http://www.youtube.com/watch?v=J_4tw54ANRE

Name
Vince Lee

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Your LinkedIn Profile and College Degree

Vince Lee: Cornell University (B.A. in Mathematics/Economics '02, M.Eng. in Financial Engineering '03, J.D./L.L.M. in International Law '07)

Linkedin: http://www.linkedin.com/profile/view?id=60236111
HackerNews: VSL2
Facebook: http://www.facebook.com/415563
Twitter: @Pebleteer

Names of Other Cofounders

Allen Liou
Micky Loo
Fang Lu

LinkedIn Profiles and College Degrees

Allen Liou: Cornell University (B.S. in Operations Research '02, M.Eng. in Operations Research '03)

LinkedIn: http://www.linkedin.com/profile/view?id=4310292
HackerNews: randomtask111
Facebook: http://www.facebook.com/randomtask111
Twitter: @randomtask111

Micky Loo: Cornell University (B.S. in Computer Science '02, M.Eng. in Computer Science '03)

Linkedin: http://www.linkedin.com/profile/view?id=13321675
HackerNews: olbaid
Facebook: http://www.facebook.com/micky
Github: https://github.com/olbaid
Twitter: @olbaids

Ethan Lu: Cornell University (B.S. in Computer Science '02)

LinkedIn: http://www.linkedin.com/profile/view?id=8205335

HackerNews: ethanoks
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Company Name*

Peblet

One sentence pitch of your company

Peblet is a location-based app that delivers personalized local news based on interest filters and crowd-sourced feedback.

What is your product?

We are making a location-based mobile app for personalized local news aggregation. "News" sources will be: 1) Scrape/syndicate data from sites (NYT, location tagged tweets, local blogs, etc). 2) Users contributing news relevant to their surroundings and themselves.

The local news can be anything from the opening of a new bubble tea shop in Chinatown from the NY Post or a user-generated news posting that tells why there are 5 police cars at the next intersection.

The app will be location-based and show news localized around the user. The app will crowd-source users' feedback through a +1/-1 voting system and display first the news with the highest scores.

Users will be able to add keywords/tags to filter out irrelevant news and clutter (the biggest problem that we find with Twitter). Examples of keywords/tags are: "happy news", "politics", "food", "crime".

Users can use the app "passively" in that they only need to have app running in the background to record the news around them for later viewing. We envision that users will collect news throughout the day and read it whenever they choose (similar to checking Facebook News Feed at various points throughout the day). News comes to you instead of having to search for it.

What is the problem you are solving? Who else is trying to solve it?*Why do customers need you? What pain point are you addressing? Who are your competitors? Why is the market attractive?

We are avid news readers and skilled at mining the Internet for relevant local and global news. However, we realized that people often don't know/understand the "news" that is happening immediately around them and there is no easy way to find out.

Without serendipitous luck, we would not know when of a new bubble tea shop opening along our commute, though we love bubble tea. Another example is seeing large protest gatherings in the street in Midtown (not OWS) but being unable to find out any information about them through Google, etc.

We (and our friends) need Peblet every time we are forced to resort to mining local news websites or performing Google searches for specific topics in our area. Local news can be limited enough to affect only the inhabitants of a single city block, but for those residents in that city block, it may be the most relevant and interesting. No news is too local or small to be user-submitted to Peblet and its relative importance is determined by the user community itself.

Location-based information services (Loku, Roamz), Google News (News Near You) and other mobile news aggregators (e.g. Pulse) are our direct competitors.

Each of the mentioned competitors provides some of the services that Peblet will have, but they lack: (i) crowd-sourced rankings, and (iv) passive news recording for later viewing.

Twitter could be a direct competitor if it creates a mobile app that shows Tweets based on location proximity (and filtering) rather than "following" because Twitter has a large user-generated "news" stream. However, we don't believe Twitter will make such a drastic change because their users expect the normal Twitter content selection method.

The market is attractive because of the explosive growth in the smartphone industry in the past few years. Local (as accurately determined by GPS capabilities) news is important to every person in that locality and Peblet hopes to dominate that industry with the depth/breadth of its information and just as importantly, its ease of use.

How will you get people to use your product?*Tell us all your thoughts, as well as any usage data that you might already have

We aim to attract users by:
(i) seeding our service with geo-tagged localized news scraped from official news sources and blogs in order to minimize the initial "no content" problem;
(ii) arranging an early release to the Cornell community in Ithaca and elsewhere, promoting the strong Cornell ties of the Peblet founders, to establish an initial exclusive core group of users
(iii) spending all of our non-programming time promoting Peblet, creating content and responding to the initial core group of users;
(iv) convincing Lady Gaga to post Pebbles as part of special "find my news and win prizes" promotions in large cities (in exchange for whatever she wants).

What is your business model?*How will you make money?

We will make money through: (1) charging businesses to post news for awareness/publicity (similar to Craigslist) and (2) targeted advertising through analyses of users' personal interest filters and news postings.

For (2), aggregate analyses (e.g. % of users located in the Upper East Side filtering for "day care" news vs. % of users in Midtown) or specific analyses (e.g. user ABC posting numerous local news bits on cupcakes) could be utilized. We will place the highest priority on maintaining users' privacy because we realize that having their trust is the key to building a large and loyal userbase.

Based on Informa projections that annual mobile advertising revenues will be ~$4B in North America by 2015, we could have revenue of $200M+/year because we will become the standard in mobile local news and information.

Why you?*Why will your team win? Tell us what about you and your team that you believe will make you successful. (If you have previous projects, please include links to them with brief explanations.)

Team Peblet will win because not only do we have a solid vision for the next step in personalized news, we have a great well-balanced team that has a long history of friendship and achievement together.

Ethan and Micky are expert programmers and are building the iOS and Android versions. Allen designs the user interface and other aesthetic aspects of Peblet that will be incorporated in the next alpha iterations - he created the Peblet name design and is working on the logo. Vince, along with Allen, handles the business aspects, coordinating legal/business issues associated with creating a tech startup. In a prior life, he was a tax/corporate attorney at a major law firm and experienced in dealing with term sheets and contract negotiations. Vince and Allen are also networking and reaching out to members of the NYC tech startup community to connect with as many entrepreneurs, investors and advisors as possible.

We have the maturity and professional experience to execute our vision with discipline and hard work. We are very capable technically as well as professionally (negotiating with news content providers and investors, presentation skills).

We have discussed Peblet and its prospects with investors as well as friends/entrepreneurs (several of whom have participated in accelerator programs around the country) and know that Peblet could be a success in the rapidly growing mobile app industry. With the ubiquity of smartphones and their improving GPS and battery capabilities, we know that (i) there is definitely a market for an personalized easy-to-use local news/information app and (ii) we are the right team to execute this vision.

Past experience: Ethan co-founded and played key roles in developing the web UI, database architecture, and back-end processes for a startup called mybloop.com, a file

sharing site. Though mybloop.com was ultimately unsuccessful, he experienced first-hand what it means to devote your efforts and passion to creating a startup and how to avoid the numerous pitfalls that litter a startup's journey.

Please tell us about your company's current status:*Where is your product and company today? Is the product ready for use? (If so, please in include a link) Incorporated? How much funding, if any, has your company raised to date? The source of the funding? How long have you been working on this particular project (for each founder seperately)?

We are currently completing development of the initial iOS and Android releases of Peblet and will be releasing the initial closed beta (to friends) in the next few weeks, with a public release at the beginning of 2012. The links below contain the current functional Peblet iterations.

Android version is at : http://api.peblet.com/archives/android/Peblet.apk
iOS version is at : http://api.peblet.com/archives/ios/index.html (please send us your device ID for a password; then click on the certificate link and then the plist link)

We have not yet incorporated nor raised any funding.
We have all been on the team since the beginning and we started Peblet a couple of months ago.

What is the team's commitment to the company? What commitment is the team making to the ER Accelerator?*Explain the status of each founder. Is your team committed to working on this startup for a year after ER Accelerator? Do any of the founders have existing commitments to return to school or to a job? Is your company based in NY? If not, are you planning to be here for the of the program? How long have the team members known each other?

The entire team is fully committed to making Peblet a success. If accepted to ER Accelerator, we will definitely take part and after the program's conclusion, commit to working on Peblet for at least 5 years or until Peblet becomes a fantastic success.

None of the founders have any existing binding commitments to return to school or a job. If we are accepted to ER Accelerator, we will absolutely participate.

Peblet is and will be based in NYC for the foreseeable future. All of the founders live in the Tri-state area.

The founders met each other during their freshman year of college 13 years ago. Ethan, Micky and Vince lived in the same dorm that year. Allen met Micky through IRC when Micky noticed Allen's Cornell IP address. We've been friends since that freshman year, living together through college (and working on class projects together), and maintaining close friendships ever since.

<u>Anything else that you would like to add</u>**

We have greatly enjoyed meeting ER Accelerator partners and alumni (of the summer 2011 class) at the Happy Hours we've attended, and we truly hope to join the impressive network of professionals/entrepreneurs and look forward to speaking with you again soon.

Thank you for the opportunity to apply for the winter 2012 session and even we are not selected for the program, please feel free to contact any member of Team Peblet if we can provide consultation for other startups (no compensation necessary) with any legal/tax (Vince), design/finance (Allen), or development (Ethan/Micky) issues, as we are always looking for more ways to become involved in the NYC tech startup environment in our spare time (rare).