Meet Skimble

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

Wherever you go!
Friends

- Compete on the Leaderboard

Rewards

- Win prizes each month

Achievements

- See your progress & Personal Bests
Team

We're pretty damn active
Entreprenurial 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
Designing for active users

Active people are normally at a gym or outdoors participating in the sports activities they love

- People prefer tracking during their activities or soon after
- The website should be more useful for planning upcoming trips & activities
- The mobile offering should focus on activity tracking and updates

Market Validation
Mechanical Turk survey
Market research
Industry reports
Google Forms
Usability studies at the gym and outdoors
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

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

iPhone  | Android  | Blackberry
Mobile: SMS

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
Mobile: iPhone

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
iPhone Design Challenges

Time-to-market
GPS tracking on the phone
Native vs. Mobile Web pages
Sports priorities
Social integration
Media integration
Making money
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
Skimble iPhone App!

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.

Features:
- 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
- Share geotagged 'action shots'

Requires: Compatible with iPhone and iPod touch. Requires iPhone OS 3.0 or later.

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!

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Skimble: Top New
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

Mon, Mar 15, 2010 at 11:55 AM

To: maria@skimble.com

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

Follow-up: 99397722

Dear Maria,

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

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

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/appskimble

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.
Key Features

Personal Bests: with sounds and badges

Bigger DB, tricks & poses: weights, snowboarding, skateboardking, 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 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
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