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### Finding home: Search engine firm comes to area

By Peter Healy Staff Writer Article Launched: 11/06/2008 01:00:00 AM EST

ExeCue, a company that develops search engines for small and medium-size businesses, has found a new home in Stamford.

The 4-year-old firm is scheduled to relocate Monday from Tarrytown, N.Y., to an office building at 1266 E. Main St.

"Stamford is quite convenient, and it is a very easy commute," said Shree Pragada, chief executive officer and co-founder of privately held ExeCue. "There are plenty of clients we will be working with in the Stamford, Norwalk and Connecticut area."

Pragada said ExeCue will enter Stamford with three employees and add more during the next six to 12 months.

"We are looking to staff up more as we get more client traction," said Pragada, 37, who has held senior management positions with Advanta Corp., a business credit card company, as well as Citigroup and the former Fleet Bank.

Pragada said a few consultants in Atlanta who develop software for ExeCue will transfer to Stamford.

Another reason for relocating ExeCue is a \$1 million investment from Connecticut Innovations, Pragada said. Connecticut Innovations is the state's quasi-public authority that invests in early-stage Connecticut technology companies, university/industry research collaborations, technology transfer and clean energy initiatives.

Connecticut's Innovations' investment is part of a \$2.2 million Series A round of fundraising that also involves existing angel investors and the New Haven office of LaunchCapital.

"ExeCue's ground-breaking technology

impressed us from the start, as did its noteworthy customer list, which continues to grow," said Peter Longo, president and executive director of Connecticut Innovations. "The company's intelligent search platform is the only tool in the market offering meaning-based search capabilities, making it faster and far more user-friendly for businesses to retrieve information." Pragada said ExeCue products will reach the market next year. ExeCue's search platform helps businesses retrieve relevant, meaning-based results from both structured databases and unstructured repositories, such as e-mail and file systems, he said.

Using sentences or keywords from the user, the ExeCue product searches digital information and produces reports that contain a narrow field of highly relevant results, rather than partially relevant hits, Pragada said.

Pragada said the search engine can answer a question such as "compare Amazon's and Best Buy's sales and income" and produce results from databases and Web pages.

ExeCue can sell its product by licensing it to a third party such as Google or Yahoo or launch its own Web portal, Pragada said.

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He said ExeCue also could launch the search engine from its own Web portal and offer limited use free of charge and full use for a subscription fee.

ExeCue gets its name from people executing their ideas or cues through meaning-based search, Pragada said.

- Staff Writer Peter Healy can be reached at peter.healy@scni.com or at 964-2276.

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