

# Planck PLUS

## Product Features



PLANCK

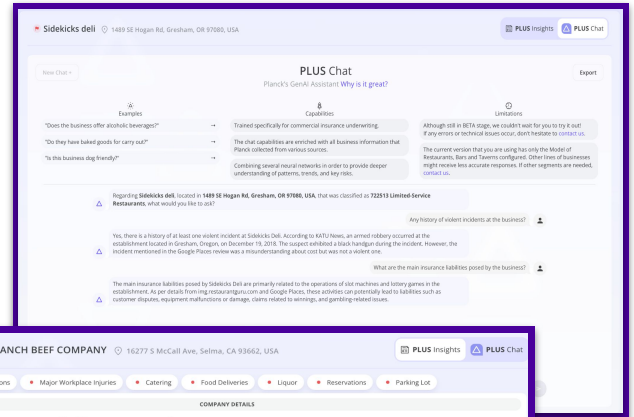
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# Feature Overview

## 1. Business Insights:

- General Attributes
- LoB Insights
- Industry-Specific Insights
- Classification



## 2. Key Online Sources Links

## 3. GenAI Data features:

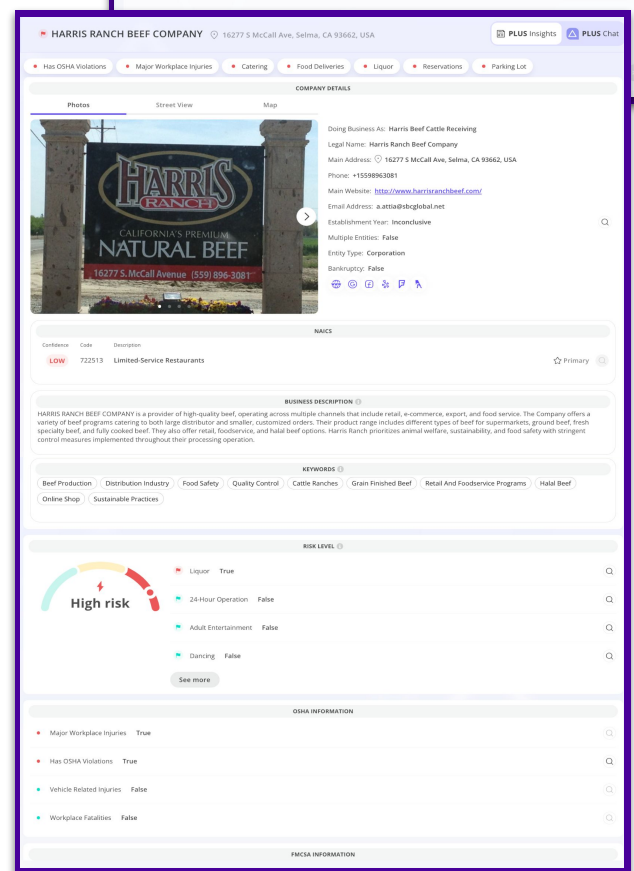
- Business Description
- Keywords

## 4. Business Photo, Street view & Map Display

## 5. Configurable Risk Level Flagging Functionality

## 6. Social Reviews Aggregation

## 7. Free-Text LLM Chat Functionality



# Data Availability: General Insights

1/2

## Description:

General Insights are insights available for all businesses, regardless of industry or other segmentations, at PLUS standard performance levels ( >0.9 coverage, accuracy, recall & precision). The Property and Exposure Base components are based on 3rd party vendors.

Total Number of Insights: 34

### General Attributes

- Business Description
- Keywords
- NAICS Codes

### Emergency Locations

- Distance to Fire Station
- Distance to Hospital
- Distance to Police Station

### Hours Of Operations

- 24-Hour Operation
- Latest Hour of Operation
- Round-the-Clock Operation

### Property

- Year Built
- Building Story Count
- Parking Lot

### Business Links

- Business Website
- Buildzoom
- Facebook
- FourSquare
- Google Maps
- Yellow Pages
- Yelp

### Crime Indexes

- Aggravated Assault Index
- Burglary Index
- Larceny Theft Index
- Property Crime Index
- Violent Crime Index

### Basic Details

- Doing Business As
- Email Address
- Entity Type
- Establishment Year
- Legal Name
- Multiple Entities
- Phone Number

### Exposure Base

- Annual Payroll
- Annual Revenue
- Employee Count

# Data Availability: General Insights

2/2

## Noteworthy Data Points:

- **NAICS Codes:** Planck's LLM-based classification model adheres to the North American Industry Classification System which includes approximately 1,065 six-digit codes. Planck's upcoming classification method is our most accurate to date, with an expected 75%-85% exact match rate for primary codes, and 90%-95% near-exact match rate.

NAICS			
Confidence	Code	Description	
HIGH	238990	All Other Specialty Trade Contractors	☆ Primary 🔍
HIGH	237310	Highway, Street, and Bridge Construction	
HIGH	541330	Engineering Services	
MEDIUM	238140	Masonry Contractors	

- **Business Description:** A high level description of the characteristics and operations of the business.

**BUSINESS DESCRIPTION** ⓘ

Cato's General Engineering, Inc, also known as Cato's Paving, is a fully licensed and insured asphalt contractor based in Hayward, California. The company specializes in commercial paving services in the San Francisco Bay Area, providing a wide range of services that include asphalt paving and maintenance, concrete repairs, sealcoating, striping, and ADA upgrades. The team at Cato's Paving has between 7 to 30 years of experience in the field, and they commit to maintaining and protecting pavement for commercial, industrial, school, and public municipal properties while emphasizing solid customer and vendor relationships.

- **Keywords:** informative terms that appear in key sources related to the business, providing additional insight into the nature of the business.

**KEYWORDS** ⓘ

Asphalt Pavement Maintenance   Commercial Paving   Industrial Paving   Concrete Repair   Sealcoating   Striping   ADA Upgrades And Signage

Parking Lot Maintenance   Asphalt Repair   Parking Lot Resurfacing

# Data Availability: Worker's Compensation

## Description:

The Worker's Compensation Insight package is comprised mainly of two major sources: the Occupational Safety and Health Administration (OSHA) and the Safety and Fitness Electronic Records System (SAFER) within the Federal Motor Carrier Safety Administration (FMCSA). These insights are available for all businesses, regardless of industry or other segmentations.

Total Number of Insights: 12

### OSHA

- OSHA Violations URLs
- Has OSHA Violations
- Major Workplace Injuries
- Vehicle Related Injuries
- Workplace Fatalities

### SAFER

- SAFER URL
- Cargo Carrier Classifications
- Carriers Operations
- DOT Number
- Leased Commercial Vehicles
- Number of Power Units

### Additional

- Bankruptcy

# Data Availability: Restaurants Bars & Taverns

## Description:

Planck's Insight package for the Restaurants Bars and Taverns (RB&T) industry.

Total Number Of Insights: 26

### Operations

- Bouncer
- Deep Frying
- Hookah
- Reservations
- Table Service
- Tableside Cooking

### Standout Classification

- Donut Shop
- Juice Shop
- Night Club
- Sandwich Shop / Deli

### Entertainment Exposure

- Arcade
- Dancing
- DJ
- Jukebox
- Karaoke
- Live Entertainment
- Live Music
- Pool Table

### Vehicle Exposure

- Catering
- Food Delivery Service
- Mobile Food Vendor

### Liquor Exposure

- Active Liquor License (Partial)
- BYOB
- Happy Hour
- Has a Bar
- Serves Liquor

# Data Availability: Construction

1/2

## Description:

Planck's Insight package for the Construction industry.

Total Number Of Insights: 36

### Services

- Burglar Alarm
- Carpentry
- Damage Restoration
- Electric Work
- External Framing
- Fencing
- Fire Alarm Services
- General Contractor
- HVAC
- Painting
- Plumbing Services
- Spray Painting
- Snow Plowing
- Snow Removal

### Project Types

- Airport Work
- Bridge Work
- Commercial Work
- Industrial Work
- New Construction
- Remodeling Work
- Residential Work
- Road / Street Work

### Work In Heights

- Gutter Service
- Roofing Service
- Solar
- Traffic Signal Work
- Tree Trimming

### Heavy Construction

- Blasting
- Demolition Service
- Drilling
- Excavation
- High Voltage Work

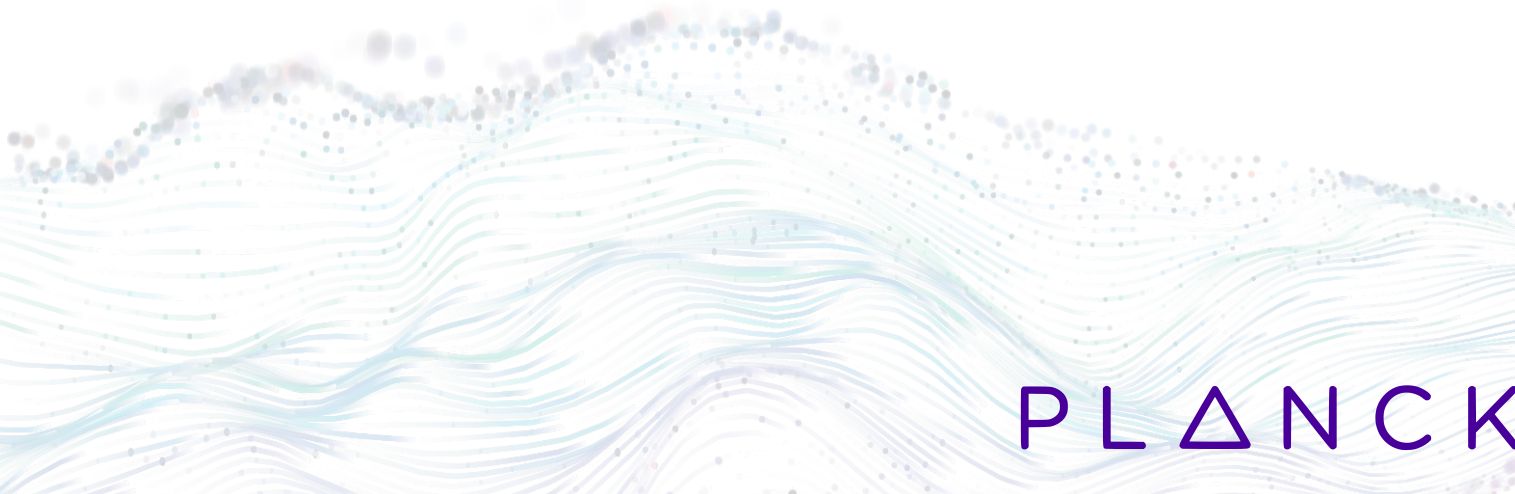
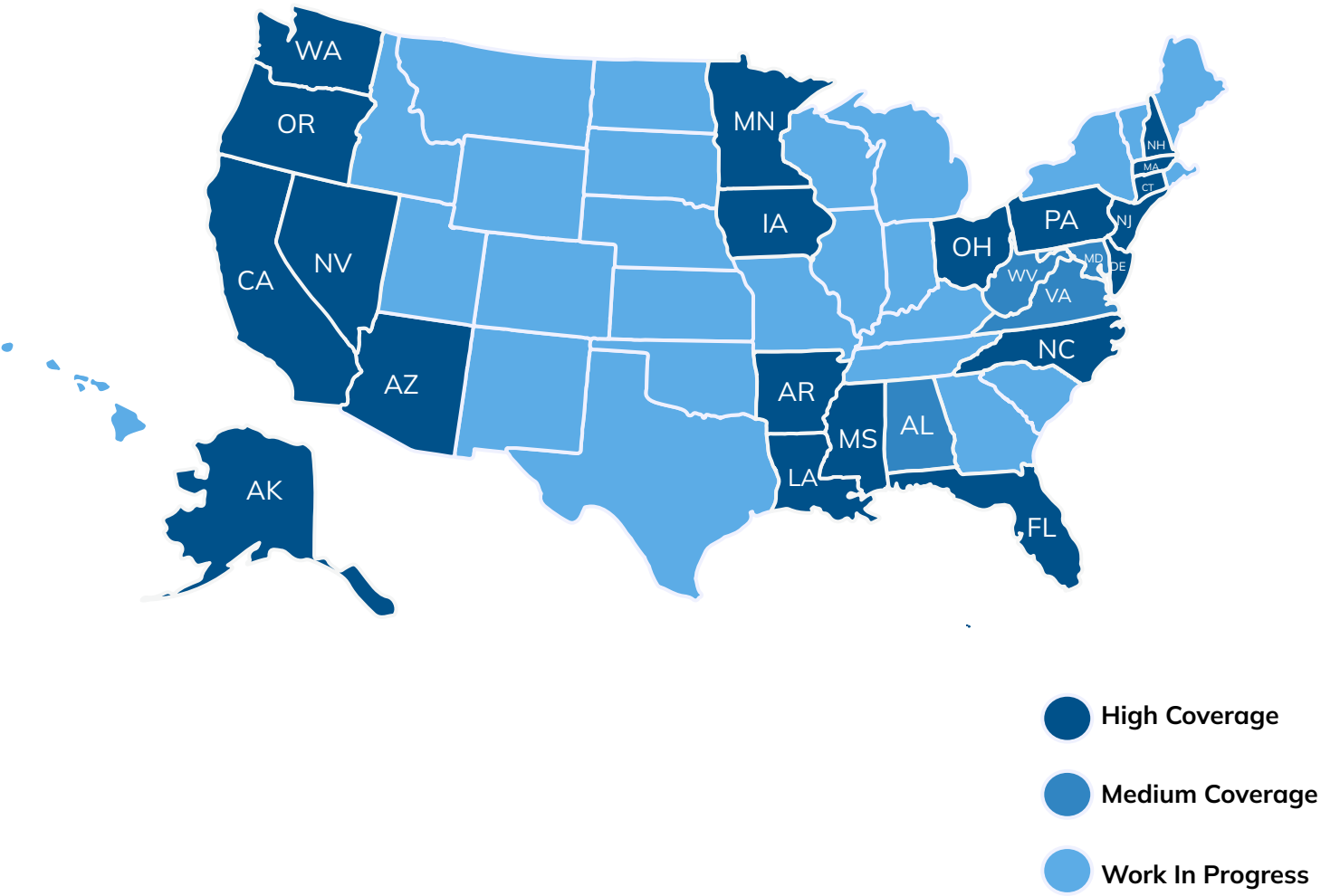
### Hazard. Material

- Asbestos Abatement
- Lead Removal
- Mold Removal
- Radon Abatement



# Data Availability: Construction

Contractor License Coverage Map:



# Data Features

The vast majority of Planck's insights (and especially our industry-specific insights) are **driven by LLM models**. The most significant benefit derived from the use of such models is our ability to provide our users with maximum transparency for the data they are getting:

- **“See Why”**: PLUS users can inquire about the reasoning behind each data point they receive. The models are instructed to explain the logic that was that was used to make the determination, providing both confirming and negating evidence, when found.
- **“Links”**: On top of the reasoning provided in the “See Why” function, users also get direct links to the sources which were instrumental in determining the insight value.

Industrial Work True

Close

Based on the information provided, Cato's General Engineering, Inc. offers a range of services related to the construction, maintenance, and operation of industrial facilities and infrastructure. This is evident from their website which mentions that they provide services such as pavement maintenance, concrete and asphalt repairs, sealcoating, striping, and ADA upgrades needed for commercial and industrial projects. Their LinkedIn profile also confirms that they offer services to industrial organizations.

Links:

<https://catospaving.com>  
<https://catospaving.com/about-us>  
<https://catospaving.com/asphalt-maintenance>  
<https://www.linkedin.com>

- **Making Sense of the Gray Areas**: In some cases, public sources do not enable a clear-cut response. In those cases, PLUS insights can provide values such as “Likely” or “Inconclusive” in cases where there is limited concrete evidence, or when there are conflicting indications.

Residential Work Likely

Close

While there are no concrete evidence that the business works on residential projects, there are several indications that suggest the business could be involved in residential projects. According to yellowpages.com, the business provides services in Asphalt, Concrete, Sealcoating, Striping, and ADA upgrades for Commercial, Industrial, and Residential projects. In addition, the business website mentions they work on properties including homeowners associations. Although the majority of their projects appear to be focused on commercial and industrial scale, the mention of residential projects and homeowners associations suggests the business could also be involved in residential work.

Establishment Year: Inconclusive

Close

Multiple Entities: F According to jwshaffer.com, the business has been in operation since 1986. buzzfile.com states that the business was founded in 2007.

Entity Type: Limite

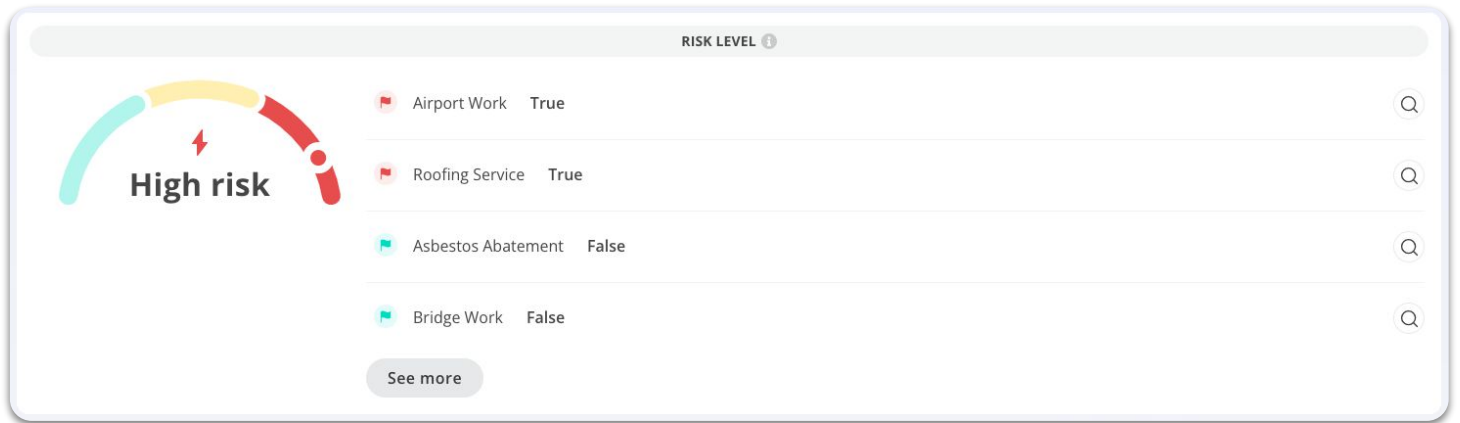
Bankruptcy: False

Links:

<https://www.buzzfile.com/business/Jk-Electric,-LLC-520-304-4416>  
<https://www.jwshaffer.com/contact>



# Risk Flagging



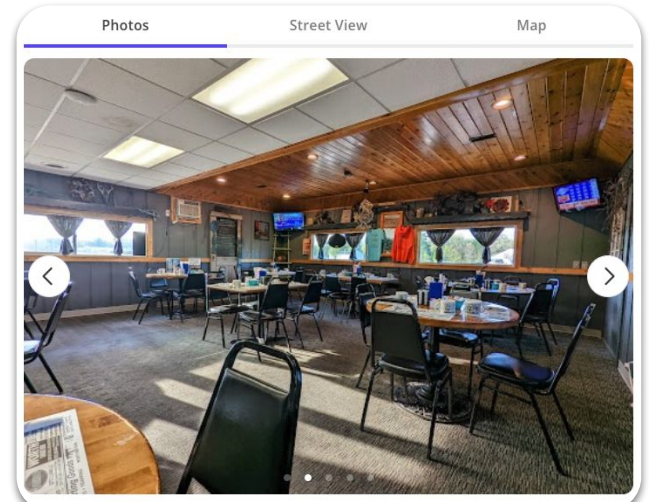
Risk level flags are configurable insight aggregators that determine the eligibility level of a given business for a client organization.

In its current version, risk flags are conceptually binary (i.e. “High” and “Low” risk), with a middle “Yellow” level which conveys critical information is missing, requiring a human reviewer’s judgement on the eligibility level of the business. Upcoming versions will enable more complex flagging logic, high levels of insight dependency and the use of additional data points such as keywords.

# Visual Data Points

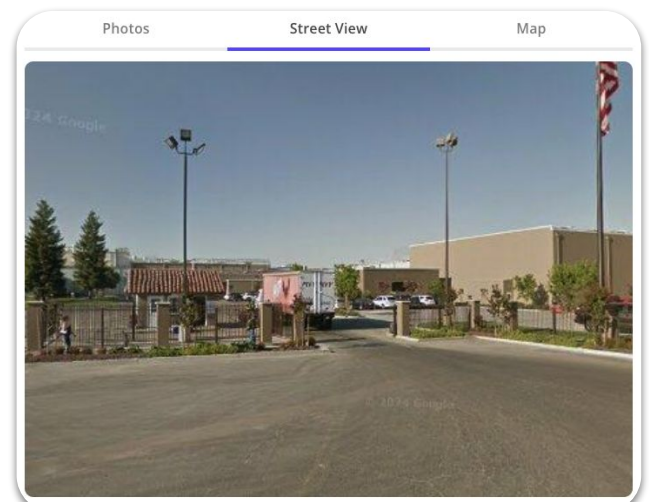
## Photos:

PLUS provides users with photos of the business as they appear in key sources such as the business' main website, Facebook page and noted directories such as Yelp and Google Places.



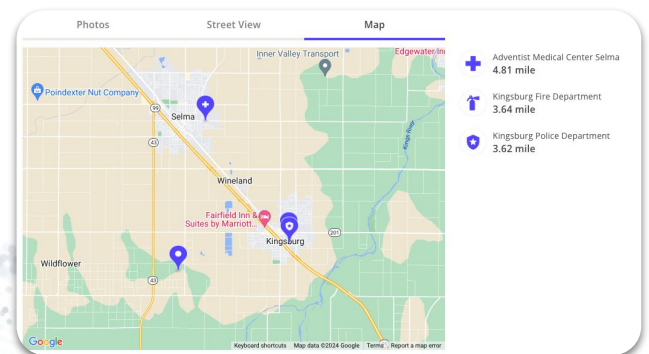
## Street View:

Users can take a look at the surroundings of the business provided via the Google Street View API.



## Map View:

PLUS's Map view allows an additional understanding of the location of the business, as well as a visual of where emergency services are located relative to the business itself.



# Social Reviews

PLUS aggregates reviews from directories such as Yelp, Google Places, Foursquare and others into one component. Users can sift through them quickly and get a good understanding of the customer's experience of the business. Reviews help shed light on specific attributes of the business which are often missed by "traditional" sources.

3.8 ★★☆☆☆ Based on 211 reviews

 Samantha M

FourSquare Reviews

The Jack Daniels butter brown sugar steak is a must with a sweet potato! Great place for Christmas Eve dinner.

 Jerry Carr

★☆☆☆☆

Google Places Reviews

**Terrible service, they didn't ship as requested and you are not able to speak with anyone**

Terrible service, they didn't ship as requested and you are not able to speak with anyone. The phone system is a joke I would not recommend doing business with this company.


 Gurjot Singh

★★★★★

Google Places Reviews

**Security gaurd are really nice and professional**

Security gaurd are really nice and professional.

 Anah hernandez

★☆☆☆☆

Google Places Reviews

**The hr people in that company are beyond rude**

The hr people in that company are beyond rude. Some are really sweet and one in particular is really rude. I think you working in human resources. You are there to help your employees and try to help them when they reach out for help. They should hire people who do care about their job and there employees within the company.

# PLUS Chat

PLUS Chat is a chatbot powered by a large language model (LLM) designed to address various ad-hoc, free-form text inquiries related to business operations. This tool provides reliable, evidence-based answers, allowing users to explore aspects of the business not immediately covered by Planck's PLUS Insights, summarize potential risks, or address any other questions that may arise.

Like similar LLM-based chatbots, including ChatGPT, PLUS Chat excels in generative tasks such as **composing emails to business owners** using the information gathered about the business.

What sets PLUS Chat apart from other chatbots is its rigorous approach to accuracy. It is meticulously **configured to avoid generating unfounded information ("hallucinations")** and relies exclusively on verified data sourced from Planck's extensive data collection services.

Regarding **Sidekicks deli**, located in **1489 SE Hogan Rd, Gresham, OR 97080, USA**, that was classified as **722513 Limited-Service Restaurants**, what would you like to ask?

Any history of violent incidents at the business?

Yes, there is a history of at least one violent incident at Sidekicks Deli. According to KATU News, an armed robbery occurred at the establishment located in Gresham, Oregon, on December 19, 2018. The suspect exhibited a black handgun during the incident. However, the incident mentioned in the Google Places review was a misunderstanding about cost but was not a violent one.

What are the main insurance liabilities posed by the business?

The main insurance liabilities posed by Sidekicks Deli are primarily related to the operations of slot machines and lottery games in the establishment. As per details from [img.restaurantguru.com](#) and Google Places, these activities can potentially lead to liabilities such as customer disputes, equipment malfunctions or damage, claims related to winnings, and gambling-related issues.

Regarding **Kura Revolving Sushi Bar**, located in **333 W 2nd St, Los Angeles, CA 90012, USA**, that was classified as **722511 Full-Service Restaurants**, what would you like to ask?

compose a professional 2-paragraph marketing email inviting the business owner to set up a meeting to discuss their insurance needs. Use details about the business from its main website in your email.

Dear Owner of Kura Revolving Sushi Bar,

I hope this message finds you and your staff well. My name is [Your Name], and I represent an esteemed insurance company that provides comprehensive business and employee benefits coverage. I have come across your fascinating business through your website, [kurasushi.com](#). From my understanding, Kura Revolving Sushi Bar takes pride in providing a diverse array of employee benefits ranging from health insurances to retirement plans, and additional perks including pet health insurance and discounted entertainment tickets.

I admire your commitment to ensuring your staff's well-being and financial security. I believe we can collaborate in expanding your capacity to secure your business and your employees even further while being cost-effective and beneficial for all parties involved. We offer customizable insurance plans that include aspects of medical, dental, vision, and pet health, plus diversified investment and retirement options. I am excited at the prospect of working with you and would be very keen to set up a meeting at your earliest convenience to discuss this further. Looking forward to hearing back from you soon.

Best regards,  
[Your Name]

# PLUS Chrome Extension (BETA)

The PLUS Chrome Extension allows users to receive Planck's insights as they review them on their admin system, and be notified when a relevant risk is detected.

While users review different businesses, the extension detects the business' identifying attributes, runs them through the system, and generates insights based on the found information. When a "risky" business is detected, the user is alerted and can then either review it on the extension itself, or click the provided link and review it in depth on the PLUS Workbench.

