

COMMUNITY ANALYTIC WINS GRANT FROM THE MARYLAND INDUSTRIAL PARTNERSHIP (MIPS) PROGRAM

Grant supports enhanced understanding of social networks

BALTIMORE (August 2009) –Community Analytics was recently awarded a significant grant from the Maryland Industrial Partnerships (MIPS) program. The grant will support the firm’s collaboration with University of Maryland Professor Lise Getoor on a work to enhance methods of identifying opinion leaders and member connections within a social system.

The study will use comparative analysis tools to identify the similarities and differences between relationship data obtained through various sources. The results will further Community Analytics’ work in the field of human networks and the impact of these networks on sales and marketing efforts. MIPS funding is a competitive selection process, and this year 17 Maryland based companies were chosen to receive MIPS funding.

#####

About MIPS:

The Maryland Industrial Partnerships (MIPS) program accelerates the commercialization of technology in Maryland by jointly funding collaborative R&D projects between companies and University System of Maryland faculty.

MIPS provides funding, matched by participating companies, for university-based research projects that help companies develop new products. MIPS projects help companies find solutions to technical challenges, as well as develop products, processes or training materials. MIPS projects are conducted by university faculty and graduate students in conjunction with company researchers.

About Community Analytics:

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process. We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect these networks with your brand.

*For more information about Community Analytics, please contact:
Myra Norton | info@comlytics.com | 443.263.4203*

www.communityanalytics.com