**What is your business/product/team name?**

LinkMeUp

**Please describe your venture. What will it provide, who will be the customers/users, why will that be valuable to them, and how will the venture achieve sustainable success? Include web links if you have them. (100 words)**

LinkMeUp is a music and video messaging mobile application startup. Our app makes it easier for users to share links to media with their friends, respond to recommendations, and view received videos.

Our current product, which focuses on music videos and YouTube content and is available at <https://itunes.apple.com/us/app/linkmeup!/id916400771?mt=8>, primarily targets teenagers and young adults (ages 12-22) in the United States and overseas.

Our venture will achieve sustainable success through growth of its user base, which our product facilitates by allowing login and account creation with Facebook (reducing barrier to entry), engaging users through both passive content (received and recommended videos) and social elements (link messaging and chat), and integrating with the phone’s address book (allowing users to quickly connect with and invite their mobile contacts).

**1. What is your product and/or service, what significant problem does it solve for whom, and why is that valuable for them? How did you get the idea for your product and/or service? (300 words)**

LinkMeUp is a mobile application that allows users to send and receive songs, music videos, and YouTube clips as “link messages,” and respond to, forward, and revisit this media through their in-app inbox.

Our product addresses the difficulty and inconvenience of sharing links on mobile phones, a problem that has three facets: 1) poor inter-app linking (a link opened in a texting or messaging app abruptly launches a mobile browser, with no natural way to return to the app), 2) the difficulty of copying and pasting URLs across apps, and 3) the inability to bookmark, compile, or otherwise “save for later” content recommended by friends.

We started this venture after making the critical realization that while smartphone users are viewing an increasing amount of web content on their mobile devices, sharing links to videos, songs, and articles remains an unpleasant experience.

We initially envisioned the app as an elegant and minimalistic “Snapchat for music,” building an Android prototype for Hack Princeton in Fall 2013. During the summer of 2014, we designed and developed the complete iPhone application, expanding on our original idea.

Though our product is useful for all iPhone and Android users, it is especially targeted toward a younger audience – a demographic acutely involved in discovering and sharing new music, and in generating the viral growth of YouTube content.

**2. Highlight your passion for entrepreneurship and for your idea. Describe the backgrounds, the diverse and complimentary skill sets and roles of the venture team, and how this relates to the problem you are trying to solve. What are the weaknesses of your team and how do you plan to address those weaknesses? What will the team members do this summer if your venture is not selected for the eLab? (300 words)**

Samvit is a computer science major at Princeton, and a talented iOS developer, writer, and leader. He has been programming since the summer before his 9th grade year, when he taught himself the C language - knowledge he applied during high school to robotics programming and a two-year research project with a University of Washington Electrical Engineering professor. He is also an ardent problem solver, having placed in the top five in his state and the top 200 in the U.S. in various mathematics competitions, and has earned recognition for his writing, as the National Winner of the National History Day competition in June 2009.

Samvit has been involved in iPhone application development since before college, and is particularly excited by simple and beautiful, social mobile app ideas. The common thread in his previous experiences – programming, research, and history writing – is a propensity for tackling intimidating, open-ended problems and managing long-term projects with exceptional precision and foresight.

He is the founder of LinkMeUp.

**3. Business Model: What is the market size and need for your idea/ innovation? How could you quantify the benefit to an individual or organization provided by your innovation? How will your product and/or service be developed and provided? When will it be ready for launching? How will your venture identify, contact, and attract customers? How would you characterize the size of the market opportunity that you are addressing and the strength of the competition pursuing that opportunity? (300 words)**

The market for our idea includes regular users of YouTube, which has over 1 billion unique monthly visitors, and of related services such as SoundCloud…

Korean pop star Psy is known for a single breakout hit – Gangham Style, the first (and to date) only YouTube video to break 2 billion views. *Revenues from YouTube ads alone* earned him almost $2 million dollars – *20% of the total sum* he earned from the song, including “iTunes [sales], live shows, endorsements, etc,” according to Forbes magazine.

Sources

http://www.huffingtonpost.com/2013/03/21/youtube-stats\_n\_2922543.html

http://www.forbes.com/sites/hughmcintyre/2014/06/16/at-2-billion-views-gangnam-style-has-made-psy-a-very-rich-man/

**4. Currency: What are possible ways for you to generate revenue and or to provide social good? What will be the distinct competitive advantage that your venture will offer and why is that important to your customers/users? How will your venture generate revenue and or social good and reach a sustainable, profitable stage? How much financing will be required to achieve profitability? (300 words)**

Apple’s Affiliate program

**5. Project Stage: Describe the stage of your project. Is it just an idea that you believe can provide the basis for a company? Is it based on a new technology or on established technology that you would be applying in new ways, to new applications? Have you validated your proposed product and/or service with customers, suppliers, partners, or investors? (300 words)**

Last summer, we built a complete version of our iPhone application, the first version of which was released to the Apple App Store in November 2014. Since then we have released several updates, and incorporated as an LLC in Washington State.

**6. Advisors: Describe and identify current and potential advisors, their commitment to your idea, and how they will enable you to achieve your goals. (300 words)**

**7. Summer: What specific milestones and deliverables would you expect to achieve at the eLab this summer? Why do you believe that being part of the eLab will help you achieve those? (300 words)**

**8. Future: What are your plans for your venture after the summer of 2012? What do you envision you will be doing in the next 2-3 years? Do you believe that you will be continuing to build your venture in the years ahead? Why? (300 words)**