**What is core idea of Rime and What Makes It click?**

We believe that everyone is an artist. Internet is a platform which allows them to showcase their creation, through multiple apps. And recently we have discovered arts like six second looping videos, 140 characters status msg or 400x300px shots.

But the underlying structure of these web contents are **Linked Data**.

*[Wikipedia] In* [*computing*](https://en.wikipedia.org/wiki/Computing)*,* ***linked data*** *(often capitalized as Linked Data) describes a method of publishing structured data so that it can be interlinked and become more useful. It builds upon standard Web technologies such as* [*HTTP*](https://en.wikipedia.org/wiki/Hypertext_Transfer_Protocol)*,* [*RDF*](https://en.wikipedia.org/wiki/Resource_Description_Framework) *and* [*URIs*](https://en.wikipedia.org/wiki/Uniform_resource_identifier)*, but rather than using them to serve web pages for human readers, it extends them to share information in a way that can be read automatically by computers. This enables data from different sources to be connected and queried.*[*[1]*](https://en.wikipedia.org/wiki/Linked_data#cite_note-linkeddatastorysofar-1)

[*Tim Berners-Lee*](https://en.wikipedia.org/wiki/Tim_Berners-Lee)*, director of the* [*World Wide Web Consortium*](https://en.wikipedia.org/wiki/World_Wide_Web_Consortium)*, coined the term in a design note discussing issues around the* [*Semantic Web*](https://en.wikipedia.org/wiki/Semantic_Web) *project.*[*[2]*](https://en.wikipedia.org/wiki/Linked_data#cite_note-DesignIssues-2)

Below is open sourced video to understand power of linked data which had changed the world by bringing world wide web in humans life on which Idea of rime is based on

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

<@Sarah : If you not able to embed the video let us know>

Our core idea is to build an ecosystem to utilize the power of web, where people from different interest come together to one platform, share their creativity and be able to showcase to world from single interface, irrespective of where the content is posted. A platform which holds scattered stuffs on the web to one place and link them with original creators.

As Steve Jobs Said “Creativity is Just connecting thing”. We are connecting the dots and these dots are user’s content. We are building a platform to help them to connect, share, explore and express more than ever.

On one look it looks like we are aggregating public content shared by users on multiple platform to one unified user timeline. But there is more to how it works in terms of how we discover more. We use web technology **OAuth** to authenticate user profile on different platforms and create a single authentic ‘social home page’.

*[Wikipedia]* ***OAuth*** *is an* [*open standard*](https://en.wikipedia.org/wiki/Open_standard) *to* [*authorization*](https://en.wikipedia.org/wiki/Authorization)*. OAuth provides client applications a 'secure delegated access' to server resources on behalf of a resource owner. It specifies a process for resource owners to authorize third-party access to their server resources without sharing their credentials.*

**How is your startup differentiated from others in this space? Tell us about your competitors.**

Rime features and competitors:

* **Social Activity** (likes, comments, analytics)
  + Rime uses API’s to connect user profile with their contents and web scraping to render and analyse them. We allow users to add ‘activity’ on these contents like comment, like, or add it to their collection. Currently the activity can be added through the webapp but later we are planning to have a browser plugin.
  + **Competitor**: Disqus
* **Add to Collection and Search**
  + Rime allows user to categorise the contents. This will help us to give relevant search results.  
    Rime analyses the content and links author, hashtags and @user mentions.
  + **Competitors**: Pinterest
* **Authentic profile**
  + Authenticating various profiles automatically makes it a authorized home page for the user.
  + **Competitors**: About.me

Search, Sharing and Analytics are three major aspect of Rime and we see lots of competition from existing market in social media domain as well as competition in niche market of these three aspects of social media, individually.

**Use cases: From a customer's points of view, what are the pain points you are resolving? Please give examples.**

**Authentic Identity**

Rime keeps everything you shared as public in multiple platform to one place so that it would be easy for everyone to know about you and you about them. There are huge possibilities with collaboration of aggregated data.

**Stories and Events**

Collaboration of contents from multiple platform gives a new dimension of creating stories . In Rime you can create page of any event by syncing real time data from multiple users. For example For example, 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 make an Event for that trip by collaborating all multi-media contents from various platforms in real time.

**Celebrities**

Celebrities and brands are social now days like they were never before. They want their updates to reach followers in all platform but its difficult that their follower are connected with them in all platforms. Rime makes it easy to reach their followers by bring all their shared content in their rime profile.

**Content creators**

For the people who uploads/share their content on main streem social networking site find it difficult to get visibility from all friends and followers. They can be Bloggers/Photographers/Artists/Musicians. Rime will bring all their updates from various accounts magnifies content’s visibility.

**Programmers and Gamers**

You love gaming? I do. why not brag about badges that you collected and beaten someone miserably. Communities include Steam, Kongregate, etc.

Programmers communities like StackOverflow, GitHub can also linked in the future updates.

**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/video which is shared through cloud storage research platform like (ReseachGate) or blogs.

So if you are a blogger, researcher, photographer, animator or artist. Rime is the platform which can help you become more visible across set of people from different platforms and from various interests.

**What is your strategy for scaling up?**

We are planning to first connect niche communities of content creators. Have them in our platform so that we can have creative content and people in our platform. Word of mouth we think most viral thing for expansion so we are trying hard to make our platform generous to accommodate peopl of different interest.

We want to make sure a remarkable user base is backing us, up. We need some amazing people s to work with us to help us develop lots of cool features that we plan to add in future.

We are also planning to put our idea for crowd funding to maintain our servers and other expenses.