

aarinit

information and action through social sharing

i want to create a **social news/info sharing** site

users post **interesting news, info**, videos, pics

users can have **discussion** on topic

users **comment** on topic/discussion, vote on it

users can create **personal interest groups**

focus first on making it successful **in india**

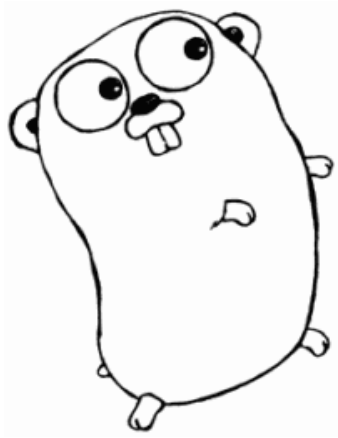
large number of **regional forums** in india

oppportunity for a **pan-india site**

allow **regionality** in language, culture, attitude

i like reddit
i did not like what happened to aaron swartz
i support the open internet
i would like untempered conversations
i support freedom of choice and speech

aarinit
information and action through social sharing
we are in it



go lang – main language
google appengine – google's PAAS
datastore (bigtable) - database
html5, css3, jquery/angularjs

~~i would like to work with a couple of other
backend developers
i have used most of the above technologies before a bit~~

<http://aarinitapp.appspot.com>

technologies

one of the most popular sites on the net
 it is a social sharing site
 a sub-reddit for every taste
 2.5 billion monthly page views
 very active user community
effecting social action that starts with opinion

what is reddit?

what was **achieved**

made a lot of **friends**

met a lot of **interesting** people

heard the **experiences** of others

was able to **teach** some technologies

coded a minimum-**viable-product**

validated the idea with feedback

*(more **encouraged** to take this forward)*

have a live, end-to-end, but minimal **prototype**

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demo

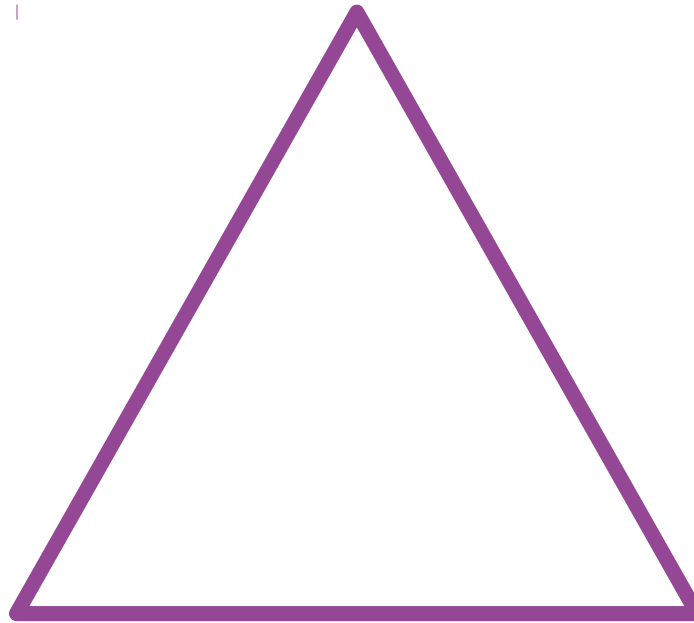
cleaned up, redesigned UI
targeted ad-serving
sпам filtering
cascading comments
page scraping to extract thumbnails
in page previews
gamification for revenue
regionalization

promotion. priming.

what is yet to be done?

online social info, news,
opinion sharing

market



consumer

customer

internet users

*hobbyists, students, techies,
activists, gamers,
enthusiasts, ...*

advertisers

aarinit

questions

sathish vj  

thank you