everpix

Founders

Pierre-Olivier Latour
Execution

Apple, Cooliris
Sold motion graphics technology Quartz Composer to Apple in 2003
Serial entrepreneur building teams and consumer software for 15 years

Kevin Quennesson
Science

Apple, Cooliris
2 MS in Applied Mathematics and Computer Vision (specialized in wavelets)
GPGPU, Computer vision, UI, machine interaction work and patents for Apple
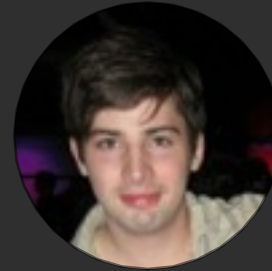
Wayne Fan
Design

Frog Design, Odopod
Clients include Facebook, Intel, Google, Disney, AT&T, Sling Media, FedEx & Sony
Designed and develop interactive installations for Facebook

Employees

Jason Eberle
Web
Odopod

George Leontiev
iOS
Apple, Microsoft

Sameer Sundresh
Infrastructure
Pattern Insight, Ph. D. CS

Kyle Mercury
Imaging & QA
Pro Photographer

Jacek Szydłowski
Windows
Remote from Poland

Angel & VC Funding ($2.3M raised)

Venture Capital

Index Ventures

STRIVE
CAPITAL

500startups

👤 Neil Rimer

👤 Nuno Gonçalves Pedro

👤 Dave McClure

Key Angels

Bertrand Serlet
ex-Apple SVP Software Engineering

Michael Herf
Picasa co-founder

Everpix has been focusing the past **18** months
on the **next big opportunity**
in the **consumer photo space**

A Tsunami of Photos Hitting Consumers

92 %
of consumers do not feel like
they take too many photos

10,000
Average photo collection size
of Everpix users

500 M
photos are shared
per day on average
so far in 2013

1,500
New photos taken per
Everpix user per year and
counting

We Have a New Problem – The Photo Mess

77 %

of consumers are most frustrated about their photos because of lack of organization, finding the ones they want, and enjoying them more often

53 %

of consumers store their photos in multiple places

68 %

of consumers want to browse their photos more often

23 %

of consumers don't even know in how many places their photos are stored

everpix

solves the Photo Mess…

Significant Undertaking

- **State of the art image syncing pipeline** with proprietary image optimizations

- **Patent-pending** industry-leading **image analysis** for real-life photos

- **Native high-performance apps** for Mac, Windows, iOS & Web

- **Scalable infrastructure** to process and continuously organize massive amount of photos

    - Currently **80+** servers in Amazon cloud

Everpix v1

- Launched **March 2013** (first PR outreach – limited beta before)

  - Only desktop & web acquisition channel in place (mobile coming later)

- Already **48,000+** users who synced **325+ million** full-res photos

  - **84%** of these photos are new to the cloud (i.e. from desktop computers)

  - **75%** of new users perform the key action of syncing a photo

Users Love Everpix

51 %
of **free users active** with Everpix
in the last **7 days**

62 %
of **free users active** with Everpix
in the last **30 days**

97 %
of **subscribed users active** with Everpix
in the last **7 days**

99 %
of **subscribed users active** with Everpix
in the last **30 days**

Active: Synced at least one photo ever and recently used Web, iOS, Mac, Windows Everpix apps or opened a Flashback email

Users Spend Money on Everpix

12 %
of **all users** who sign up for Everpix become subscribers

26 %
of users who synced **1,000+** photos to Everpix become subscribers

1 day
Half of the people who purchase an **Everpix monthly subscription** do it within a day

4 days
Half of the people who purchase an **Everpix yearly subscription** do it within three days

85% of Everpix users
enjoy their pictures more
now that they are using Everpix

★★★★⯪

Average on ~1,000 App Store ratings and reviews worldwide

Representative User Testimonials

I have literally (and I mean that literally) had "**sort out your photos**" on my to-do list for months. Everpix has got it done for me with pretty much **zero effort**.
Martyn Pysanczyn

Got Everpix. **2,000 images in order, de-duplicated and available** […]. **Now I take more photos** because I know they'll be seen and enjoyed for many years to come.
GrumpyTechie

———————————

I blew my mom away this weekend when she was telling a story about me the first computer **I bought in college and I was able to pull up a 20 year old photo from my iphone in all of 7 seconds**.
Steven Mavros

For the first time I can actually browse through my huge personal photo library. It brings a smile every time I swipe through photos of my son from when he was small.
A2iphone

Press Coverage – Photo Mess Awareness Rising

15 out of **19** journalists who tried Everpix in the past months are **active in the last 7 days**

Recent Press Coverage

Average User Choice award (among 10 services)
Everpix [earns] top marks for its design, ease of use, and emphasis on
helping you actually enjoy all the photos you've taken.
The Verge (August 29th, 2013)

Everpix is able to import photos directly from services like Gmail, Flickr,
Facebook, and Twitter, which is absolutely delightful. Gmail photo
attachments will also show up automatically, **which is practically magical**.
Fast Co Labs (August 27th, 2013)

Regular people have no idea how to manage photos on their iPhone.
**Apple needs to [...] buy Everpix and integrate that functionality right
into iOS and the Mac.**
Gizmodo (August 9th, 2013)

**[Everpix] is built to resolve the two biggest issues I have with my
massive collection of digital images:** Deciding which photos to sync to
my i-devices, and organizing pictures and events so I can find them later.
Houston Chronicle (August 5th, 2013)

We are successfully building the consumer photo platform

to **effortlessly get people's life photo collection into shape**

and **automatically surface what inspires them**

Demo

Watch product video at www.everpix.com

Sign up on www.everpix.com
or **download iOS app** from App Store

Test drive ready-to-use test account
login / password = press@localhost / 123456