Pindify

White Paper

Arts & Media Market

pindify.com

Proof of Concept

Pindify has been in live beta since 2016 with a full-stack service and a responsive web at:

Pindify.com: https://www.pindify.com

Tokens Issued

Two hundred million + Thirty five million for bonuses + 20 million for reserve (200,000,000 + 35,000,000+20,000,000)

Dates

Start date: 20th of October 2017

End date: 20th of January 2018

Subject to change

Buying Pindex

Minimum purchase is 1 ETH. There is no maximum or limitation on the number of Pindex Tokens a participant can purchase.
1st block: 1 ETH. Receive 800 Pindex plus 25% bonus
2nd block:1 ETH. Receive 700 Pindex plus 20% bonus
3rd block: 1 ETH. Receive 600 Pindex plus 15% bonus
4th block: 1 ETH. Receive 500 Pindex plus 10% bonus

Bonuses

There are four blocks of Tokens:

There are 50 million tokens in each block.

1st Block: 25% Bonus Tokens

2nd Block: 20% Bonus Tokens

3rd Block: 15% Bonus Tokens

4th Block: 10% Bonus Tokens

Exchanges

Planned Exchanges TBA:

BITTREX

BTER.com

YoBit.net

How to buy Pindex Token

Information...

Pindex tokens are available exclusively,
via Ethereum block chain / smart contracts. Visit :
https://pindex.uci.global

Token Distribution

Tokens are distributed within 36 hours after purchase

Apps

AppStore: http://apple.co/2eKE3mo

(https://itunes.apple.com/bb/app/pindify/id1030833719)

GooglePlay: http://bit.ly/2wMzYcd

(https://play.google.com/store/apps/details?id=com.pindify.app)

Utility

Pindex token holders have the right to use their tokens for subscription packages with Pindify.

Year 1. 10% of subscription cost can be paid using Pindex

 Year 2. 30%

Year 3. 50%

Year 4. 70%

Year 5. 90%

Websites

Token Sales Page: https://pindex.uci.global

 Pindify Platform: https://www.Pindify.com

ICO Management: https://uci.global

Allocations

 * Development: 2%

 * Scaling: 85%

 * Marketing: 3%

 * Reserve: 10%

Join our Chat

Instagram: https://www.instagram.com/pindify/

Twitter: https://twitter.com/Pindify

Facebook: https://facebook.com/pindify

https://pindify-token.slack.com/join/signup

Accepted Currencies

Ethereum

Abstract

The future flow of Internet Communication and transaction

Industry Flow	+	Social Flow	=	Market Flow
Offical Control		**No Control**		**Full Control**
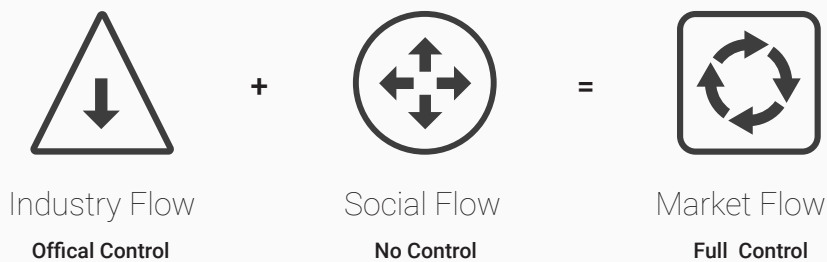
"..we systematically overestimate the change that will occur in two years, while underestimating the change that will come in the next ten.." Bill Gates

Not a single sector has been more disrupted or forced into more change than the entertainment & media industry over the past few decades. This vast global industry will continue to evolve rapidly over the next decade as business models shift.

The latest shift by Providers is to avoid the culture and development of "clickbait content", especially through advertising. Now, Providers are creating fan-centric, direct-to-consumer business models, and deepening their engagement with fans.

No new service encapsulates this potential for such change more than Pindify, with its fair and direct-to-consumer market system, backed up by the assurance of blockchain technology and those who embrace it.

Pindify will allow Providers or arts & media to receive subscriptions, directly from their fans, on a recurring basis. Popular among providers such as creatives (musicians, videographers, artists, writers), influencers (podcasters, TV/radio-channels, journalists, magazines), businesses (labels, publishers and media groups) and other categories of providers, who regularly post content online.

The subscription amount paid is divided into Providers' portfolio revenue (invites & following) and content revenue (consumption) depending on the Subscriber's actions. With a massive decentralized ledger's ability to hold smart contracts, Pindify can solve a multitude of the industry's problems regarding verification, ownership, payments and transparency.

Pindify foresaw the disruptive shift of the industry and built a full-stack marketplace for direct commerce of arts & media, which is rapidly growing into the leading subscription-based service, providing easily accessible, personalized media at a great price, while stabilizing our clients' rights and revenues using the underlying blockchain technology.

The
Creatives

Creators today are finding new professional-quality, affordable ways of making music, producing film, writing articles, designing art, recording podcasts and much more. What is missing is a service that strategically navigates traditional and emerging business channels, engages and interacts with their target audience, and provides clear, viable revenue streams from them.

Streaming
Services

Consumers enjoy access to online libraries reaching multiple streamed content 24/7. However, providers have real issues when leading streaming services, including:

1. Keeping promotional influencers firmly in-house

2. Distributing subscribers' payments unevenly between providers

3. Don't offer direct interactivity or special relationships

Social
Media

Currently the only efficient way to promote is on social media. However social media distributes content randomly and encourages and promotes payment over subject matter and quality. Furthermore, it's hard to organize content for providers in one portfolio and it offers no subscription revenue from new or existing fans.

Industry
Formats

The former industry model was designed to publish and promote top level entertainment via traditional channels. Today those channels are disappearing and former industry providers such as radio/tv-channels, magazines, publishers and labels, are now searching for online outlets with clear pay-rails and good promotional options.

Connect Providers & Supporters

Content & Relations

Avid or loyal fans, who typically represent 10-20% of a provider's user base, can drive 80% or more of the provider's overall business value. Exclusive content and special relationship efforts therefore must prioritize initiatives, specifically aimed at serving them.
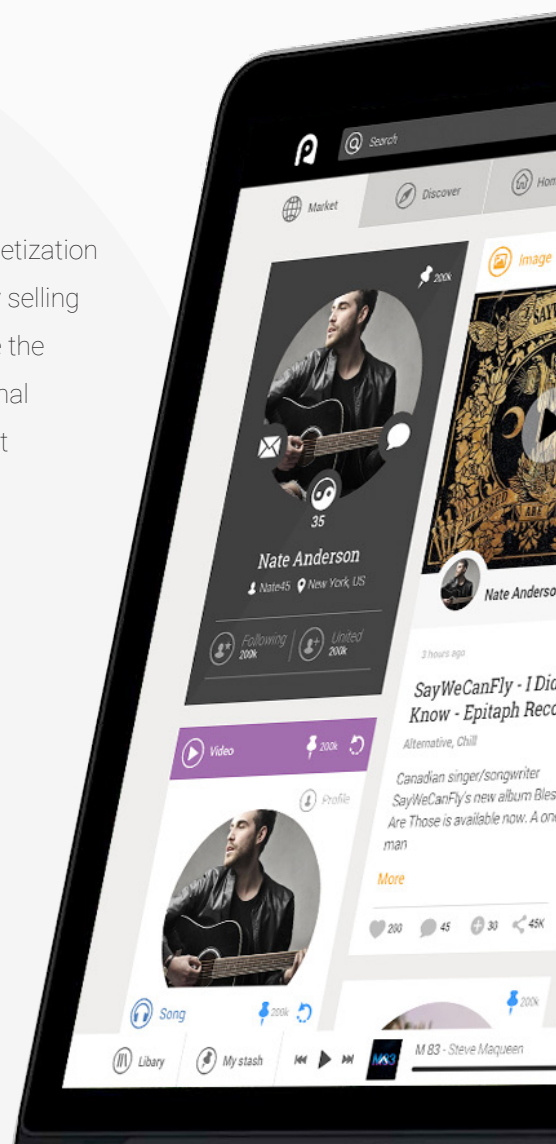
Distribution

As user behavior and content consumption trend more toward social media, mobile devices and streaming, only providers who embrace and distribute into powerful new showcase destinations will grow, along with their broad and deep network of premium-tier fan-centric subscriber networks.

Monetization

Providers have to be both strategic and dynamic to fully capture the potential monetization from their fans. Subscribing fans, after all, have different requirements than simply selling ads to accommodate the subscription tier of free users. Providers need to balance the factors that drive relevance and emotional connection, as well as strong promotional efforts to amplify the quality and intensity of a fan's experience and ensure efficient financial returns.

Operation

As this industry transitions to a direct-to-consumer world, providers must ensure they are well-aligned for profitable and sustainable growth during this transition. Re-allocating resources in order to grow, is a difficult task that requires identifying the potential of significant new market and distribution partners, such as Pindify.

Arts & Media Market

Market Place

Amplify

Social Network

Profit

Engage

Portfolios

Engage

Providers will increase engagement and subscription growth, by publishing premium content and giving exclusive offers to their subscribing fans.

Marketplace

The marketplace is built around the opportunity given to providers to choose between clear revenue streams or amplified promotion. Democratic rankings by users, combined with custom filters, ensure quality and personalization of market feeds at all times within the Pindify marketplace.

Portfolios

Portfolios, like interactive stores, are essential to manage, publish and earn revenue on content and relationships. Page portfolios offer shared ownership options. Profile portfolios are a verified person or company that can receive payments.

Profit

Subscriber payments of €11/month are distributed to a provider's 'portfolio revenue' (Invites and Followers) and "content revenue" (View, Read, Listen).

Pindify

The ad-free social marketplace for providers of arts & media to amplify, engage and profit from existing and new fans.

Social Network

Pindify is the perfect marriage of existing social media platforms that make them attractive to users, such as posting, streaming & sharing, along with distribution ease and integration, that makes it easy to consume content types.

Amplify

Providers can achieve more, in terms of fanbase growth, by promoting categorized content to a targeted audience on Pindify. Collaboration with other providers' content and sharing it on social media will grow the overall market organically, as well as their own portfolios and revenue.

Service

Our direct-to-consumer market service will empower relationships, provide revenue and nurture the very premise of what the arts & media are. Block-chain will secure identity, authority, trusted payments, ownership and user rights. Pindify is not just another evolutionary social network, but a revolutionary marketplace for all providers of the arts & media.

Pindify's goal is to ensure all of our Providers earn a good and decent monthly revenue from their Subscribers.

Product

The Pindify product is an innovative Market Network System, combining the best of marketplaces, social networks and portfolios to address the needs of tomorrow's Providers and Subscribers of arts & media. Benefits include delegation of direct subscriptions, facilitating shared ownership of rights and protections, curating content and payments made and secured

Pindify acquires 9% of all subscription and 40% of total membership fee as revenue.

The blockchain technology gives many possibilities for the registration and distribution of intellectual property, including transactions without intermediaries. The power of attorney combined with the decentralized distribution of digital content, creates a new paradigm shift in the era of digital management culture.

Blockchain

The blockchain technology and smart contracts can ensure user verification, registration and certification of copyrights and intellectual property, payments, and transactions are secure by offering a transparent and innovative online marketplace.

A. Verification of Identity

In the digital service world, proof of identity is challenging but a must to ensure providers and consumers true intentions. As more and more services move online - and fraud mounts - this is of growing importance not just to individuals but to the businesses and governments with which they interact.

Pindify is currently working with Civic.'s Secure Identity Platform (Civic.com) that uses a verified identity for multi-factor authentication on web and mobile apps without the need for usernames or passwords, by using decentralized blockchain technology.

B. Registration of intellectual property

Any digital content is very easy to copy and distribute. This feature often makes it very difficult to prove the authenticity, authorship or distribution license of any original creation. Blockchains allows the original creator to be recognized in the event of a conflict of license infringement by a third party or perhaps more importantly be able to dynamically share the ownership with others to fuel a multiplier effect on overall potential earnings.

Pindify is currently working with dotblockchainmusic.com that uses dotBC which is a new dynamic file format supported by a blockchain technology to modernize rights management of media files. The blockchain technology creates an incorruptible and inalterable time stamp that allows to certify the authorship and license of use or distribution of any work or digital creation.

C. Notary registration of licenses

The nature of the copyright culture creates a gap in cultural participation. At Pindify we encourage, protect and give priority to the use of free, shared or owned licenses as a means of helping to facilitate the construction of a market culture.

The most common causes that push the author to not complain usually is not being able to demonstrate the authorship of their work, the legal ignorance or the lack of money to pay the legal costs that would entail claiming their rights.

Pindify is working with Auddly.com who offers a very simple and economical solution to empower the authors when claiming their rights. On the one hand the platform issues a digital certificate of authenticity that can be sent to the company that is infringing the rights.

C. Payments and Transactions

There are a variety of electronic payment types available that reach providers worldwide. Along with Global ACH and wire transfers, PayPal is one of the best known methods. When considering how to make payments to affiliates, publishers, developers, or other suppliers, apart from being expensive, PayPal is not the best payment.

Pindify is currently working with Coinify for Bitcoin and Exodus wallet for Etherum to provide PSP tailored solutions that accepts blockchain payments on behalf of our providers and that the providers receives local currency payouts. This means business as usual with safety, speed, and cost of the blockchain."

D. Smart Contracts

Pindify uses the Blockchain protocol modified and adapted to issuie "smart contracts" to connect and interweave the other partners services that secures:::

1. Verification of identity.
2. Registration, certifcation, transfering and sharing of copyrights and ownership
3. Transaction distributioin to member accounts with Pindicoin
4. Payouts to accounts

A smart contract acts as an informatic program that facilitates, secures, enforces and executes agreements between individuals and organizations. These contracts are signed cryptographically between the parties and are intended to provide greater security than traditional contract law and reduce transaction costs along the process of contracting. Pindify's smart contracts mean a huge saving of time and money for artists, producers, institutions, organizations or galleries working in the arts & media sector.

▌Market Analysis

To survive the rapid transition to a direct-to-consumer future, companies across the entertainment & media sector need an effective fan-centric strategy, or risk decline and irrelevance [1]. The blockchain for contracts of copyrights, unlocks a dynamic content market with enormous growth potential [2].

Direct-to-Consumer market with blockchain smart contracts are an attractive investment opportunity for a number of reasons.

These include:

A. **Attraction** - Pindify is the perfect marriage of all the elements and rewards that make other social media platforms attractive to users. These include services, functionality and technology usage such as media streaming, content sharing, knowledge banking and library catalogs, data collection, reporting, business and peer partnerships, user relationships, communities, plus much more. All these combine within Pindify, and all translate into an organic, self-nurturing, lucrative, business success model, to suit the 21st Century.

B. **Interaction** /Subscriber Growth -- The recognition by providers that they can achieve greater subscription growth by publishing premium content targeted to their most valuable fans, will nurture the creation of exclusive material of a high standard and will be striving to ensure a quality environment rich in unique rewards and relationships for their communities and networks.

C. **Transaction** - The 'fan first' strategy prioritizes members who are regular fans and those most willing to pay a monthly subscription. With invites, followers and consumption, Pindify gives every Provider a chance to make a living. Pindify will also add trading, funding and branding, to offer extend potential revenue streams for Providers.

D. **Value** - Providers that publish content and engage members in experiences tailored to avid fan bases, can unlock significant business value. By converting existing fans from social media networks or recruiting new fans from the market, their portfolios will grow and become a standalone destination and subject for branding, bookings and investments.

E. **Security** - Imagine a direct-to-consumer marketplace, verified by an online ledger system, that contains complete records of ownership, performance information, copyright, usage rights and much more, and even further, a marketplace that makes it open and available to all who seek to engage in and use it.

[1] https://www.strategyand.pwc.com/trends/2016-entertainment-media-industry-trends
[2] https://medium.com/cuepoint/bc-a-fair-trade-music-format-virtual-reality-theblockchain-76fc47699733

Clients

Providers such as creators (musicians/writers/creatives), influencers (radio/magazines) and businesses (labels/publishers) within the arts & media sector, can access and pursue opportunities through Pindify that are outside traditional promotional and distribution channels, available elsewhere today. Pindify incentivises Ambassadors to invite their network of clients, by giving them a portion of the membership fee to invite clients (Providers) and a small percentage from their invited clients' customers (Subscribers).

Customers

Consumers today have far greater varieties of content to choose from, available 24/7, delivered through increasingly more services and devices. Instead of using many different applications and devices, Pindify offers all categories in one 'full-stack' environment. More importantly, Providers are incentivised to earn revenue by inviting their existing fans to become Subscribers, with engaging relationships, personalized communities and exclusive material or events. This will allow Pindify's marketplace to grow organically from within, in addition to external influences and referrals.

Competitive Advantage

No longer is it enough to develop content solely to attract viewers, seeking the largest audiences possible for advertising. Now, Providers must create active fans, united by shared ideas,
interests, and experiences, who will return every day to Provider's portfolios and content. Current fans recruit new fans, and, best of all, fans will spend money in the Pindify marketplace and will be even less likely to leave the environment and community. As a marketplace, buoyed by the loyalty of passionate users, Pindify will command substantial strategic advantages over traditional library streaming services, or non profitable social media networks.

Providers are now gravitating to brands, experiences and platforms that are differentiated as much by the quality of their curation, customization, and convenience, as they are by the quality of their content. Additional advantages of Pindify are;

• GROWTH - With personal promotion, automated filtering and a democratic ranking system,
Providers can grow while presenting quality curated content.
• CUSTOMIZATION - With verified publishing, manageable ownership and direct personal subscriptions,
Providers can customize their business.
• VALUE ADD - With invitation systems, social features and tools to consume and organize categories,
Providers can add value and convenience for all their members.

	Bandpage	Kickstarter	Band is in town	Myspace	Spotify	Youtube	Soundcloud	Facebook	Pinterest	Pindify
Invite revenue										✓
Following revenue										✓
Consumption revenue					✓		✓			✓
Trading revenue	✓		✓						✓	✓
Funding Revenue		✓								✓
Ad revenue					✓	✓			✓	✓
Publishing		✓		✓		✓	✓	✓	✓	✓
Promotion							✓	✓	✓	✓
Shared ownership		✓								✓
Blockchain secured					✓					✓
Profile Ranking							✓			✓
Market feed				✓	✓		✓		✓	✓
Home feed						✓		✓	✓	✓
Filters/Tags/Search				✓	✓	✓	✓		✓	✓
Comments/Message				✓		✓	✓	✓	✓	✓
Share / Reposts			✓	✓		✓	✓	✓	✓	✓
Pin/Save and Stash	✓				✓	✓	✓	✓		✓
Library				✓						✓
Text/Image content				✓				✓	✓	✓
Audio/Video Content				✓	✓	✓	✓	✓	✓	✓
Events			✓					✓		✓
Total	2/20	3/20	3/20	7/20	8/20	8/20	10/20	10/20	11/20	20/20

Pindify ecosystem includes three synergistic components:

A. Portfolios

Portfolios, like interactive stores, are essential for Providers to manage, publish and earn revenue from content and their customer and fan relationships. The portfolio collects revenue from Pindify's direct subscription-distribution system and syncs the shared ownership with co-creators, publishers and managers, to distribute payments correctly.

B. Social Network

Social network interactions are one of the key elements to Pindify's service. Guaranteed invite earnings stimulate Providers to incentivize their fans to subscribe and engage in a community full of unique experiences from VIP offerings, to tailored relationships and exclusive offerings. Pindify's social features provide fans with the ability to empower their favorite Providers (artists, musicians, creative idols) to create their art or media, offer curated content, and become a part of the symbiotic worlds of the arts and media.

C. Marketplace

Pindify's marketplace is built around opportunities given to Providers to choose between clear revenue streams or amplified promotion. Providers can publish in all categories of the arts & media on their portfolios. Depending on their portfolio ranking, their content can be displayed on a local and global market-feed.

Pindify's arts & media marketplace incorporates smart blockchain contracts, making transactions, processes and publishing easy, profitable and secure.

Portfolios

The distribution of arts & media content requires tailored tools to ensure transactions are as efficient as possible, that they secure and represent that data accurately, and that they offer effortless interaction. Pindify's portfolios include an array of independent and collaborative tools, custom designed to manage and interact on the market. These tools include:

A. Portfolio Management - Portfolios are 'stores' where Providers publish either promoted or professional content. Content from highly ranked portfolios will also be displayed on local or global markets to amplify both revenue and exposure. Providers can manage the ownership of portfolio revenues, with direct subscriptions from followers and invites, as well as request payouts, manage privacy settings, notifications and custom views.

B. Content management - Members can publish both free and premium audio, video, images, text and social content, as part of their customized promotion and revenue strategies. Ownership is easily managed to fit individual contracts by connecting to other profiles. Content receives direct dynamic subscription from consuming Subscribers, and intellectual property assets are tied to our unique standard ID's, with an industry standard blockchain ledger.

C.True Insight - Drilling into the functional, emotional, and social behaviors help to translate 'fandom' for brands, and our insight tools are a treasure trove of first party data for our Providers. Pindify has designed its core service, processes, and technology to also ensure we mine and translate that data and insight into fan preferences, so we can align and scale our operations and strategy.
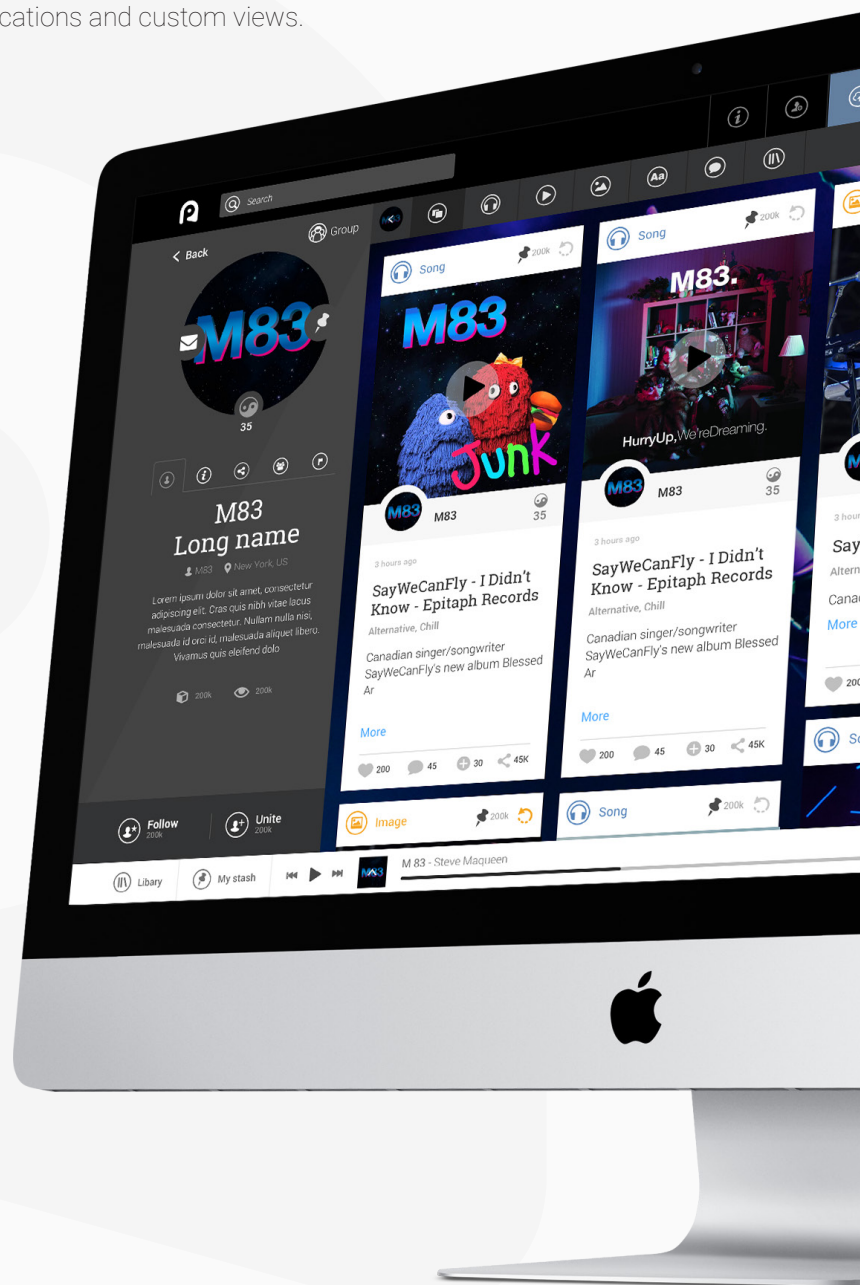
Pindify's social marketplace resembles that of any commercial shopping center. It's free to browse around, be social and share stories with any member.

Invite fans

Providers, or their assisting fans, can invite fans in three ways; via personalized onboarding welcome pages, by sharing direct links to their portfolio or by sharing their content across social media. Invited fans can become members for free, and will have access to the promoted material that came with the invitation. If the fan converts and registers as a Subscriber, the inviting portfolio will then receive a guaranteed 25% of the Subscribers monthly market distribution.

Portfolio Following

Every invited user automatically becomes the portfolio's follower, but after they enter the market, it's up to the Subscriber who they would like to follow. 25% of the market distribution is divided amongst the portfolios that the Subscriber chooses to follow.

Exclusivity

Subscribers are rewarded by being an 'established' Subscriber and will receive exclusive content, along with special access to the Provider's portfolios. Followed portfolio's exclusive updates are viewed via the Subscriber's home feed.

Social Tools

Subscribers can organize content directly in libraries, by using the 'add to' functionality and then selecting album, gallery, playlist, toplist, cluster or cuelist. Pinned portfolios, updates or content are directly delivered to the user's 'Stash' pile. Reposts are updated on the follower's home feed. Shared content updates are fed through to other social media networks.
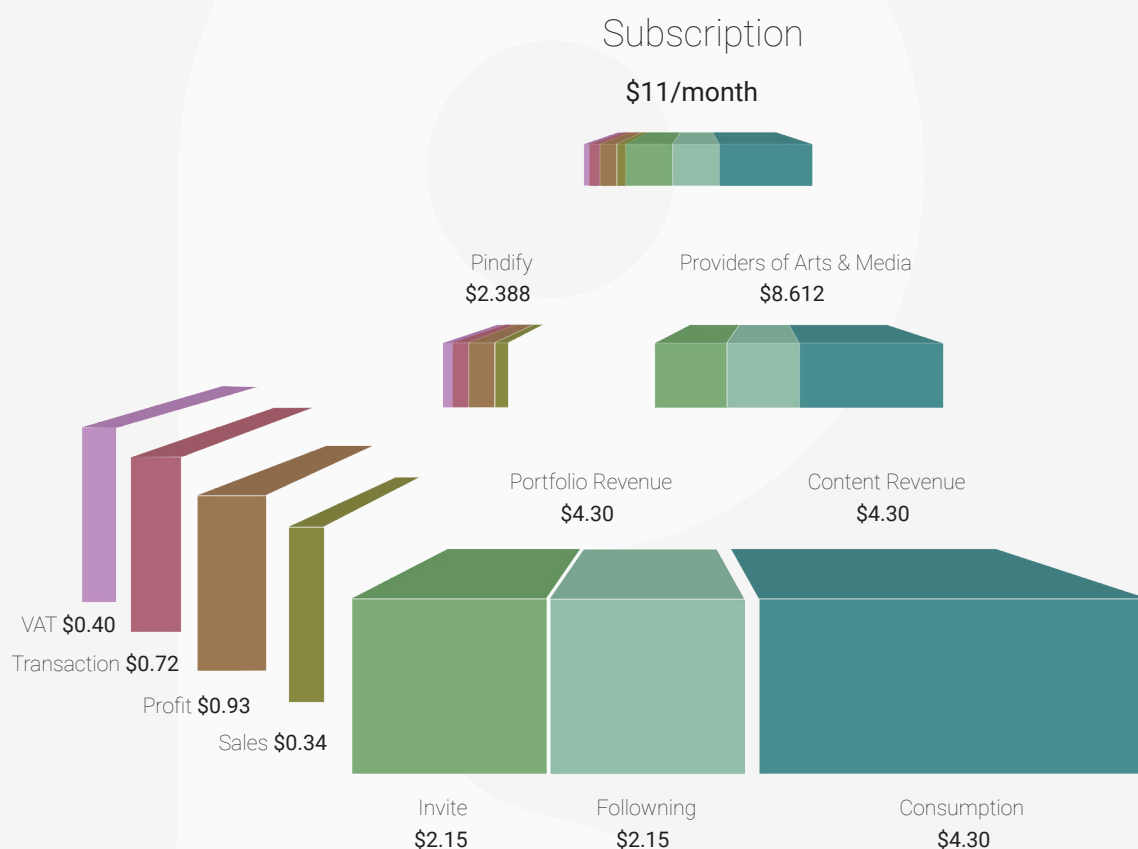
Marketplace

Pindify aims to create a symbiosis for creators, influencers and businesses within the arts & media sectors, to coexist with both Subscribers and free users, as they would in any commercial shopping center. Pindify is free to join, and users are free to organize and post social or promotional audio, video, text and images on their portfolios. However, paying Providers ($5-$69) can collaborate or independently earn 'content revenue' from published content, or 'portfolio revenue' from invited Subscribers who also follow them.

Business model

Portfolios are 'stores' where Providers publish either promoted or professional content.
Subscription payments divided into portfolio revenue and content revenue can be shared directly to other co-owners. Each Subscriber pays €11/month ($11 in the US) and after VAT (25%) and fees (13%), a market share of €7.43/month ($8.61 in the US) would be left for distribution in the market.

- Portfolios are guaranteed €1.86 /month ($2.15 in the US) for each invited Subscriber
- Portfolios also receive €1.86 /month ($2.15 in the US) for each following Subscriber, divided by how many premium portfolios the Subscriber follows
- Content is premium content only accessible to Subscribers. Pindify allocates
- €3.72 ($4.30 in the US) depending on the % of 'pings' the Subscribers spend on the content. A ping is obtained every 30 seconds, which after 3 minutes, rises according to the derivative of our algorithms.
- For instance, if the Subscriber was neither invited nor following any portfolios, the entire market distribution goes to a Provider's content revenue.

Subscription
$11/month

Pindify
$2.388

Providers of Arts & Media
$8.612

Portfolio Revenue
$4.30

Content Revenue
$4.30

VAT $0.40

Transaction $0.72

Profit $0.93

Sales $0.34

Invite
$2.15

Followning
$2.15

Consumption
$4.30

Encourage Quality

Pindify's philosophy is to develop a content distributions system in blockchain as fair as possible for all members. All portfolios and content can be filtered or searched throughout the Pindify platform. To provide a chance for good Providers to grow organically and enforce quality, Pindify created a ranking system for providers is called 'Karma' that ranks from 0-100. Karma can be acquired by indicateors types of content, number of likes, comments and pins, traffic and frequency view counts and timeframes. Indicators give millions of possibilities for each provider and generates the statistics that helps best to determine trends in the distribution market. Real time consumption statistics from the platform. In this way and unlike the other centralized platforms like Google or Amazon in Pindify all the people have the same power of access to the information of the network without generating positions of privileges between users and distributors.

Discovering tools

The filter function provides results from bundled search and address categories, subcategories, mood, subject, era, location, date, time and tags. The search function finds direct searches of portfolios and content categories such as @Profiles, #Tags, *Media, +Collection, $Business and !Connect.

Road Map

Pindify is fully functional and able to support and host the marketplace. The road map below is an indication of ongoing development, as we add additional functions, features and tools.

Version	Established	Code Name	Features
2.5	Q1, 2017	Foxtrot	Secure all connections from & to our applications.
3.0	Q2, 2017	Nokia	Android, Ios, React Js Native mobile applications.
3.1	Q2, 2017	Porsche	Update reactJs optimize load, SEO & responsiveness
3.2	Q3, 2017	Fort Knox	Secure platform, publication, admin, token & blockchain.
3.5	Q3, 2017	Manage	Portfolios, Settings, Payments, Members, & Analytics.
3.7	Q4, 2017	Storefront	Display portfolio, discovery, stash, live chat, & clusters.
4.0	Q4, 2017	Eagle Eye	New workload stream, preload & Web Rtc livestream.
4.1	Q1, 2018	Calculator	Update karma, analytics, consumption, & earnings.
4.2	Q1, 2018	Go Fish	Matching content, portfolios, geography & preferences.
4.5	Q2, 2018	Costco	Trading content such as tickets, downloads, & merch.
4.7	Q3, 2018	Alexandria	Library of lists, radio, exclusive albums, ebooks.
5.0	Q2, 2019	Robin Hood	Artistes Funding events, hiring & investments.
5.5	Q3, 2019	Nascar	Branding with matching affiliation with market segments.

Team

Christoffer Bolinder Wallin
Chief Executive Officer

Pindify was founded by artist, economist and developer Christoffer Wallin in 2011 as Jamclouds. Between 2007 and 2011, Christoffer served as a Developer and Project manager at BTS; a global leader in building strategy alignment and execution through the use of business simulations and experiential learning programs for blue chip companies worldwide. Christoffer is an active musician, prolific songwriter, and previously a lead singer for five different rock bands. In 2004, he received his Bachelor's degree in Economics with Honors of Highest Distinction from University of Utah and minored in Business Marketing at David Eccles School of Business. In 2000, he received the Green Beret from the Swedish Airborne Rangers, K3.

## Mathias Mattsson
Chief Design Officer

Mathias spent 5 years working at the reputable advertising agency DDB. Prior to that he was Head of Communicative Design at Eton, a leading global shirtmaker. He has also been the Director of Design at Grau Design Agency in Stockholm, that creates exciting and useful design solutions for clients such as SEB, Vattenfall, Bukowskis, Swedavia and Storytel. We are amazed by the extensive digital design and attention to detail Mathias has infused into Pindify's products, which align perfectly with the services we are offering the market.

Johan Lindgren
Chief Operation Officer

Former product manager at the US record company MCA's Swedish office in the early 1990s. MCA then became Universal Music, where the role of Marketing Director topped a 17-year-long victory. After a few years as a consultant in the music industry, 5 years was spent as the marketing director at Sony Music. Now he has just assumed the role of General Manager at our digital marketplace Pindify. Johan's enormous network of labels, publishers, artists, producers and media is a true driver for Pindify's future relations.
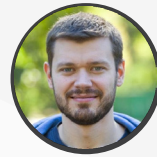
Pavlo Shabat
Chief Technical Officer

Pavlo is leading our growing development team and managing the rollout of our web and mobile applications and c ustomized IT infrastructure. He has over 17 years experience in web development and systems integration, leading teams in major tech industries such as e-commerce with companies like Shopify. Pavlo manages a specialised IT team consisting of 4 senior Ruby developers, 1 QA/Project Manager, 2 iOS and 2 Android developers, 1 UI/layout and 1 designer, with additional developers close by, ready to scale up.

Tomas Wallin
Chief Financial Officer

Tomas is in charge of Pindify's business administration and all financials. Tomas is a serial-entrepreneur. He has started and operated several companies in Europe, the US and the far East. Tomas has corporate industry experience that ranges from Telecommunications, Broadcast Media, Hotels, Travel Industry, Accounting Services through to Construction.

Team

Oskar Gillström
Chief Commercial Officer

Oskar's expertise spans a broad spectrum of executive sales meetings, conferences and event production. He is experienced in organising events for governments and companies across the globe. Oskar joined Pindify in 2015 after foreseeing the immense possibilities of building a powerful international sales group of General Agents and Ambassadors for Pindify.

Sara Öhman
Chief Social Officer

Sarah is in charge of our clients' digital communication strategies such as content marketing, social media & community management, e-mail marketing and newsletter tactics. Owner of one of Swedens most popular blog about social media. Former Brand activation manager of Sportamore and Zaark. She truly makes social media efficient.

Mikael Friberg
Chief Marketing Officer

Being the Creative Director at Svenska Spel (the largest games & entertainment gambling company in Sweden) and having his own operations, RAF and then Grand, since 1985. Micke first graduated from Bergh's School of Communication, and became a respected senior adviser in marketing departments at companies around the world. Today Pindify has the great privilege of having Micke formalizing Pindify's marketing strategy and strengthening our brand to create and a clear roadmap forward for our clients and their customers.

Sebastian Uddén
Chief Investment Officer

After completing his studies at KTH in 1999, has Sebastian worked in sales and business development within the financial industry. His career over the years has been founder of Nordic Cross Managment, Senior Sales at Catella Fund Management and Senior VP of Auda Advisor Associates. Sebastian has the knowledge and experience of most asset classes. Sebastian's experience is a perfect fit for Pindify's alternative investment opportuneties.

Contact

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