

"Being an entrepreneur is a marathon, it is not a sprint."

-KRISTI ZUHLKE

CHICAGO

FOUNDER FEATURE

## If you don't know your customer, you're barking up the wrong tree

BY TECHWEEK HQ | SEPTEMBER 5, 2017, 3:14 PM CDT | 5 MIN READ

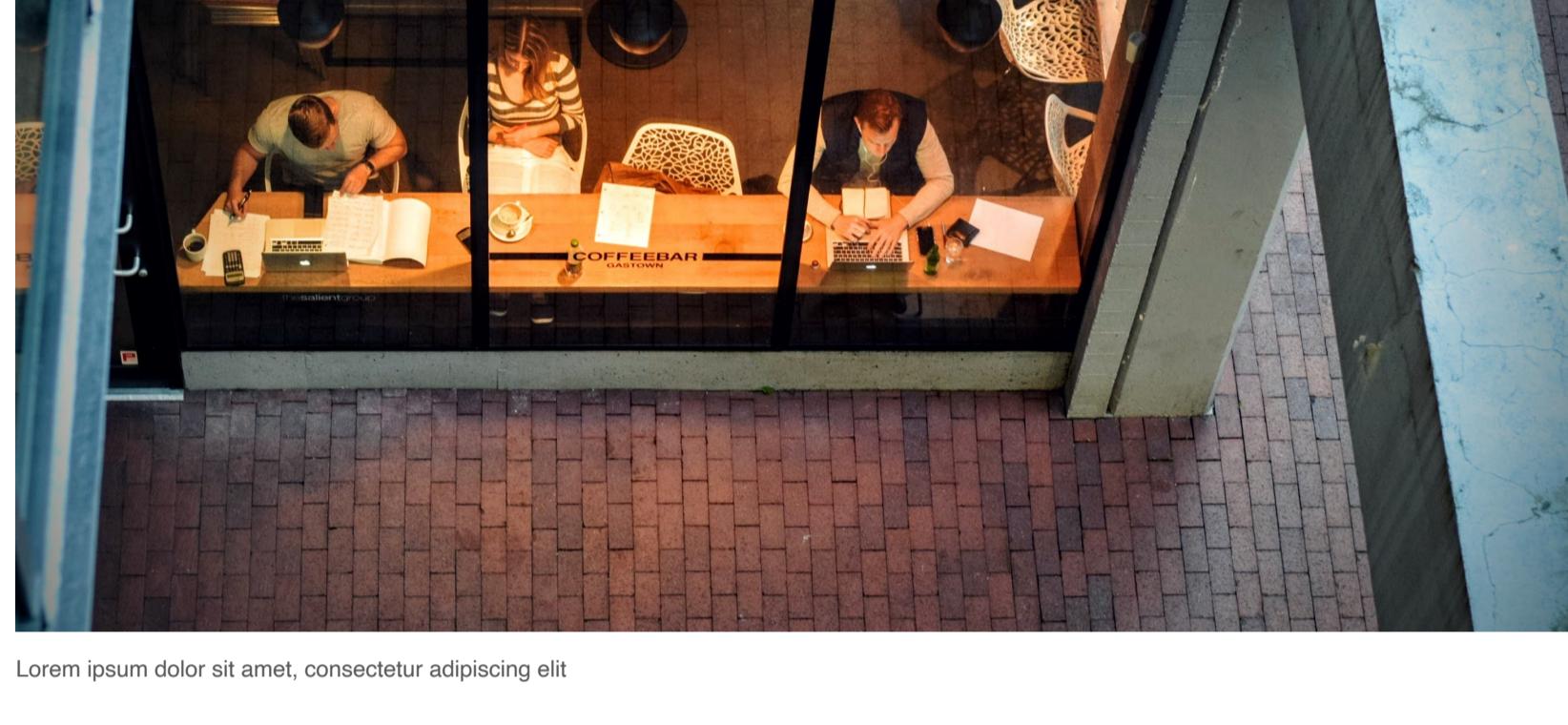


KRISTI ZUHLKE  
Founder, KnowledgeHound  
CONTRIBUTOR

### COMPANY OVERVIEW

Website:  
[www.knowledgehound.com](http://www.knowledgehound.com)Date Founded:  
2015Industry:  
B2B SaaS SecurityNumber of employees:  
08Amount raised:  
\$700,000HQ location:  
ChicagoFact:  
100,000 emails sent

**CHICAGO:** Consumer packaged good (CPG) companies have massive marketing budgets we know this – think of every Olympics P&G commercial that aired. But did you know that on average 47% of their marketing budgets are spent on marketing research and yet today there are very few tools to search, categorize, and sift through all those reports? Think how frustrating it would be to spend figures on a report and then not be able to recall it?



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In steps Kristi Zuhlke, Founder of KnowledgeHound, a young Chicago startup building software for Fortune 500 companies to manage these reports seamlessly. Not only does she have a great product but she's built a great team on values and culture that is truly inspiring. Techweek CEO, Amanda Signorelli, sat down with Kristi to learn more.

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Amanda: Tell us a little about your company today.

**Kristi:** We believe in data democratization. We believe that when organizations and people have access to data, they can make better and more impactful products for the world. We are on a mission to democratize data throughout the world and starting with helping organizations find and activate their own data.

**"We are on a mission to democratize data throughout the world and starting with helping organizations find and activate their own data."**

Amanda: Your humility, positivity, and focus is incredibly inspiring. How do you think about culture?

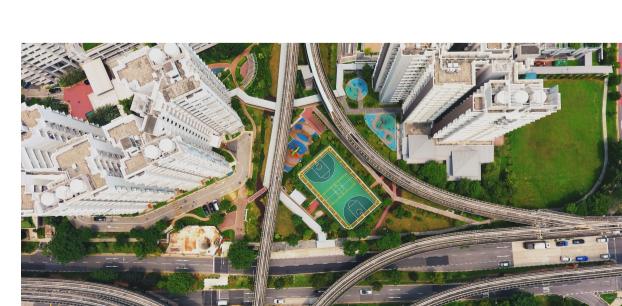
**Kristi:** We, as a company, created our core values. We use these values to give each other good feedback on a weekly basis. Every Monday we have a company stand-up to give updates on the business. At the end we wrap up with sharing appreciations to each other for living out different values. We also use these values to hold each other accountable. It's a great framework to give someone feedback by saying, "when you do...this is not consistent with....value."

Kristi is the founder of KnowledgeHound.  
To know more about KnowledgeHound, visit their [website](#)

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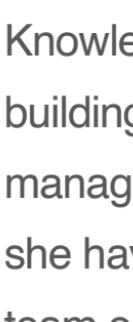
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