

# David Assael

Archdaily



“ I saw an opportunity to provide valuable web services for the architecture community. ”

<b>COUNTRY</b>	Chile
<b>INDUSTRY</b>	Technology
<b>EMPLOYEES</b>	44
<b>YEAR SELECTED</b>	2010
<b>PARTNER</b>	David Basulto
<b>WEBSITE</b>	<a href="http://www.plataformanetworks.com">www.plataformanetworks.com</a>

## COMPANY SNAPSHOT

Plataforma Networks runs two leading architecture blogs (in English and Spanish) which are updated daily with user generated content. The English language site, ArchDaily, is now a global touch point for the architecture community and has more Facebook fans than *WIRED* magazine. In 2008, they began to generate ad revenue by charging construction material producers and design companies to include their products in a digital catalogue hosted on Plataforma Arquitectura. The company has ambitious growth plans, and the perfect entrepreneurs to carry them out.

## ENDEAVOR AND ARCHDAILY

Among services received, the entrepreneurs have benefited from the Ernst & Young Fellows program.