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Logical Results

by [Vivianne Lapointe](#), Sunday, June 1, 2008, 12:00 AM



This ain't no sci-fi. It's your personal phone number, right there on the Hi5 profile page you signed up for three years ago and never used, available for the whole world to see. Search for yourself on spock.com and that's just what you might find.

About 25 percent of queries on major search engines are names - either those of celebrities or random people, says Jay Bhatti, one of the site's founders. Officially launched in the fall of 2007 by Bhatti, a former Microsoft employee, and venture capitalist Jaideep Singh, "Spock" stands for Single Point Of Contact by Keyword. Spock.com gathers information from biography pages, social networks, news sites, blogs, directories and so on, then aggregates the data in an efficient, user-friendly way. "It requires a whole different set of technologies (than) a search engine to come up with the most relevant people-specific pages," Bhatti says.

Community contributors improve quality by rating and judging content, like celebrity pictures. "It's a one-stop shop for people information, and the first result should always feel like the right result," Bhatti says. Spock.com reports more than 2.5 million visitors a month and a monthly growth rate of 25 percent, more than 5 million votes and contributions so far, and 20,000 new votes every day.

This commentary is insightful. I recommend it to others.

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