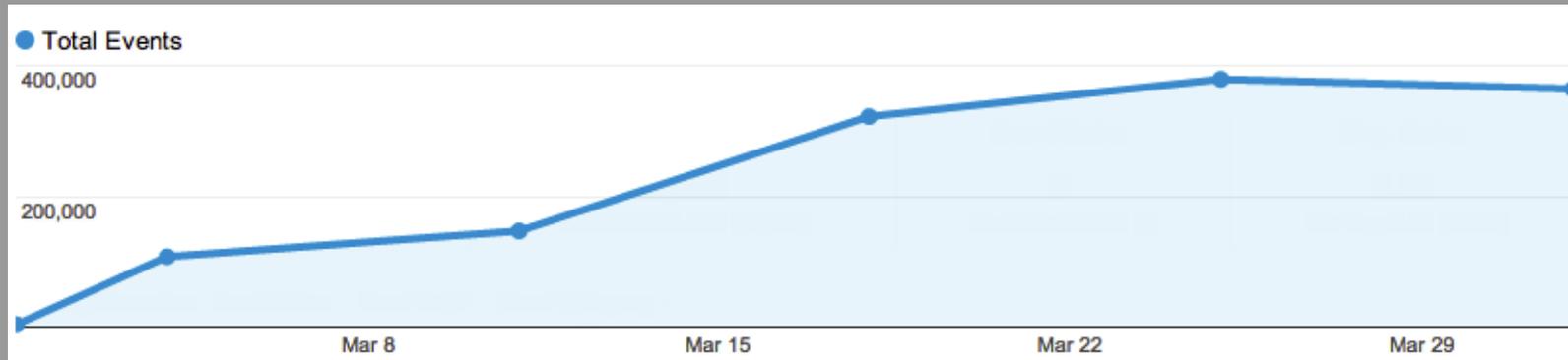




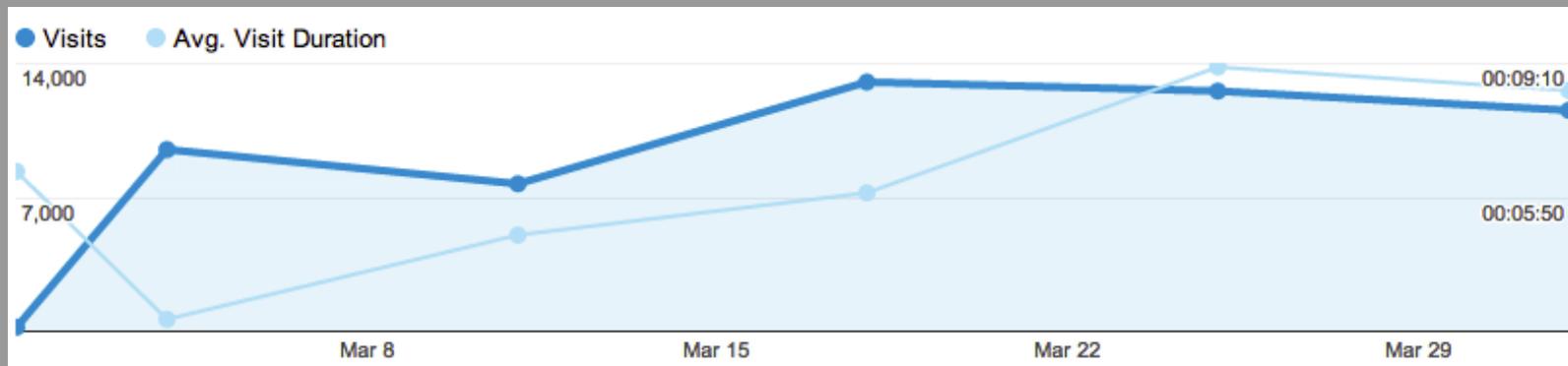
Heather Solos, Founder and CEO
Paul Reynolds, Founder and CTO

spinpicks.com

“Spins” Impressions, Weeks 1–5 (~1.3M total)



Mobile App & Web Visits, Weeks 1-5 (~55,000 visits with 9 minutes average visit)



- **Rapid adoption** – 10k downloads in first 4 weeks
- Trending to hit **2M+ impressions** in Month 2
- iPhone and iPad applications in development
- Unified analytics running in mobile and web apps



The Problems

Pinterest can be visual overload and lacks serendipity.

SpinPicks allows spinners to discover high quality content and content creators in a passive, fun way.

Some social networks aren't designed for open sharing or curation.

Other services we integrate, such as Instagram and Flickr, don't have a strong mechanism for exposing their content creators to new audiences. Others don't have a strong mechanism for their content consumers to re-share.

Respecting copyrights in an open sharing environment.

Pinterest has raised an important conversation about copyright and sharing online. SpinPicks wants to be proponents for the original content creators. For example, we filter domains that tend to decouple the image from the source link. (images.google, Bing, Tumblr, images hosted on content delivery networks like Akamai, etc.)

The Appeal

People want to curate and share.

For a variety of reasons, people are using Facebook, Tumblr, Pinterest, etc. as a way to share links and photos to their social audiences. SpinPicks allows these people to find a seemingly endless supply of quality, properly sourced content and provides options for sharing without leaving our interface.

Users are engaged

Thanks in part to SpinPicks presenting all of this content in a simple and unified interface. Users are delighted by the serendipity and the positive, low-friction user experience encourages further engagement.

Users “get it”

The core demographic is used to sharing their experiences via networks like Facebook / Twitter. Through hashtag tracking, we're seeing how content is being shared across multiple networks originating from SpinPicks.

Demo

Seamless, Unobtrusive Marketing

Promoted Spins

Promoted spins are paid placements that are inserted into the spin rotation. Running trial placements for Little Debbie Snacks, Method, Type-A Parent, and Home-Ec101.com

- Paid by impression and interaction (click, like, repin, etc)
- Ability to target ads based on user's category preference
- Clearly disclosed, yet fully integrated into experience
- Trials show promoted spins get measurable traction through repins & likes
- Potential opportunities with daily or group deals and limited time offers

Business Model

- Targeted paid placement (1 in 5 impressions)
- Ad supported and paid version of mobile apps
- Exploring affiliate placement

Use of funds

Seeking \$1M Seed Funding

- Stay ahead of the rapid adoption rate and refine current infrastructure
- Establish HQ and build full time business development teams
- Continue application roadmap by deploying to iOS and other platforms
- Brand development and marketing with paid placement and earned media
- Stay ahead of competition by taking advantage of our early position