spinpicks.com

SpinPicks is a fun new way to filter, discover, and re-share the massive amounts of content being publicly shared on numerous social networks in a single, addictive Spin-terface.

What do Pinterest, Tumblr, Instagram, Facebook, and several other existing social networks have in common? Millions of amazing photos and links are shared across them each day. SpinPicks connects to these disparate networks, filters the data for the best quality content, and presents in a simple attractive user interface that make it easy for "Spinners" to re-share the content to their social networks like Pinterest.

snapshot

Management
Heather Solos, CEO
Paul Reynolds, CTO

Industry
Consumer Software

Business
Social media content discovery and re-sharing, advertising

Counsel
DLA Piper, LLP

Status
Web application live in public beta as of March 3. Backend is a highly scaleable cloud-based architecture. Android application (paid and free) available now.

Ask
$1M Seed

Use of Funds
Engineering to accomodate existing rapid adoption, continue feature road-map and deploy to multiple platforms. Community development, marketing and sales.

contact

Heather Solos, Founder & CEO
Heather founded and operates Home-Ec101.com, a blog that provides "Skills for everyday living". Heather has grown HE101 over 5 years with a loyal audience and consistent readership of over 150,000 unique visits per month.
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Paul Reynolds, Founder & CTO
Paul has over 13 years senior software development experience in a wide variety of industries and platforms. He has been self employed since 2005.
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business model

Free and paid versions of mobile apps
Targeted paid placement with "Promoted Spins"
Transactional revenue

business development

Established relationship with TwitPic to access non-public API. Established relationship with Bo.lt for integration. Ran Promoted Spin trials with Little Debbie Snacks, Method, Home-Ec101.com, and Type-A Parent. Based on Android Market activity, Barnes & Noble has asked us to develop Nook app.

users & analytics

Our users are people looking to discover the best publicly available shared photos and links either to establish a reputation as a quality content curator. Others are simply passing the time. Unverified tracking shows most of our users are predominately female ages 25 to 45 that are highly active on one or more social networks such as Facebook or Pinterest.

First month saw over 1M spins of activity. Second month eclipsed 2M spins (impressions) for April. Adding iPhone and iPad applications could quickly put us at 5M impressions per month.

Analytics (3/1-4/12, First 6 Weeks of Launch): Over 1,530,000 spins with an average 9 minutes per visit
Data includes usage from both the web app and the Android app. With over 10,000 installs, Android accounts for 96% of our activity.