Kitchen acquired by Curry Up Now	4	0.510	www.tavaindian.com	Premium Indian fast food restaurant

2012	Thrive Nutritious Ice Cream	4	0.509	thriveicecream.com	Thrive is Premium Ice Cream In Seven Delicious Flavors
2012	Punch Bowl Social	4	0.508	punchbowlsocial.com	Punch Bowl Social Food & Drink is a restaurant, bar, bowling and entertainment concept. The concept utilizes bowling and other amenities to
2004	NadaMoo	4	0.507	www.nadamoo.com	Dairy-free, yet creamy; fewer calories a
2015	Petit Pot	4	0.506	petitpot.com	A French inspired, next level quality dessert company .
2015	Tastd	3	0.502	www.tastdapp.com	Tastd is an app that makes personal restaurant recommendations accessible.
2016	Brami	3	0.501	www.bramibeans.com	Brami reprocesses an ancient Roman snack for modern consumers.
2014	MerryMint	3	0.501	www.merrymint.co	The best local food & drink delivered for office celebration.
2006	Attune Foods acquired by Post Holdings	2	0.495	www.attunefoods.com	Attune Foods offers probiotic wellness bars in various flavors such as chocolate, blueberry, vanilla, peanut butter, mango, lemon.
2006	Boomerang Pies	2	0.489	www.boomerangspies.com	Boomerang makes hand-held savory pies that are sold in both the fresh and frozen food aisle of your local grocery store.
2012	Marlo's Bakeshop acquired by Angel miracle cookies	2	0.487	marlosbakeshop.com	Marlo's Bakeshop crafts wholesome indulgences that nurture our customers, strengthen our community and promote women's entrepreneurship.
2015	JicaChips	2	0.486	www.jicachips.com	JicaChips- World's 1st Jicama Chip! Less than 100 Calories Per Bag.
2012	Spot On Foods	2	0.486	www.spotonfoods.biz	Founder of Spot On Foods, a Seattle-based wholesale baking company.
2012	Saucy Sauce	1	0.483	getsauceynow.com	Vietnamese-inspired Dressings, Marinades, Cooking & Finishing Sauces and Ketchup
2011	ips All Natural	1	0.477	ipsallnatural.com	IPS All Natural is a manufacturer of healthy and tasty snacks.
2008	Olomomo Nut Company	0	0.470	olomomo.com	Olomomo Nut Company produces and sells a variety of nut products and snacks.
2016	Oroplata Resources, Inc.	0	0.462	www.lithiumore.net	Lithium-Ore Producer

Table B3: Five Closest Startups and Public Companies to **whatiszoi.com**

Type	Similarity	Website	Website Text (first 500 characters)
public firm	.344	www.gtxcorp.com	GTX Corp (GTXO) — With You Home Tracking Solutions Our Tracking Solutions Stand Alone Devices Track My Work Force GPS SmartSole Platform Licensing Code Amber Alert Tag About Us About Us Board of Directors Management Team Advisors Strategic Partners Brand Ambassadors Investors Investors Message from the CEO Press Press Blog GTX Video Media Gallery Contact Us Portal Login Open Menu Home Tracking Solutions Our Tracking Solutions Stand Alone Devices Track My Work Force GPS SmartSole Platform Licen
public firm	.304	www.iomagic.com	Mobile Optical Drives - IOMagic Categories Power Rechargeable USB Battery Universal Travel Adapters USB Solar Chargers USB Wall Chargers USB Car Chargers Storage Mobile Optical Drives External Desktop Optical Storage Internal Desktop Optical Storage Hard Drive Enclosures Cables Apple USB Cables Micro and Mini USB Cables Replacement Cables Accessories Audio Bluetooth Audio Bluetooth Keyboards Cell Phone Car Mounts Fans Lighting Mice Smartphone Photography Cases and Covers iPhone Cases Phone Cases S
public firm	.28	www.brookstone.com	Brookstone Store Locator image svg+xml Loading 0 FREE SHIPPING WITH \$99+ USE CODE: Exclusions image svg+xml image svg+xml R Brookstone Search Catalog Search Log In Find a Store Find a Store Customer Care: Log In Favorite Products X Featured Featured Star Wars Limited Edition Ariana Grande Cat Ear Headphones Big Blue WiFi Speakers with Chromecast Flight Force Drones Mio SLICE Heart Rate and Activity Tracker Hamleys Quick View Star Wars Speeder Bike Quadcopter Drone by Propel Free standard shipp
public firm	.268	dickssportinggoods.com	Track Your Order Message Dialog Close Free Shipping Over \$49 Details My Account Account Summary Sign Out Help Track Order Shop Departments Shop By Sport Shop By Sport Baseball Basketball Bikes and Cycling Bowling Boxing and MMA Camping and Hiking Cheerleading Cricket Exercise and Fitness Field Hockey Fishing Football Golf Gymnastics Hockey Hunting and Shooting Ice Skating Kayak and Paddle Lacrosse Outdoor Living Rec Room Games Rugby Running Skates and Scooters Snowboarding Soccer Softball Swimming Table Ten
public firm	.266	www.biozoom.net	:: Biozoom, :: ENGLISH — GERMAN — SPANISH biozoom About Us Technology Benefits Market Approach Contact ORDER NOW What is biozoom? biozoom is a handheld transdermal spectrometer for instantly detecting Mobile, accurate and easy to use, biozoom analyzes data critical to managing and improving a healthy Proven effective in clinical trials, biozoom s findings are secure and available via smartphone or Learn more The biozoom Advantage biozoom puts physiological diagnostics in the palm of the hand,
startup	.419	www.ibeat.com	FAQ - iBeat - The Heart Monitoring Smartwatch That Can Save Your Life Get Notified iBeat The Heart Monitor Smart Watch That Can Save Your Life Home Features FAQ About Us Contact xd7 Sign up for an early discount and get notified when iBeat is available Sign Up Sign up for an early discount and announcements: Sign Up Frequently Asked Questions FAQ When will the smartwatch be available, and how can I buy it? We will begin taking for the iBeat Life Monitor online in If you sign up with your email
startup	.303	www.wayogps.com	Support - Wayo Support - Wayo xd7 Home Blog GPS Tracker Support Wayo Home Blog GPS Tracker Support Sign In Support Your Name (required) Your Email (required) Subject Your Message We already are Wayo users! Wayo Facebook Twitter LinkedIn Instagram GPS Tracker Press Blog Wayo Team Support Investor Relations Shareholder Privacy Policy Terms of Use Download from AppStore Download from Google Play xa9 Wayo All rights reserved Developed by Doonamis GPS Tracker - Wayo GPS Tracker - Wayo xd7 Home
startup	.291	www.tempoiq.com	Platform Toggle navigation Platform Solutions Industrial Automation Medical Devices Oil and Gas Resource Management Smart Grid Solar Energy Wearables Internet of Things News Blog Login Contact Us Compose Your IoT Application Now Connect IQ Data IQ Analyze IQ View IQ Cloud IQ ViewIQ View Composer With View Composer, you can create realtime, IoT dashboards, application, and visualizations without shareable with your team, your company, and your Modular and Extensible Integrate realtime IoT data visual
startup	.283	cardiomo.com	Cardiomo wearable biosensor which saves lives Home About Us Contact Stay close to the heart of your Loved Ones Saves lives by 7 health Subscribe now to find out more about Cardiomo Subscribe Can you know that loneliness kill? Researches found that people who feel lonely have a % higher risk of having heart disease and being alone could increase the risk of premature death by %. Early symptoms of heart disorders are very hard to decode and interpret correctly without medical Its prevention and
startup	.265	www.haiku.ai	Haiku - design prototyping to production code React App'

Table B4: Five Closest Startups and Public Companies to **hengedocks.com**

Type	Similarity	Website	Website Text (first 500 characters)
public firm	.541	www.amx.com	QuickShip Solutions Total Environments Total EXPerience Kits EXPerience Kits AMXmeetingroom AMXhome Products TOTAL ENVIRONMENT CONTROL Environment Controllers Cat5 Presentation Switchers Environment Accessories ControlPads USER INTERFACES Touch Panels Keypads Remotes ControlPads Presentation Interfaces Environmental Controls Camera Controllers User Interface Accessories DEVICE CONTROL ControlPads Central Controllers Control System Accessories Network Communication Lighting Controls Environme
public firm	.489	www.gateway.com	Gateway Official Site: Notebooks, Laptops, Desktops, , Displays, Monitors, Accessories Main Content Site Navigation Footer Shop Notebooks Desktops Displays Accessories Deals Where to buy Upgrades and parts Computers Netbooks Notebooks LT Series from \$299 EC Series from \$399 NV Series from \$529 P Series from \$1,099 Desktops SX Series from \$499 DX Series from \$509 LX Series from \$729 FX Series from \$1,129 Gateway One from \$719 Which one is right for me? Gaming lineup Where to buy Displays " Wide
public firm	.477	www.compnet.com	CompX National - Office Furniture Need CompX instruction sheets? Download: Instruction sheets Terms: Sale xb7 xb7 Purchase Home Search Sitemap Downloads CompX Security Products CompX National CompX Fort CompX Timberline CompX Chicago CompX eLockxae Stock Locks CompX National View National products Find a distributor Download National catalog Download National catalog images About CompX National Contact CompX National CompX National - Office Furniture Manufactured to Order - Applications Adv
public firm	.473	www.hauppage.com	Hauppauge Computer Works Dual tuner high definition ATSC QAM digital TV plus analog TV for Windows XP and Vista! Two tuners with a hardware encoder for analog Now supported by BeyondTV and SageTV, plus Windows Media Center and Hauppauge s WinTV version 7 Dual ATSC NTSC QAM TV tuner Two analog hardware encoders plus dual ATSC QAM digital TV receivers, on one half height PCIe board! FM radio and dual IR blasters Great for Windows Media Center or the WinTV v7 : \$149 WinTV and Orb: Watch TV on you
public firm	.463	www.bestbuy.com	Best Buy - Page Not Found Search Sorry, the page you requested was not The page may be temporarily unavailable or may no longer There are a few things you can try: Return to the Home Page View the Site Map Shop our Name Brands Shop our main categories: TV and Video Audio Car and GPS Cameras and Camcorders Computers Mobile Phones and Office Music, Movies and Books Video Games and Gadgets Home and Appliances Best Buy Skip Navigation My Account Order Status Customer Service Espaxf lol Best Buy - Buyer Be Wee
startup	.442	www.liquidware.com	Liquidware : Shop SHOP APP STORE PROJECTS WIKI ASK! WHAT S NEW ALL CABLES COMMUNITY COMPONENTS ILLUMINATO X MACHINA KITS LEGACY HARDWARE MODULES Cart: View Cart or Checkout The Shop Shop for hardware modules and to build your own International shipping available! more at the blog Like Liquidware? Featured 6 inch Type USB Cable (\$9.36) ButtonPad (\$31.95) GamePack (\$249.93+) Illuminato X Machina (\$65.89+) Lithium Backpack (\$31.90+) Mega Backpack (\$34.63+) TouchShield Slide (\$174.93) TouchShield
startup	.394	www.iruleathome.com	iRule - iPhone and iPod Touch remote Allowing you to control your home About FAQ Devices Support Gallery Contact About the iRule What The iRule is an application that transforms the iPhone iPod Touch into a universal remote The iRule allows you to control all of your audio video gear simply and The iRule focuses on a simple user experience that allows non experts the ability to quickly and easily create a powerful custom Upgradeable The iRule is a software that allows you to customize your inter
startup	.362	www.whatsapp.com	WhatsApp Faq I love this app!!! Hands down best text app ever! AirIsMusic (App Store US Review) Apple should ve thought of this This app must be on every iPhone home TheIslander (App Store US Review) This app is trully the best app ever made and it is getting (App Store US Review) Now the iPhone is complete! Store UK Review Home Download FAQ Blog Contact WhatsApp FAQ What is it? Can I also chat with my BlackBerry contacts?? How is WhatsApp Messenger different from SMS? Help, my iPhone Push No
startup	.333	gdgt.com	gdgt gdgt gdgt is the new consumer electronics site by Peter Rojas and Ryan Block – the guys behind Engadget and We re still prepping things (no, this isn t the final site!), but we ve got a weekly podcast you can listen to in the Feel free to leave your email address if you want to be notified when we launch in You can also reserve your user name in advance, but it ll be on a first come first serve (If someone else requested your name first or we just can t offer it, we ll let you know when
startup	.322	pocketgems.com	Pocket Gems - Welcome Games About Jobs Support Contact Easy to Pick Up, Impossible to Put Down Previous Next Pocket Gems is building the next generation of wildly engaging mobile Our games are , making them accessible to everyone, and pack the most fun per square inch on any gaming platform! We re hiring! Join us and revolutionize the market for mobile games xa9 Pocket Gems, All Rights Pocket Gems - Support Games About Jobs Support Contact Welcome to the Pocket Gems Support Page Below you w

Table B5: Five Closest Startups and Public Companies to **codasignature.com**

Type	Similarity	Website	Website Text (first 500 characters)
public firm	.27	www.publix.com	Welcome to Publix — Publix Super Markets Weekly Ad My Publix close Find a Store Back Advanced Search Enter Zip Code, City and State, or Store Number Search Locator service by Systems Use the search form on the left to find a My Shopping List close Whoops! We re this Something went wrong while we were trying to handle your Please try If you need assistance Customer Care or call us at (800) Your list is Get started now! Enter Items Browse Products Other ways to add items: Weekly Ad Recipes Featu
public firm	.27	www.pulsebeverage.com	Natural Cabanaxae Lemonades - Pulse Beverages SHARE Home Buy Natual Cabanaxae Lemonades Natural Cabanaxae Limeades Natural Cabanaxae Lemonade and Limeade Combination Natural Cabanaxae Coconut Waters PULSE Heart and Body Health About Nutritional Info News Releases PULSE Blog Privacy Policy Disclaimer Investors Contact Buy Natural Cabanaxae Lemonades Natural Cabanaxae Lemonades Natural Cabanaxae Blueberry Lemonade \$26.95 \$26.95 Natural Cabanaxae Cherry Lemonade \$26.95 \$26.95 Natural Cabana
public firm	.262	www.cariboucoffee.com	About Our Coffee Life is Stay awake for Home Shop Online About Our Coffee Menu and Nutrition Our Locations Caribou Cards Sign In Customer Service Your Account Shopping Cart About Our Coffee Our Coffees Rainforest Alliance Quality Advantage Brew Your Best FAQ Roastmasters Blog Coffee Recommender From Our Roastmasters Roastmaster s Blog Caribou s Proactive Partnership with The Rainforest Alliance February , Hacienda La Minita January , All Blog Posts Roastmaster s Report Winter Winter Featuring Pa
public firm	.249	www.panerabread.com	Panera Bread Menu and Nutrition Home Our Menu Our Paneraxae Catering The Panera Cardxae MyPanera Rewards About Us From the Bakery From the Cafe Nutritional Calculator Today s soups are Broccoli Cheddar, Chicken Noodle, French Onion, Cream of Chicken and Wild Rice and Vegetarian Black Additional soups are available Call your for their daily soup Download the entire Panera menu Menu and Nutrition With the skill of an artisan, the heat of the oven and a few fine ingredients, our bakers make bread th
public firm	.245	www.gordmans.com	Shipping Free In Store Returns! FREE SHIPPING on orders \$75 or more! Details Save UP TO % OFF department store prices every day! My Bag (0) Find a Store Contact Us Save for Later Mobile Navigation Log In Rewards Gordmans Gordmans Search Catalog Search Skip to content Close Search Catalog Search Holiday Holiday Decor Decorative Accents Decorative Word Signs Figurines Holiday Florals Ornaments and Garlands Tree Skirts and Stockings Tabletop Trees Wall Art Holiday Entertaining Set the Table Bakeware
startup	.288	ascendcannabis.co	Where To Buy - Ascend Cannabis Skip to content Ascend Cannabis Ascend Premium Cannabis Oil + Terpenes Elevate your lifestyle Home Products Where To Buy Press Contact Us Home Products Where To Buy Press Contact Us OUR RETAIL DISPENSARY PARTNERS RETAILER? CLICK HERE Your location Search radius mi mi mi mi mi mi Results Copyright - All Rights Ascend Cannabis – Retailer? Click Here YOU MUST BE + TO ENTER By pressing enter, you confirm that you re +. Enter Exit cwv3_den_title cwv3_den_msg Exit A
startup	.253	www.jicachips.com	Jicama Nutrition and health benefits — JicaChips Cart Products Meet JicaChips Why Jicama? Our Story FAQ Blog Contact Menu Products Meet JicaChips Why Jicama? Our Story FAQ Blog Contact Cart Why Jicama? Want exclusive deals and healthy recipes? Links FAQ Store Locator Product Request Form Contact Privacy Follow Us xa9 JicaChips Want exclusive deals and healthy recipes? Jicama Chips JicaChips — JicaChips Cart Products Meet JicaChips Why Jicama? Our Story FAQ Blog Contact Menu Products Meet JicaCh
startup	.252	www.starvodkause.com	Shop Accessories STAR VODKA Home About Purchase Star Vodka Shop Accessories Seasonal Potions Media Contact STAR VODKA Home About Purchase Star Vodka Shop Accessories Seasonal Potions Media Contact Shop Accessories Purchase all the latest Official Star Vodka products and accessories! FREE SHIPPING on orders over \$75 use Pomo Code: I love free Badass Star Trucker Cap Sipping on Star Shots (2 pack) Hamptons Star Cap Skull Star Cap All Color Top Star Vodka USA All Rights Reserved About STAR VO
startup	.251	www.spinn.com	Home - Spinn CoffeeSpinn Coffee HOME ROASTERS TEAM KEEP UP WITH SPINN Join the Spinn Coffee community for your chance to win a Spinn coffee machine or coffee supply for a year! One free 1 lb of coffee each month for At we know your morning cup of coffee is much more than an early morning Its a ritual, a moment of tranquility, a daily treat for your taste Brewed in a new way without the use of cups, pods or THE BEST ROASTS ARE HERE JUST BEANS, NO PODS Spinn offers a wide variety of the best loc
startup	.246	petitpot.com	Petit Pot - Gourmet Desserts - Bonjour! Home Who We Are Desserts Pot de Creme Cookies Where News Contact At Petit Pot we bring a delightful blend of French pastry practice with modern California culinary Using simple, sustainable practices with local goods, were able to make the best We hope you enjoy a sweet spoonful (or handful) of our dxe9licieux desserts as much as we enjoyed making them for Merci! Click here for more info on Petit Pot and our gourmet French Create a free website Powered

Table B6: Five Closest Startups and Public Companies to **olomomo.com**

Type	Similarity	Website	Website Text (first 500 characters)
public firm	.568	www.inventurefoods.com	Fridays xab Inventure Foods Innovative + = Inventure Our Brands Boulder Canyon Natural Foods Jamba Rader Farms Fridays Burger King Poore Brothers Tato Skins Braids Pretzels Bobs Texas Style Where To Buy In The News About Inventure In The Community Our History Careers Investor Relations Contact Us Contact Us Product Feedback Donation Requests Home Browse Home Our Brands Fridays Boulder Canyon Natural Foods Jamba Rader Farms Fridays Burger King Poore Brothers Tato Skins Braids Pretzels Bobs Tex
public firm	.548	www.armaninofoods.com	Armanino Foods - Home Home About Us Grocery Foodservice Industrial Recipes News FAQ Contact Us Welcome to Armanino Foods! amilies and businesses have depended on the quality of Armanino products since the , when Guglielmo Armanino provided fresh vegetables and herbs to the growing Italian community in San By the 50s, the family had adopted and a few years later became a forerunner in providing frozen convenience to consumers and the food Armanino Brand Pesto, Pasta and Meatballs have been favo
public firm	.548	www.montanamills.com	Montana Mills Visit Our Bakeries Find a Montana Mills Near You! Supporting Your Communities What s New Monthly Calendar Bread Schedules Montana Mills Kids To Home Page Shop by Price Choose Under \$25 Under \$50 Over \$50 Call for more information (Privacy Statement) This site powered by xa9 Copyright Montana Mills When you visit any Montana Mills Village Bakery, you ll be greeted by one of our friendly crewmembers with an offer for a free slice of our delicious bread ("Slices the size of Monta
public firm	.518	www.pyramidbrew.com	Pyramid - Press Our Brews All About Beer Alehouses Distributors Company Press Contact PRESS Press It can be hard to keep up with all the fun were This page will give you a fighting Here youll find the latest information about our new products, seasonal beer releases, awards and Have at PYRAMID BREWERIES CHANGE OF DIRECTORS August 5, Pyramid Breweries Announces Resignation of Officers and Directors PYRAMID TENDER OFFER CLOSE August 4, Independent Brewers United Announces Completion of Tender Of
public firm	.497	www.webvan.com	Herbs, Spices and Seasonings — Webvan Home — View Cart — My Account — Order Status Search Browse All Categories Baking Supplies Beverages Boxed Meals and Side Dishes Breads Breakfast Foods Coffee, Tea and Cocoa Condiments, Sauces and Spreads Dairy and Eggs Desserts and Pastries Fruits and Vegetables Health and Family Herbs, Spices and Seasonings - Herbs and Spices - Mixed Spices and Seasonings - Pepper and Peppercorns - Salt and Salt Substitutes Home Brewing and Wine Making Household Supplies Meats Pasta and Grains Pet Sup
startup	.496	foodzie.com	Products Tagged with Foodzie: Taste Something Different sign in — help Home Blog Items in your cart Checkout 0 Home Tags All Tags: artisan dessert coffee butter aged chocolate cheese meat creamy gum vanilla vegan mint cookies sweet truffle organic cinnamon orange tea beverage caramel nutmeg raspberry lemon ginger gourmet popcorn snack all natural heirloom sustainable loose tea oats swedish spice granola breakfast cereal bacon gift chile seasonal marshmallow farmstead raw cheddar chipotle gouda
startup	.495	1000corks.com	Corks - Wine Search Corks Also search wine description What s Corks? A powerful but easy to use wine search We search the top wine stores in the United Find any wine, from common to Sort the results by price or Buy wine online, or at your local About Blog Popular Searches: Altocedro Dominus Kosher Cabernet Torre Muga Yquem Sign Up For Our Newsletter Stay up to date with the latest wine releases and Plus, get exclusive discount codes at the best wine Enter your email: Copyright xa9 All Rights
startup	.452	www.shearadiance.com	Shea Radiance, natural and organic shea butter inspired formulations for bath and body Home New Products All Products Specials Search Shop SHOP BY PRODUCT Ultra Rich Body Creams Whipped Shea Body Butters Pure Shea Butter Black Soap - Alata Samina Shea Butter Therapies Aromatherapy Oils Body Scrubs Hair and Scalp Mother and Baby Soaps - Organic SHOP BY SCENT Citrus Floral Fruity Unscented Earthy Spicy COLLECTION Men Mother and Baby Aromatherapy Shea Therapies ACCESSORIES GIFTS Gifts Under \$35.00 Gi
startup	.443	santasti.com	SanTxe1sti the palate cleansing beverage HOME — NEWS — PRODUCTS — Txc1STI TIPS — OUR STORY — WHERE TO FIND — ORDER SANTxc1STI — CONTACT US LEARN MORE SITE MAP PRODUCTS FIND SANTxc1STI ORDER SANTxc1STI Txc1STI TIPS WHO IS SANTxc1STI? Quote of the Month The wine industries new friend! An amazing, yet simple way to keep your palate As industry professionals, we drink a lot of wine and SanTxe1sti works to clean the palate in a refreshing way like nothing else does! Allison Dominguez Owner
startup	.439	liquor.com	Grenadine Become a VIP Signup for Discounts And Specials Home Store Recipes Buzz SHOP FOR LIQUOR LIBATION LIBRARY NEWS + MORE Home Grenadine Search Drink Recipes Drink Recipes By Ingredient Brandy Rum Vodka Whiskey Tequila Gin Recipes By Type Cocktails Cocoa Coffee And Tea Liqueur Punches Shots Most Viewed Drink Recipes Ball Candy Gold Monkey Bora On The Of July Lemonade And Sprite New Drink Recipes Bocci Ball Bogomip Bold Gold Monkey Bomb Bora Bora Born On The Of July Bottlecap Bourbo