



factual™



*Confidential*



# What is Factual?

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Factual is a platform for developers  
to access open data.

- ▶ Founded in 2007, launched in Oct. 2009
- ▶ 30 employees (Los Angeles and Shanghai)
- ▶ Team: Google, Yahoo!, LinkedIn, Idealab
- ▶ Investors: Andreessen/Horowitz, Founder Collective, Bill Gross, Danny Rimer, Marten Mickos, Esther Dyson, etc.



## 3 Methods to Access Factual Data

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### Server API

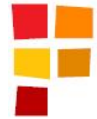
- ▶ RESTful API
- ▶ Full set of parameters to filter, search, etc.

### Embeddable JavaScript

- ▶ DOM injection of structured data
- ▶ Customizable charts, maps, and searchable list
- ▶ Easily integrated with design style and CSS
- ▶ Lazy loading

### iPhone Wrapper

- ▶ Simple wrapper for Server API calls
- ▶ Allows you to treat Factual as a data store



# Lots of Valuable Data

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Hundreds of thousands of high quality data sets –  
validated & multi-sourced

- ▶ Geo:
  - POIs in US (with geocodes)
  - International market POIs
- ▶ Sports:
  - Basketball player stats
  - Baseball hitting and pitching stats
- ▶ Entertainment:
  - Movies
  - Music artists
- ▶ Food & Health:
  - Nutrition data
  - Food allergies



# Open and Transparent Data

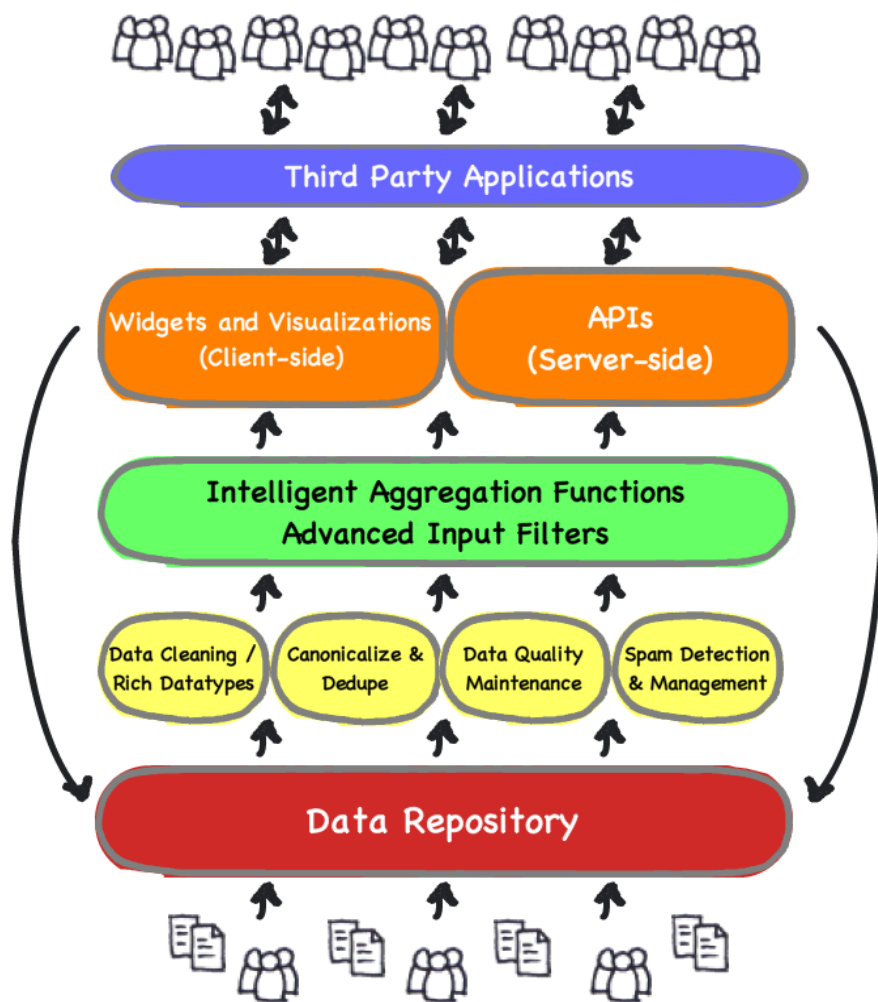
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Factual's data is a consensus from multiple inputs

- ▶ Every value in Factual is multisourced
- ▶ Factual calculates the “best” value for every cell based on the range provided by each source
- ▶ Values are transparent and filterable
  - Username of contributor
  - Cited source
  - Time of contribution
  - Text comments



# What it looks like in action



- ▶ Collect & organize data from multiple sources
- ▶ Discover & interpret structure
- ▶ Data cleaning / improvement
- ▶ Intelligent aggregation fn => “factual” answer
- ▶ Data quality maintenance
- ▶ Proprietary data architecture



# Open<sup>2</sup> Model

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Open<sup>2</sup> is a set of guidelines for accessing certain Factual data sets  
GPL for Data

- ✓ Accept edits & additions (“writes”)
- ✓ Access via approved co-branded JavaScript widgets
- ✓ No downloading
- ✓ Server-side API implementation must be approved by Factual



# How do I start?

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- ▶ **Go to Factual.com and find a data set**
- ▶ **Get an API Key**
- ▶ **Read documentation**
- ▶ **Launch**