

**Western New York Economic Development Fund  
Recommendation Memo**

**Not Recommended: Exhibit "D"**

Applicant Name:	Content Savvy, Inc.	REDC Region:	Western New York
Project Type:	Innovation/Entrepreneur Development	County:	Erie
Industry:	All (software to benefit all industries)	Locality:	Snyder
Amount Requested:	\$500,000	Total Project Cost:	\$3,643,000
<b>REGIONAL IMPACT MEASUREMENTS</b>			
Number of Jobs Retained:	12 (current project workforce)		
Number of Jobs Created:	5+		
Average Salary of Jobs:	Not Listed		
Indirect Jobs Created			
Other Impact			
<b>PROJECT DESCRIPTION</b>			
<p>Content Savvy offers software as a service (SaaS) solutions to organizations enabling them to leverage "big data" for real-time competitive advantage and smarter decision making. Competitive intelligence covers many mission critical business functions including reputation tracking, industry tracking, sales prospecting, trend spotting, etc. It allows companies to stay ahead of the news, ward off potential PR crises, and gather rapid research when exploring new opportunities.</p>			
<b>OTHER ECONOMIC DEVELOPMENT BENEFITS RECEIVED FOR THIS PROJECT</b>			
<b>SOURCE</b>		<b>AMOUNT</b>	
N/A		N/A	
<b>PREVIOUS STATE ASSISTANCE OFFERED OR PROVIDED</b>			
<b>SOURCE</b>		<b>AMOUNT</b>	
N/A		N/A	
<b>BASIS FOR RECOMMENDATION</b>			
<p>This company has been offered funding assistance from Innovate NY, a venture capital fund supported by State assistance, which should move the project forward.</p>			