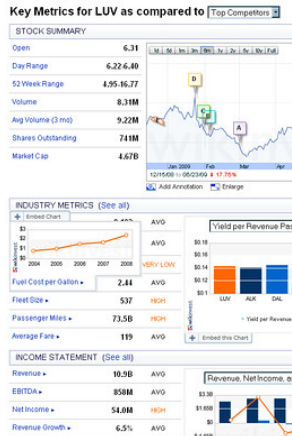


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Wikinvest Aims for Yahoo Finance in Redesign

Wikinvest is launching new, data-rich features on its user-contributed finance site Thursday that it hopes will challenge the big players in the online financial space.



Wikinvest's new features include industry-specific metrics like fuel cost per gallon for Southwest Airlines and its peer companies.

Its changes include embeddable charts and far more information on companies' operating metrics. A page on Southwest Airlines, for example, provides its fuel cost per gallon, fleet size and average fare, while Apple's includes data on iPhone, iPod and Mac sales as well as research and development costs per quarter.

Users can click terms for editable entries that explain them in more detail, and they can click individual company figures to find the 10-K or other document they came from.

Several metrics also include an "average," "low" or "high" label that's intended to give investors more context on where the company stands in relation to its competitors, said Wikinvest co-founder Parker Conrad. Microsoft's dividend yield of 2.2% is marked "very high," for example, and clicking that label shows a graph comparing it to Yahoo, Google, Adobe, Oracle and Sony.

Most major finance sites haven't diverged from their strategy of displaying licensed data, but there are few clues for investors as to what information is meaningful, said Mr. Conrad, who started Wikinvest with co-founder Mike Sha in July 2007.

Retail unit sales	899M	899M	1.39M	2.03M
Other business unit sales	296M	329M	526M	793M
Total Macintosh net sales	6.20B	7.30B	10.3B	
iPod net sales	1.31B	4.54B	7.68B	8.30B
Other music enabled products and services net sales	899M	1.00B	2.50B	3.34B
iPhone net sales	-	-	125M	1.84B
Desktop unit sales	2.03M	2.81M	2.71M	3.71M
Laptop unit sales	2.03M	2.81M	4.34M	6.00M
Total Macintosh unit sales	4.53M	5.30M	7.05M	
iPod unit sales	22.0M	39.4M	51.6M	54.0M
iPhone unit sales	-	-	1.39M	11.6M
Handsets sold	-	-	75M	11.0M
Research and Development Expense	409M	516M	712M	1.10B
Total Number of employees	-	-	23.7K	35.1K
Capitalized development costs	-	-	63.0M	67.0M
R&D % of Total Revenue	-	-	3.2%	2%

Wikinvest information on Apple includes stats like iPhone sales and R&D costs.

"In the past 10 years, nothing about these sites has really changed," Mr. Conrad said. "They view themselves as just pumping the data out there."

The redesign will also feature company news, ranging from mainstream-media publications to sites like Bankstocks and TechCrunch, but will pull it by keywords rather than ticker symbols to avoid what he calls the "ticker spam" cluttering the news feeds of many finance sites. That also makes it easier to add relevant articles to sections of the site that aren't public companies, such as oil prices and unemployment.

Prior to the relaunch, Wikinvest's users tended to be Web searchers looking for a market-share figure — "someone who is kind of spearfishing for specific information," he said. Now the San Francisco firm is aiming for the big audiences using Yahoo, AOL and MSN's finance sites.

Far and away the site to beat in the online finance sector is Yahoo Finance, which saw 22.4 million unique visits in May, a 21% increase from May 2008, according to comScore. Wikinvest's audience is a fraction of that — 256,000 in May 2009, though the company reports internal traffic about double that — but it grew sixteenfold over the same period, outpacing the top 20 financial news sites as measured by comScore.