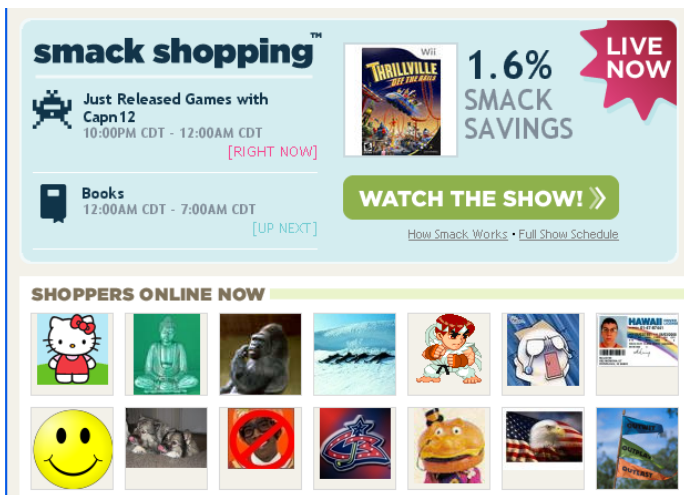


# MARQUETTE UNIVERSITY

COLLEGE OF BUSINESS ADMINISTRATION

## *The Jellyfish.com Story: How to Sell Your Start-Up in 20 Months*

Mark McGuire  
Co-Founder & President, Jellyfish.com



Jellyfish is a shopping search engine powered by a patent-pending form of online advertising that creates inherent price savings for online shoppers and risk-free sales for advertisers. The Internet's first **Value Per Action** comparison-shopping engine and inventor of the Smack Shopping show, Jellyfish has generated millions of dollars of sales for its merchant partners since its launch in June 2006. The company, now a wholly owned subsidiary of Microsoft Corporation, was founded by seasoned entrepreneurs, Brian Wiegand (CEO) and Mark McGuire (President), and is based in Middleton, Wisconsin.

## VentureBeat

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Microsoft buys shopping site Jellyfish.com



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