FullContact

LOCATION

18th & Blake (LoDo)

IDEAL TEAM SIZE

2-3

Smart Tagging Contacts

About Us:

FullContact is solving the world's contact information problem. We're a 2011 TechStars Boulder graduate that provides APIs and applications that allow businesses and consumers to keep their contact information up-to-date automatically. We're a team of 80 people located in LoDo, walking distance to Union Station and the 16th Street Mall.

About You:

You enjoy solving hard problems that make people's lives easier and more meaningful. You enjoy working with big data and fine-tuning algorithms to achieve desired results.

The Project:

Most contact management systems require users to manually tag their contacts into meaningful groups. This task is laborious and must be performed regularly to be effective. Furthermore, when users move from one system to another, they typically lose most of their past tagging work and have to start over. After several attempts, many users eventually give up on having an organized address book.

FullContact's goal is to eventually create a self-updating address book that removes the manual work from contact management. Asking the user to create or recreate tags serves as a barrier to entry and detracts from the value provided by our product. To alleviate this problem, we want to build an algorithm that calculates useful "Smart Tags" for a user's contacts. This algorithm could be run when the user creates a new account and imports contacts, as well as on a continuing basis anytime the user's address book changes in a meaningful way. After being run, FullContact's apps would then suggest new Smart Tags for the user to accept and apply to relevant contacts.

What Success Looks Like

Build an algorithm that calculates useful Smart Tags for a user's contacts. This algorithm should make use of two different types of smart tags:

- Explicit Smart Tags
    - Contacts have obvious keywords: job title, company/email domain, location.
    - Extract and normalize keywords from all contacts in the user's address book.
    - Sort those keywords by popularity across all the user's contacts.
    - Automatically create Smart Tags based on the most popular keywords.
- Implicit Smart Tags
    - Examine different signals, such as email communication, social network profiles, business card collection, social media check-ins/posts, and contact data like last name and birthdays.
    - Calculate Smart Tags such as: family, friends, close friends, neighbors, coworkers, colleagues/peers, and those met at a certain networking event or conference.

Skills Required

- You must be willing to solve hard problems
- You should have a basic understanding of the concepts around Machine Learning.

Student Benefits

- You will end the session with the reward of solving a hard problem
- You will be exposed to cutting-edge technology
- You will be working in a collaborative environment with other smart engineers
- You will experience the business and engineering methodologies that FullContact employs

Summer Internship:

A limited number of paid summer internships may be available upon course completion. Also, about ⅓ of our full time engineering staff are graduates of CSM and participated in field session projects that we hosted.