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Genealogical Start-Up is Newest Tenant in Cal Poly Technology Park

SAN LUIS OBISPO – Linkpendium, founded by web-based genealogical veterans Karen Isaacson and Brian (Wolf) Leverich, is the latest company to take space in Cal Poly's Technology Park.

Isaacson and Leverich founded the popular RootsWeb genealogical community website. When it merged with Ancestry.com in June 2000, RootsWeb had about 600,000 registered users accounting for approximately 1 million web page views monthly and was delivering about 160 million pieces of email monthly to the subscribers of its 18,000 mailing lists.

The new venture, Linkpendium, already indexes more than 10 million sources of genealogical information. Linkpendium looks to leverage expertise at Cal Poly in areas of natural language processing and large database analytics/processing to identify and categorize large volumes of textual information related to genealogy.

Leverich holds a doctorate in public policy analysis from the RAND Graduate School. Isaacson earned a master's in operations research from Stanford University.

About the Technology Park

The Technology Park at Cal Poly was completed in June 2010 and has eight companies developing advanced technologies in the areas of software, biotechnology, nutritional products, packaging, and engineering. One 2,500-square-foot space is available for lease. For more information, visit www.c3rp.com or contact Jim Dunning, California Central Coast Research Partnership (C3RP) program manager, at 805-756-5551 or jdunning@calpoly.edu.

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