

329 WINNERS INSIDE!

JULY 2008

THE MAGAZINE of LIFESTYLE & BUSINESS

# Madison

magazine

# BEST OF MADISON

**READERS' PICKS**  
AND EDITORS' CHOICES

**BEST DENIM**  
**GREATEST GALLERY**  
**PERFECT PASTA**  
**TOP CHEF**  
**FAVORITE BLOG**  
**CHEESE CHAMP**

2008

**WHERE TO SPOT**  
**FRANK LLOYD WRIGHT**

ALSO:

**MOVE OVER GOOGLE:**  
**HOW MADISON MAKES**  
**MONEY ON THE WEB**  
**+ 33 Dynamite Dotcoms**

**MAKE YOUR**  
**OWN BACKYARD**  
**RETREAT**

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both remain on the west side, and Middleton-based Jellyfish is expected to stay here, too.

**Jan Moen**, president and executive director of the tech networking group **Accelerate Madison**, says smaller markets like Madison could experience an influx of new industry, bringing in high-paying jobs to stem the tide of losses in other sectors (think shrinking manufacturing or the recent **Famous Footwear** headquarters relocation to St. Louis).

"Web-based business models allow exemplary businesses of any shape and size to be started, nurtured and grown in this marketplace," Moen says.

Bigger (jelly) fish can make it even easier for smaller ones to get a foothold. **Jeff Mackey**, team chiropractor for the UW athletics program, Madison Mallards and a private practitioner, is busy writing books and selling them online as well as consulting on innovations in the field. Not long ago, the micro-website he launched earlier this year, **50Thots.com**, might have gotten lost in the crowd. While the product he's offering fills a very small niche, the market for it is spread across the country.

"Getting the information out to a population that is that dispersed, mass mailings and trade publications don't make sense," Mackey says. "Any return on that investment would be paltry. Enter the Internet, and people have lots of access to this information."

For years **The Guild**, an online art retailer, has shown how successful this business model can be. Founder **Toni Sikes** says she is excited about the Google and Microsoft initiatives and that the city is ready for the next phase of dot-com development.

"What is going on today in Madison is absolutely astonishing," Sikes says. "I sort of felt like Madison missed the dot-com boom, which was probably good at the end of the day. But not anymore. There is a ton of stuff still under the radar screen that will become more visible in the next six or nine months."

— R.G.

## Local Startups: 33 Dynamite Dotcoms

### **5Nines Data**

*5ninesdata.com*

Commercial data center, information technology services and solutions

### **Brazen Careerist**

*brazencareerist.com*

Online Gen-Y career center

### **Broadjam Inc.**

*broadjam.com*

One of the largest web communities focused on independent music and offering web-based promotional tools and services for independent musicians, the music industry and fans

### **The Capital Times**

*madison.com/tct*

Transformed progressive newspaper that went almost entirely digital in April

### **ConnectingDots**

*connectingdots.com*

Online marketing and training consultants

### **Channel 3000**

*channel3000.com*

Madison's most-viewed news and information website launched by WISC-TV in 1998. (C3K is owned by *Madison Magazine's* parent company)

### **ExchangeHut.com**

*exchangehut.com*

A student-to-student marketplace created by a UW-Madison student

### **Foreclosure Alarm**

*foreclosurealarm.com*

Automated, real-time notifications of all pre-foreclosure filings in Wisconsin for attorneys, lenders and real estate investors

### **GoalKards™**

*goalkards.com*

Online system for busy parents to keep their kids on track. Expected to launch this summer

### **GreenLeaf Market**

*greenleafmarket.com*

Automated buying and selling of local farm products for restaurants, grocery stores, schools and hospitals

### **The Guild** (now The Artful Home)

*guild.com*

Mega-successful arts retailer

### **HomSale**

*http://homsale.com*

Every real estate property on the market, regardless of whether it's listed with an agent

### **IMS**

*ims.net*

Developer of marketing-centric website content management products for businesses of all sizes

### **InboxFox**

*inboxfox.com*

E-mail marketing software and services

### **InTimeTools**

*intimetools.com*

Bridges marketing with Internet technology

### **Jellyfish.com**

*jellyfish.com*

Microsoft company pioneering new customer-centric forms of online advertising and shopping

### **Musicnotes.com**

*musicnotes.com*

Online music sheet store

### **MyWeather LLC**

*myweather.net*

Supplier of private-brand weather data, services and applications

### **Netconcepts**

*netconcepts.com*

Performance-based search optimization and online marketing services

### **Networked Insights**

*networkedinsights.com*

Real-time shift from market research to customer-generated insights

### **Preferred Assistants**

*preferredassists.com*

Professional, virtual administrative services for hire on an as-needed basis

### **Ravenworks**

*ravenworksip.com*

One-of-a-kind ritual attire—hand-sewn capes, cloaks, ruanas and wraps

### **Sharendipity**

*sharendipity.com*

Rich Internet applications for everyone to easily create and share new interactive media

### **SoftSwitching Technologies**

*softswitch.com*

Electric power quality and monitoring solutions

### **Sonic Foundry, Inc.**

*sonicfoundry.com*

Provides software and other technology for all kinds of trades. Mediasite product is a popular multimedia webcast creator, manager and search engine

### **SupraNet**

*supranet.net*

Multiple high-speed connections to the Internet backbone

### **Sway**

*shoutlet.com*

Online marketing and campaigning website

### **TrafficCast International, Inc.**

*trafficcast.com*

Real-time traffic information and travel time forecasts

### **WisconsinMade.com**

*wisconsinmade.com*

Native-to-the-state specialty food and gift emporium

### **Wistechnology.com**

*wistechnology.com*

Technology news resource

### **WisBusiness.com**

*wisbusiness.com*

Daily business news, features and columns

### **WisPolitics.com**

*wispolitics.com*

An online leader in Wisconsin political coverage

### **Yahara Software**

*yaharasoftware.com*

Custom software design and development

Accelerate Madison ([acceleratemadison.org](http://acceleratemadison.org)) and Madison Magnet ([madisonmagnet.org](http://madisonmagnet.org)) helped compile this list.