



Arch Data Intelligence advances to final round in Alabama Launchpad Business Plan competition

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HUNTSVILLE, Alabama – Arch Data Intelligence, the Huntsville-based software startup formed by three UAHuntsville graduates, will use nearly \$25,000 in seed money from the Alabama Launchpad Business Plan Competition to spur its marketing efforts, say company cofounders Tony Rainoldi and Jason Martin.

The two AMRDEC software engineers, who with UAH MBA graduate Brad Chassee started the company in summer 2011, said their immediate focus is on building awareness and market share for their search engine product Arch Patent. They plan to spend some of the money on advertising, search engine optimization, and production of graphics and marketing materials.

Of three UAHuntsville entrants, Arch Data Intelligence was the only one to make it to the pre-seed, or proof of concept stage. They joined a select field of four companies of a field of 16 to share a \$100,000 startup capital pool. "We were the only team that actually had a product," said Rainoldi.

Since then, they have launched the professional version of Arch Patent, and have begun charging access fees for the product, which speeds and simplifies patent research for inventors, lawyers, and corporate R & D departments.

Rainoldi said the company is working to validate its business plan. "We want to validate what we have on paper makes sense," he said, adding that they want to develop "a standard e-commerce feel" to the software.

For now, their prime target market is patent attorneys, which have the most need and also provide access to corporate R & D departments where many patents and innovations originate.

Martin and Rainoldi said they created Arch Patent in response to the critical need for greater speed and ease of searching for patent information. "We found that people were relying on free search tools offered by Google and other, but were frustrated that they didn't do enough. They had lots of ideas about what functionality they needed to save time and money. We set out to build the best patent search tool available," said Martin.

The founders got some early – and important – advice from David Lucas, a patent and intellectual property attorney with Bradley Arant Boult Cummings LLP. His advice, they say, was crucial in the development of their prototype release and they have continued to rely on his input on subsequent releases.

The company sees Arch Patent as just the first of several tools that will become the Arch Global IP Marketplace, which the founders say will change the way IP is sold, transferred and licensed. The suite of tools will give companies a set of tools to allow them to build and maintain strong defensive and offensive IP portfolios.

Rainoldi said Arch Patent allows for greater refinement of the patent search process. He said Arch Patent's improved filtering and faceting abilities "make it easier for people to get what they need. They can do one search instead of four," he explained. "This allows searchers to sift away meaningless results quickly and get to the results they want."

Martin said another advantage is that searchers can easily reconstruct search queries. "You're combining a lot of steps the U.S. Patent Office recommends into one single step. With our software, a lot of heavy lifting is done behind the scenes."

Patent searchers can also search patents back as far as 1920, versus other search engines that reach back only to 1976, Martin said.

The professional version, released in April, provides better filtering, better integration reassignment data, and Arch Monitoring, which monitors the patent world for similar patent applications. "You want to know if a new patent has been released in the same space you're in," explained Rainoldi.

Subscribers can access the professional version of Arch Patent through several subscription options. A one-month subscriber is charged \$24.95, but quantity discounts make the service available at a reduced rate for longer term subscribers.

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