**Rime**

Rime helps you Discover, Explore, Express and Connect more with what you care most across web.

**Pain Points in Current status quo**

World is currently going through an era where almost 80% of online adults use social networking sites. Currently we have more than 20 social networking sites which shares these users. More than 70% out of them are active in multiple social networking platform.

Multiple platforms limits their reach to that platform followers only. for example most of the photographers are in flicker.com but most of their connections are in facebook and/or twitter. If users wants to share they need to use sharing method available on flicker. If photos are multiple then its another headache to share one by one. It was just an example to understand painpoint. Platforms can be Instagram, Vimeo, Vine, tumbler, medium, wordpress, Github, stackoverflow, or other niche community oriented platform which needs larger attention for users content.

Nice community people are major content creator on Internet and there content flows to mainstream social media platform like facebook/twitter. They do not get adequate attention on their contents until it becomes viral or shared by followers from those platform. we are solving this issue in Rime by connecting various content centric platform to one platform.

Cloud storages users are growing as number of cellphone users are increasing.People are now understanding the cloud and keep their photos and videos in cloud. Currently if they have to share the content stored in cloud there is no way except copying URL and sharing in mainstream social platform.

**The Idea**

Rime addresses problem faced by users today to instantly connect with what they care about most by bringing all their friends and followers as well as their **“public shared”** content from several popular websites under one platform.

So, If a user want to see what their friends/followers on multiple site are up to, they can now sign up to [Rime](https://rime.co) to follow everything in one place. Now user can save significant amount of their time and gets maximum visibility.

**Introducing Rime and its potential!**

The product’s purpose is to help people to “explore new and interesting things from every corner of the Web.”

Rime is a platform to share knowledge by lowering the barrier to publishing and accessing content as part of a global information space.

We believe that everyone is a potential artist. Internet is that medium which allows one to showcase their creation via various popular platforms. These platform provide social networking solution focusing on niche communities and their content. For example Vine (6 sec looping videos), Instagram, twitter (140 char message).

Rime helps you to magnify reach of these contents by connecting them in one place. User can Make one public profile which collects activity from multiple platform and bring it in one timeline.

Rime helps to make authentic profile for all users since user is the one who connects various accounts owned by them. This minimises the fake user accounts and improve credibility of users.

Currently we support 11 services including Facebook, Google, Microsoft, Dropbox, Vimeo, Twitter, Instagram, Flicker, tumbler, wordpress and foursquare.

Rime helps users build their own all-in-one internet front page by linking their data and online presences on various sites including cloud storage, game, communities and research platforms.

Our core idea is to build an ecosystem to utilize the power of web, where people from different interest come together to one platform. Allow users to Share their creativity to larger audience from *single interface*, irrespective of where the content is posted originally.

Rime uses API to collect the data from user linked accounts and using Open data technology it links content to its original creators/Author. We are using OEmbed and scraping to achieve this.

So, if you have published a video or a blog and it has been shared on various popular sites Rime helps you know total reach of that shared content across platforms we support.

Below is open sourced video to understand power of linked data which had changed the world by bringing World Wide Web in human life on which Idea of Rime is based on

<http://en.wikipedia.org/wiki/File:Linked-open-data-Europeana-video.ogv>

**Rime features and competitors:**

* **Social Activity** (likes, comments)
  + Rime uses API’s to connect user profile with their contents and web scraping to render and analyses them. User can like, comment or add content to their collections. Currently the activity can be added through the web app. but later we are planning to have a browser plug-in.
  + **Competitor**: Disqus

1. **Add to Collection and Search**
   * Rime allows user to categorize the content under various categories to make your personalized collection of what you like on whole internet.
   * Rime analyses the content and links authors to their content
   * **Competitors**: Pinterest
2. **Authentic profile**
   * Adding various profiles automatically makes it an authorized home page for the user.
   * **Competitors**: About.me
3. **Socializing Cloud**
   * Socialize on your content stored in cloud services and get the best out of cloud sharing
   * **Competitors**: No direct competition, we will be partnering up with some major cloud providers.

**Use cases: From a customer's points of view, what are the pain points we are resolving?**

**Authenticity of people**

Rime keeps your public content that you post across multiple platforms, to one place. Rime gives you more visibility and others an easy way to know about you more.

**Stories and Events**

Collaboration of contents across multiple platforms gives a new dimension of creating stories. With Rime you can create pages for any event by syncing real time data from multiple users.

Forexample, group of friends went to adventures trip. Some of them wrote blogs, some of them uploaded photos, video in various platforms. They can use Rime to create an Event of the trip with content posted on various platforms by various people, in real time.

**Celebrities and Content creators**

Celebrities and brands understand the power of socializing and they want their updates toreach followers on all platforms. One user might not follow them on all platforms. Rime makes it easy to reach their followers by bring all their shared content in their Rimeprofile. Now Rime users just need to follow them on Rime.

For Bloggers, Photographers, Artists, Musicians or anyone want to showcase their creativity Rime will bring all their updates from various accounts to magnify their content’s visibility.

**Programmers and Gamers**

You love gaming? I do. Why not brag about badges that you collected and beaten someone miserably.

Programmers communities like Stack Overflow, GitHub can also linked in the future updates including Steam, Kongregate.

**Academia**

Researchers can publish their content to public and get important feedback to improve their work, why to hide result of so much of effort it goes in publications. It can help researchers to share their research materials with others by automatically syncing Research PDFs/videos which is shared through cloud storage/research platform like Researchgate or their blogs.

Please visit this blog too, [updated..]

<https://medium.com/@ibps10/rime-whats-next-for-social-media-content-sharing-981ea4fd4a03>