

Tusavvy Joins the Austin Technology Incubator

Austin, TX (8-11-2009) -- Starting in July, the Austin Technology Incubator (ATI) announced its newest Landing Pad company, Tusavvy, a service of the Korean-based company zSoup, which enables search engine results based on community knowledge.

While Google leads the world in normal searches, users must consume pages of unnecessary iteration in the process. "It's like drinking from a broken water pipe: it's too much water, too much information," says founder and CEO, JaeSung Ro. "You need our search tool to keep from wasting time."

Tusavvy only searches data that humans have touched, bringing together only the best ingredients for search satisfaction. It provides concise results, ultimately saving time for users. Appropriately, the idea behind Tusavvy and the name of its parent company, zSoup, comes from the Stone Soup story in which everyone in a community combines the ingredients they have in their individual home gardens and pantries to create the perfect meal for everyone.

"Our greatest interest in working with ATI is to access the technology community here in Austin and integrate ourselves into the already robust infrastructure," says Ro. "ATI has many things to offer, including experienced talent and know-how in the IT space, so we look forward to the partnership."

Bart Bohn, Director of the IT Incubator at ATI, has high hopes for the company. "Tusavvy's social search solution is at the forefront of the next generation of information management and we are excited to work with zSoup on their relocation to Austin from South Korea."

ATI's Landing Pad program accelerates the process of companies relocating to Austin or opening up a United States headquarters. It provides targeted access to ATI's networks, both in Austin and in the relevant industry; short term, fully furnished office space; access to University of Texas talent; and the ATI team to shepherd the company through its introduction to the Austin community.

About the Austin Technology Incubator

Since its founding in 1989, ATI has worked with over 200 companies, which have raised over \$750 million in investor capital while at the Incubator. During the last eight months of the 2007/08 fiscal year, ATI worked with 28 companies, which raised \$24 million in capital and created 150 jobs in central Texas. Economists estimated that this was worth \$37 million in economic impact to Austin.
www.ati.utexas.edu

About zSoup, Inc.

Founded in September 2007, zSoup is headquartered in Seoul, Korea. It now has an office in Austin, Texas. The company is a new start-up firm originated by Korean entrepreneurs and specializing in new aspects of community-driven search services.
www.about.tusavvy.com

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