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[illegible]: [illegible]
[illegible]: 6 [illegible] 40 [illegible]
[illegible]: [illegible] 2015
[illegible]: Single biggest reason
[illegible]: TED 2015

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[illegible].

[illegible] Idealab [illegible].

[illegible] Idealab [illegible]: «[illegible].» [illegible].

[illegible].

[illegible] Ideable [illegible] Ideable [illegible] CarsDirect [illegible] Citysearch [illegible] NetZero [illegible] GoTo [illegible] Tickets.com [illegible] Desktop Factory [illegible] MyLife [illegible] Insider Pages [illegible] Z.com [illegible] Peoplelink [illegible] Uber [illegible] Airbnb [illegible] Flooz [illegible] Pets.com [illegible] Kozmo [illegible] Webvan [illegible] Friendster [illegible].

[illegible] 42 [illegible].

[illegible].

[illegible]: [illegible]

[illegible] **Ideable** [illegible]
[illegible] **GoTo.com** [illegible]
[illegible] **Snap** [illegible]
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GoTo.com [illegible] CitySearch [illegible] 1998 [illegible]

[illegible] Z.com [illegible] 1999 [illegible] 2000 [illegible]

[illegible] 2003 [illegible] 50 [illegible]

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