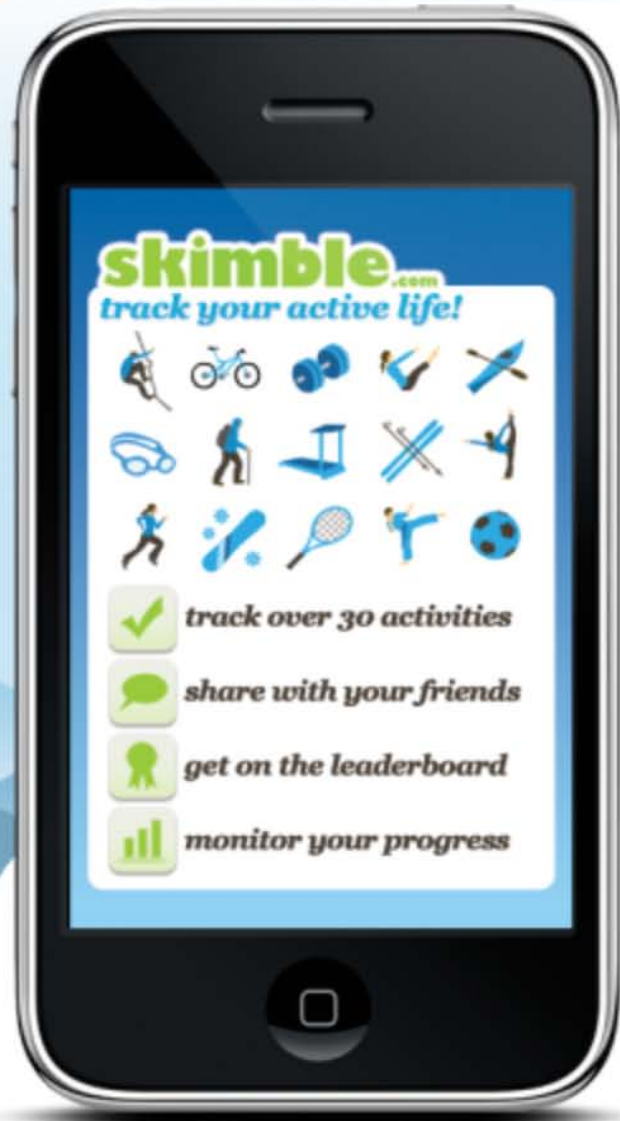


Meet Skimble

skimble

The best way to track & share all your sports activities.



Wherever you go!

Inspired & Motivated

skimble



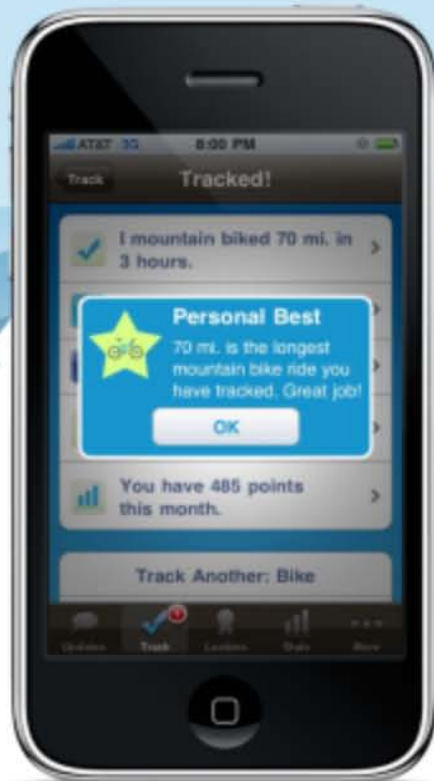
track with friends



compete & win prizes



monitor your progress



Friends

- Compete on the Leaderboard

Rewards

- Win prizes each month

Achievements

- See your progress & Personal Bests

Team

skimble



itunes.com/app/skimble



[@skimble](https://twitter.com/skimble)



bit.ly/skimble

- We're pretty damn active
- Entrepreneurial team with experience working together
- Technological & product expertise



Maria Ly
Co-founder

International product management at Google, Flurry

Computer Engineering, Msci, International Studies, University of Waterloo, Canada

Competitive climber & former gymnast, Canadian power cheer team



Gabriel Vanrenen
Co-founder

Repeat entrepreneur, Flurry co-founder and former CTO (Top 100 Products by PC World, Sun Microsystems Duke's Choice Award)

Computer Science, Phi Beta Kappa, Summa Cum Laude, Dartmouth College

Rock climber, hiker and skier



Sophia Brueckner
Illustrator

Artist & former Google engineer

Applied Mathematics & Computer Science, Brown University



Founder Institute
Graduates

Mobile: Web

skimble

Mobile Web: big text box, natural language parsing

- pros: basic, fast, good for tracking
- cons: lots of use cases not met, people would forget to browse to our website in their mobile web browser

skimble

You have 249 points so far this month. Compare
Track an activity at: <pick a location>

track

Recent Updates

Sharon W. went climbing at Planet Granite SF yesterday. 12:55am [view »](#)

Thomas B. reviewed a route: Weird, difficult-to-figure-out-where-it-goes route. Not awesome, a good introduction to.. 12:54am



Track activities from any mobile phone. Browse to: www.skimble.com

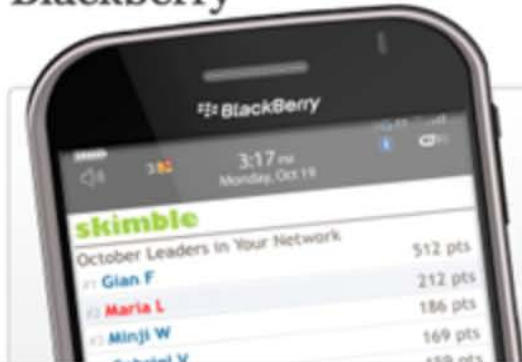
iPhone



Android



Blackberry



Mobile: SMS

skimble

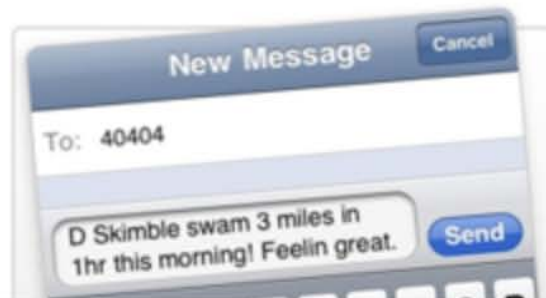
SMS: piggyback on Twitter, users 'tweet in' activities with 40404 code

- pro: cost-free SMS shortcode using fast-growing mobile service
- con: we had @skmbl not @skimble, lack of branding evident, all users had to have a Twitter account to track activities via SMS



Track activities from twitter: Use @skimble or #skimble

iPhone



Mobile Web



Text Message



Mobile: iPhone

skimble

iPhone: basic application that tracked 15+ activities

GPS tracking, geo-tagged action shots

- pro: native application, app store visibility, the plan all along
- con: takes time and resources

Design Tools:

- iPhone PSD template files

Developer Tools:

- three20 - iPhone GUI

Project Management Tools:

- Pivotal Tracker



Projects ▾ P I V O T A L T R A C K E R

skimble

Done Current Backlog Icebox View ▾ Actions ▾ Add Story

Current	Backlog
57 19 Apr - Current Pts: 0 of 12	58 26 Apr
Update cronjob on prod to send weekly newsletter to all users next monday (GV) Finish	iphone Ability to geo-tag all acti
truncate review text in activity stream (GV) Accept Reject	iphone iPhone saved workouts
Add sport specific pages to web (GV) Accept Reject	iPhone v1.5
Add mobile versions of sport specific pages (GV) Accept Reject	Improve timezone detection for
Add links to sports to footer of all pages (GV) Accept Reject	Improve Personal Best messag
Improve new homepage (GV) Accept Reject	iPhone App > More > My Profil
New goal form is broken on trip page (GV) Accept Reject	Improve new user Network Up
add map search to sport pages (GV) Accept Reject	Allow users to keep their updat
iphone Saved paths page shows error message to non logged in users (GV) Accept Reject	Make sure users don't connect
iphone put offline mode settings on track page (GV) Finish	fbook connect
Add pageview tracking to sports pages ajax requests (GV) Finish	Add pounds to weightlifting stat
related activities spinner is a broken image in prod Start	59 3 May
Add sub sport filtering on sport specific pages Start	iphone, web Personal Weight Tr

iPhone Design Challenges



Time-to-market

GPS tracking on the phone

Native vs. Mobile Web pages

Sports priorities

Social integration

Media integration

Making money



Detailed Stats
Monitor your progress across all sports activities. Compare with friends!



Offline Mode
Great for the wilderness or if you have an iPod Touch.



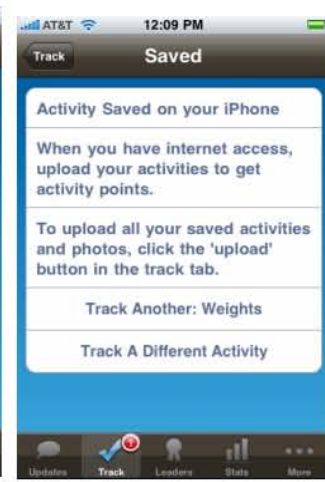
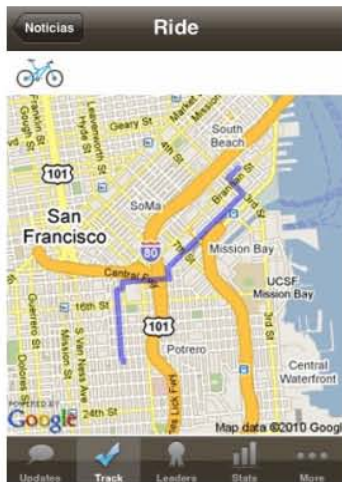
Ad-Free
No ads mean a cleaner interface on web and mobile.



PRO Sash
Look distinguished with a fancy sash on your profile image!

How do LITE and PRO compare?

	LITE	PRO
Web and mobile support	yes	yes
Synchronization across platforms	yes	yes
Unlimited sports to track	yes	yes
Progress charts and stats for activities tracked	nope	yes
iPhone offline mode: track activities off-the-grid	nope	yes
Hide advertisements	nope	yes
Looking PRO	nope	yes
Pricing	free	\$24.99/year



Our Mobile Timeline



- Oct 2009: Skimble.com mobile website, SMS
- Nov 2009: iPhone application development begins
- Dec 21st: application v1.0 submitted
- Dec 30th: application v1.0 ready for sale

Your application has changed state

iTunes Store <Do_not_reply@apple.com>
Reply-To: iTunes Store <Do_not_reply@apple.com>
To: maria@skimble.com

Mon, Dec 21, 2009 at 7:55 PM

iTunes Connect

Dear MyTickList, Inc.,

The status for the following application has

Application Name: Skimble
Application Version Number: 1.0
Application SKU: 1
Application Apple ID:345235704

To make changes to this application or any
click the [Manage Your Applications](#) moduli

If you have any questions regarding your e

Sincerely,

The iTunes Store Team

Your application has changed state

iTunes Store <Do_not_reply@apple.com>
Reply-To: iTunes Store <Do_not_reply@apple.com>
To: maria@skimble.com

Mon, Dec 21, 2009 at 2:03 PM

iTunes Connect

Dear MyTickList, Inc.,

The status for the following application has changec

Application Name: Skimble
Application Version Number: 1.0
Application SKU: 1
Application Apple ID:345235704

To make changes to this application or any of its me
click the [Manage Your Applications](#) module.

If you have any questions regarding your applicator

Sincerely,

The iTunes Store Team

Your application is Ready for Sale

iTunes Store <Do_not_reply@apple.com>
Reply-To: iTunes Store <Do_not_reply@apple.com>
To: maria@skimble.com, gabe@skimble.com

Wed, Dec 30, 2009 at 4:20 PM

iTunes Connect

Dear MyTickList, Inc.,

Your application is now **Ready for Sale**. If your contracts are not in effect at this time, your
application will not be live on the App Store. You may track the progress of your contracts
in the [Contracts, Tax, and Banking](#) Module in iTunes Connect.

Application Name: Skimble ☺
Application Version Number: 1.0
Application SKU: 1
Application Apple ID:345235704

To make changes to this application or any of its metadata, log in to iTunes Connect and
click the [Manage Your Applications](#) module.

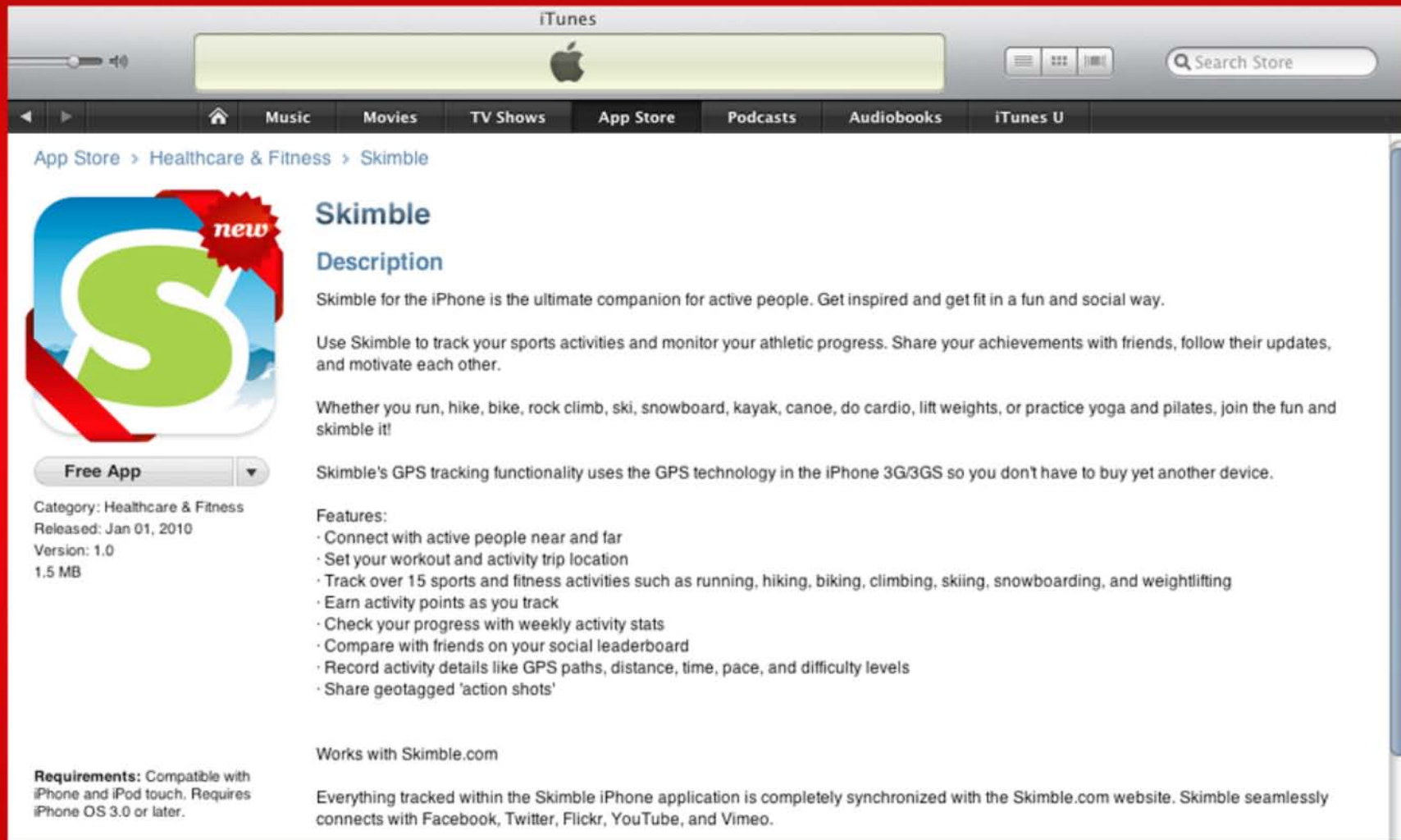
If you have any questions regarding your application, click [Contact Us](#) in iTunes Connect.

Sincerely,

The iTunes Store Team

Skimble iPhone App!

skimble



The screenshot shows the iTunes App Store interface. At the top, the iTunes logo and a search bar labeled "Search Store" are visible. Below the navigation bar (Music, Movies, TV Shows, App Store, Podcasts, Audiobooks, iTunes U), the breadcrumb trail reads "App Store > Healthcare & Fitness > Skimble".

The app listing for "Skimble" features a large green 'S' icon with a red ribbon and a "new" badge. The title "Skimble" is prominently displayed, followed by a "Description" section. The description states: "Skimble for the iPhone is the ultimate companion for active people. Get inspired and get fit in a fun and social way. Use Skimble to track your sports activities and monitor your athletic progress. Share your achievements with friends, follow their updates, and motivate each other. Whether you run, hike, bike, rock climb, ski, snowboard, kayak, canoe, do cardio, lift weights, or practice yoga and pilates, join the fun and skimble it! Skimble's GPS tracking functionality uses the GPS technology in the iPhone 3G/3GS so you don't have to buy yet another device."

Below the description, a "Free App" button is shown. To the left of the app icon, technical details are listed: "Category: Healthcare & Fitness", "Released: Jan 01, 2010", "Version: 1.0", and "1.5 MB".

A "Features:" section lists several capabilities: "Connect with active people near and far", "Set your workout and activity trip location", "Track over 15 sports and fitness activities such as running, hiking, biking, climbing, skiing, snowboarding, and weightlifting", "Earn activity points as you track", "Check your progress with weekly activity stats", "Compare with friends on your social leaderboard", "Record activity details like GPS paths, distance, time, pace, and difficulty levels", and "Share geotagged 'action shots'".

At the bottom, it states "Works with Skimble.com" and "Everything tracked within the Skimble iPhone application is completely synchronized with the Skimble.com website. Skimble seamlessly connects with Facebook, Twitter, Flickr, YouTube, and Vimeo."

Happy New Year!

Skimble iPhone 1.1 Jan

skimble



Skimble iPhone 1.2 Feb

skimble



Skimble: Top New

skimble



Skimble iPhone 1.3 March



Key Features:

Personal Bests, light version

Improved UI

Contests

Test Spanish version

Re: Contact Us - MyTickList, Inc. - App Status Inquiry

iPhone Developer Program <appreview@apple.com>
To: maria@skimble.com

Mon, Mar 15, 2010 at 11:55 AM

Please include the line below in follow-up emails for this request.

Follow-up: 99397722

Dear Maria,

I thank you for contacting the iPhone Developer Program regarding the review of Skimble. We have made a one-time exception and will proceed with an expedited review of Skimble.

We understand that in rare cases, situations arise which require an exceptional response. We want to remind you that expedited reviews are provided on a limited basis, otherwise the process itself becomes ineffective and we may not be able to accommodate additional requests in the future.

The review process was designed to process applications that have through a complete Quality Assurance cycle before being submitted to the App Store. Apps that have not been completely QA'd cannot be processed in the most efficient way.

Sincerely,

iPhone App Review Team

.....
Start developing for iPad
iPhone OS SDK 3.2 beta and iPad Humai
<<http://developer.apple.com/iphone/>>
.....

Follow-up: 99397722 Re: Contact Us - MyTickList, Inc. - Expedited App Review Request

Maria Ly <maria@skimble.com>
To: iPhone Developer Program <appreview@apple.com>

Wed, Mar 24, 2010 at 10:27 AM

Hi there,

Thank you for your quick response and honoring the expedited review process.

I was hoping to get our application some coverage for the SXSW event, since we were Top 3 in the Innovative Technology Category. I cannot do this until my latest application has been approved.

Skimble was the only startup in the Health and Fitness category selected as a SXSW Microsoft BizSpark Accelerator startup and I hope you may even consider it as a Featured application in the App Store.

It would mean a lot to me as I have worked on this application from day one fueled by passion and my own savings. I'd like to get the word out about Skimble and get some exposure for it.

Thanks for your consideration and I hope you may review quickly.

Maria Ly
Co-founder of Skimble
415.794.0495 | maria@skimble.com

Skimble: <http://skimble.com> | Skimble iPhone app: <http://itunes.com/app/skimble>
blog: <http://blog.skimble.com> | fan: <http://bit.ly/skimble> | follow: <http://twitter.com/skimble>

On Wed, Mar 24, 2010 at 8:11 AM, iPhone Developer Program <appreview@apple.com> wrote:
Please include the line below in follow-up emails for this request.

Follow-up: 99397722

Dear Maria,

Thank you for the email. We are looking into the status of Skimble, and will get back to you shortly. Thank you for your patience while we investigate your issue.

proprietary

Skimble iPhone 1.4 April

skimble



Key Features

Personal Bests: with sounds and badges

Bigger DB, tricks & poses: weights, snowboarding, skateboarding, yoga

More action sports: skateboarding, sky diving, base jumping, slacklining, hang gliding, surfing, windsurfing, kiteboarding, water skiing, wakeboarding, scuba diving, and snorkeling

Spanish version

Skimble Sports: 40+

skimble



Latest Update



Skimble provides the best tools to engage the active community

- 40+ sports, multiple platforms, social media integration, international

Our entrepreneurial team is pretty damn active!

- worked together at Google & Flurry with product & technology expertise

Initial 2010 launch traction

- 30k+ downloads, 13k+ registered active, 150k+ web & 300k+ mobile PVs



What people are saying about Skimble



Top 3 Innovative Web Technology
SXSW Accelerator Pitch Competition

Top New application
iTunes App Store

msn
Top 3 Sites to Better Yourself
MSN Tech & Gadgets



Helping you keep your workouts interesting & often.



Time investment? Only moments. Benefit? A steady stream of active inspiration. Bottom line? Essential and innovative.



Living what they are preaching.



Like a super sports watch!



share updates on facebook

Connect with Facebook



tweet your accomplishments

share now >>



skimble.com

The best way to track & share all your sports activities.

Skimble is the ultimate companion for active people. Connect with friends, track over 40 activities, compete on the leaderboard and win real-world prizes just for being active! Skimble automatically remembers your Personal Bests & helps you monitor your progress over time.

free on your iPhone & the web

contact: partner@skimble.com, 415-690-7082