

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

# FORM D

# NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D. SECTION 4(6), AND/OR UNIFORM LIMITED OFFERING EXEMPTION

113066	4

OMB APPROVAL				
3235-0076				
Expires:				
Estimated average burden				
hours per response 16.00				

SEC USE ONLY					
Prefix	Serial				
DATE RECEIVED					
1	1				

Series III Preferred Stock  Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6) Type of Filing: New Filing Amendment	ULOE
A. BASIC IDENTIFICATION DATA	
1. Enter the information requested about the issuer	
Name of Issuer ( check if this is an amendment and name has changed, and indicate change.)	07073336
Compete, Inc.	<u> </u>
Address of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)
Four Copley Place, Suite 700, Boston, MA 02116	17-933-5610
Address of Principal Business Operations (Number and Street, City, State, Zip Code) (if different from Executive Offices)	Telephone Number (Including Area Code)
Brief Description of Business	
Online market research	PROCESSED
Type of Business Organization  Corporation I limited partnership, already formed other (plet business trust I limited partnership, to be formed	ase specify): 30 2007
Actual or Estimated Date of Incorporation or Organization:    Month   Year	de Jacuson Filippe

### GENERAL INSTRUCTIONS

### Federal:

Who Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C. 77d(6).

When To File: A notice must be filed no later than 15 days after the first sale of securities in the offering. A notice is deemed filed with the U.S. Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given below or, if received at that address after the date on which it is due, on the date it was mailed by United States registered or certified mail to that address.

Where To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 20549.

Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

Information Required: A new filing must contain all information requested. Amendments need only report the name of the issuer and offering, any changes thereto, the information requested in Part C, and any material changes from the information previously supplied in Parts A and B. Part E and the Appendix need not be filed with the SEC

Filing Fee: There is no federal filing fee.

This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for sales of securities in those states that have adopted ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the Securities Administrator in each state where sales are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for the exemption, a fee in the proper amount shall accompany this form. This notice shall be filed in the appropriate states in accordance with state law. The Appendix to the notice constitutes a part of this notice and must be completed.

# ATTENTION-

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predictated on the filing of a federal notice.

A. BASIC IDENTIFICAT	TION DATA
2. Enter the information requested for the following:	
• Each promoter of the issuer, if the issuer has been organized within the pas	st five years;
Each beneficial owner having the power to vote or dispose, or direct the vote	or disposition of, $10\%$ or more of a class of equity securities of the issuer
Each executive officer and director of corporate issuers and of corporate ge	eneral and managing partners of partnership issuers; and
<ul> <li>Each general and managing partner of partnership issuers.</li> </ul>	
Check Box(es) that Apply: Promoter Beneficial Owner Z Execution	cutive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual)  McLagan, Donald	
Business or Residence Address (Number and Street, City, State, Zip Code) Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Z Execu	eutive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual)	
Bell, Joyce	
Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Z Execu	cutive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual)  Cancel, David	
Business or Residence Address (Number and Street, City, State, Zip Code)	
Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Execu	cutive Officer
Full Name (Last name first, if individual)	
Dintersmith, Ted	
Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Execution	cutive Officer Director General and/or Managing Partner
Full Name (Last name first, if individual)  Murray, Timothy	
Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Execu	entive Officer
Full Name (Last name first, if individual)  McCormack, R. Stephen	
Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
Check Box(es) that Apply: Promoter Beneficial Owner Execution	outive Officer
Full Name (Last name first, if individual)	
Lodish, Leonard	
Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116	
(Use blank sheet, or copy and use additional co	copies of this sheet, as necessary)

### A. BASIC IDENTIFICATION DATA 1. Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) Promoter Beneficial Owner Executive Officer that Apply: □ Director General and/or Managing Partner Full Name (Last name first, if individual) Simons, Jim Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116 Check Box(es) Promoter Beneficial Owner Executive Officer that Apply: Director General and/or Managing Partner Full Name (Last name first, if individual) Weber, Larry Business or Residence Address (Number and Street, City, State, Zip Code) Compete, Inc., Four Copley Place, Suite 700, Boston, MA 02116 Check Box(es) Promoter ■ Beneficial Owner Executive Officer that Apply: ☐ Director General and/or Managing Partner Full Name (Last name first, if individual) Commonwealth Capital Ventures IV L.P. Business or Residence Address (Number and Street, City, State, Zip Code) 950 Winter Street, Suite 4100, Waltham, MA 02451 Check Box(es) Promoter Beneficial Owner Executive Officer that Apply: Director ☐General and/or Managing Partner Full Name (Last name first, if individual) William Blair Capital Partners VII QP, LP Business or Residence Address (Number and Street, City, State, Zip Code) 303 West Madison Street, Suite 2500, Chicago, IL 60606 Check Box(es) Beneficial Owner Executive Officer Promoter that Apply: Director General and/or Managing Partner Full Name (Last name first, if individual) Charles River Partnership XI, LP Business or Residence Address (Number and Street, City, State, Zip Code) 1000 Winter Street, Suite 3300, Waltham, MA 02451 Beneficial Owner Check Box(es) Promoter | Executive Officer that Apply: □ Director General and/or Managing Partner Full Name (Last name first, if individual) SPVC VI. LLC Business or Residence Address (Number and Street, City, State, Zip Code) 10400 Viking Drive, Ste. 550, Minneapolis, MN 55344 Check Box(es) □ Promoter Beneficial Owner ☐ Executive Officer that Apply: □ Director General and/or Managing Partner Full Name (Last name first, if individual) Idealab 2001 Boston Employee Fund, LLC Business or Residence Address (Number and Street, City, State, Zip Code) 130 W. Union Street, Pasadena, CA 91103 Check Box(es) Executive Officer Promoter Beneficial Owner that Apply: Director General and/or Managing Partner Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) Check Box(es) Promoter Beneficial Owner Executive Officer that Apply: Director General and/or Managing Partner Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code)

	B. INFORMATION ABOUT OFFERING												
1.	1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?								Yes	No <b>⊠</b>			
1.	Answer also in Appendix, Column 2, if filing under ULOE.							•••••••	<u>L.</u>				
2.								\$					
												Yes	No
3.			permit joint									¥	
4. 	4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only.												
Ful	l Name (	Last name	first, if indi	ividual)									
Bus	siness or	Residence	Address (N	lumber and	Street, Ci	ty, State, Z	Cip Code)						
Nai	me of Ass	sociated Br	oker or De	aler									
Sta			Listed Has										
	(Check	"All States	or check	individual	States)		***************************************		·····		•••••	A1	States
	AL IL MT	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	ME NY VT	MD NC VA	MA ND WA	MI OH WV	GA MN OK WI	HI MS OR WY	MO PA PR
Ful	Full Name (Last name first, if individual)												
Bus	siness or	Residence	Address (1	Number an	d Street, C	ity, State,	Zip Code)						
Nai	me of As:	sociated Br	oker or De	aler									
Sta	tes in Wh	nich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers						
	(Check	"All States	s" or check	individual	States)	.,,	,			***************************************		□ AE	States
	AL IL MT	AK IN NE SC	AZ IA NV SD	AR KS NH TN	CA KY NJ TX	CO LA NM UT	CT ME NY VT	DE MD NC VA	DC MA ND WA	FL MI OH	GA MN OK WI	MS OR WY	MO PA PR
Ful	l Name (	Last name	first, if ind	ividual)									t.=t
Bus	siness or	Residence	Address (1	Number an	d Street. C	ity. State.	Zip Code)						
Name of Associated Broker or Dealer													
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers													
(Check "All States" or check individual States)						States							
	AL AK AZ AR CA CO CT DE DC FL GA IL IN IA KS KY LA ME MD MA MI MN MT NE NV NII NJ NM NY NC ND OH OK RI SC SD TN TX UT VT VA WA WV WI							MS OR WY	MO PA PR				

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

# C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1.	Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if the answer is "none" or "zero." If the transaction is an exchange offering, check this box and indicate in the columns below the amounts of the securities offered for exchange and already exchanged.		
	Type of Security	Aggregate Offering Price	Amount Afready Sold
	Debt	\$	\$
	Equity	\$ 10,000,000.00	\$ 10,000,000.00
	Common Preferred		
	Convertible Securities (including warrants)	\$	\$
	Partnership Interests		
	Other (Specify)		
	Total	10,000,000.00	\$ 10,000,000.00
	Answer also in Appendix, Column 3, if filing under ULOE.		
2.		•	Aggregate
		Number Investors	Dollar Amount of Purchases
	Accredited Investors		\$ 10,000,000.00
	Non-accredited Investors		\$
	Total (for filings under Rule 504 only)		\$
	Answer also in Appendix, Column 4, if filing under ULOE.		
3.	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505	<u>-</u>	\$
	Regulation A		S
	Rule 504	<del> </del>	\$
	Total		\$ 0.00
-1	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees		\$
	Printing and Engraving Costs		\$
	Legal Fees	<b>Z</b>	\$ 85,000.00
	Accounting Fees		\$
	Engineering Fees		\$
	Sales Commissions (specify finders' fees separately)	_	\$
	Other Expenses (identify)		\$
	Total	_	\$ 85,000.00

	b. Enter the difference between the aggregate and total expenses furnished in response to Part	offering price given in response to Part C — C.— Ouestion A a. This difference is the "adi		9,915,000.00	
	proceeds to the issuer."	Question 4.1. This difference is the any		\$	
	Indicate below the amount of the adjusted gro each of the purposes shown. If the amount f check the box to the left of the estimate. The to proceeds to the issuer set forth in response to	or any purpose is not known, furnish an es stal of the payments listed must equal the adju	timate and		
			Payments to Officers, Directors, & Affiliates	·	
	Salaries and fees		🗆 \$	🗆 \$	
	Purchase of real estate		🗀 \$	D\$	
	Purchase, rental or leasing and installation or			<b></b>	
	and equipment		<del>-</del>	<del>_</del>	
			_ U3		
	Acquisition of other businesses (including the offering that may be used in exchange for the				
	issuer pursuant to a merger)			_	
	Repayment of indebtedness				
	Working capital				
	Other (specify):			[\$	
			 	\$	
	Column Totals	•••••••••••••••••••••••••••••••••••••••	<u>s</u> 0.00	<b>2</b> \$ <u>9.915.00</u> 0.00	
	Total Payments Listed (column totals added)		<b>y</b> 9	,915,000.00	
		Ver and selection of the second			
sign	issuer has duly caused this notice to be signed b ature constitutes an undertaking by the issuer t nformation furnished by the issuer to any nor	to furnish to the U.S. Securities and Exchan	ge Commission, upon writ		
Issu	er (Print or Type)	Signature	Date	<del></del>	
Con	npete, Inc.	Ana m Beu	July <u>18</u> , 2007		
Nam	e of Signer (Print or Type)	Title of Signer (Print or Type)	· · · · · · · · · · · · · · · · · · ·	<del></del>	
	e of Signer (1 tilk of Type)	Time or organic (Time or Type)			

- ATTENTION ----

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

1.		0.262 presently subject to any of the disq		Yes	No K
		See Appendix, Column 5, for state re	esponse.	•	
2.	The undersigned issuer hereby underta D (17 CFR 239.500) at such times as	akes to furnish to any state administrator o required by state law.	f any state in which this notice is fi	iled a no	tice on Form
3.	The undersigned issuer hereby under issuer to offerees.	takes to furnish to the state administrator	rs, upon written request, informat	ion furr	nished by the
4.	limited Offering Exemption (ULOE)	at the issuer is familiar with the condition of the state in which this notice is filed are stablishing that these conditions have be	id understands that the issuer clair		
	er has read this notification and knows t thorized person.	he contents to be true and has duly caused	this notice to be signed on its beha	lf by the	undersigned
Issuer (	Print or Type)	Signature	Date		<del></del>
Compe	e, Inc.	Jones m Bell	Julyi <u>&amp;</u> , 2007		

**Chief Financial Officer** 

### Instruction:

Joyce Bell

Name (Print or Type)

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

### **APPENDIX** 1 2 3 4 5 Disqualification Type of security under State ULOE Intend to sell and aggregate (if yes, attach to non-accredited offering price Type of investor and explanation of offered in state amount purchased in State investors in State waiver granted) (Part B-Item 1) (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) Number of Number of Series III Preferred Stock Accredited Non-Accredited State Yes No Investors Investors Yes No Amount Amount ΑL ΑK AZAR $\mathsf{C}\mathsf{A}$ CO $\mathsf{CT}$ DE DC FL GA HI ID 2 \$0.00 X $\Pi_{\star}$ \$1,360,064.80 \$1,360,064 0 X IN IΛ KS ΚY LAME MD MA X 5 \$7,593,884 0 \$0.00 \$7,593,884.80 X ΜI MN \$1,046,050.40 \$0.00 × \$1,046,050 0 1 X MS

# **APPENDIX** 1 2 3 4 5 Disqualification Type of security under State ULOE Intend to sell and aggregate (if yes, attach to non-accredited offering price Type of investor and explanation of offered in state amount purchased in State investors in State waiver granted) (Part B-Item 1) (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) Number of Number of Series III Preferred Stock Accredited Non-Accredited State Yes No Investors Amount **Investors** Amount Yes No MO MT NE NV NH NJ NM NY NC ND OH OK OR PA RI SC SDTN TXUT VTVAWAWVWI