Music and music videos spread through word of mouth. Some songs spread *unusually* fast –reaching ten million YouTube views in less than a week, starting as a local phenomenon and then topping charts internationally, and otherwise breaking all expectations. There is a name for this kind of uncontained growth.

Link*Me*Up was built on the premise that mobile devices have a natural place in *viral* growth – that, with a dedicated mobile app, online media can spread faster, to more people, across degrees of separation – that an application centered on the music and video-sharing experience is a win-win for both content producers and their audience.

Last November, we released the first version of our iPhone application to the Apple App Store: <https://itunes.apple.com/TR/app/id916400771>. The classic, exciting challenges were all there. Our iPhone app involved everything from search algorithms to Facebook integration and friend finding, from wrapping chat and messages around links to efficiently storing and retrieving album art, video metadata, and YouTube content.

We’re a (very) small startup looking for some exceptional people. This summer, we hope to put an app in the Google Play store (an Android version is underway), build our web presence, and scale out our backend infrastructure. We’re also open to creative enhancements of our core product – a recommendation engine, a web widget, and integration with Spotify and Pandora, to name a few.

If any of these projects sound appealing to you – or if you have ideas of your own, we’d love to hear from you. We’re looking for both summer interns and people interested in getting involved for the longer term. Please contact us at [linkmeupmessenger@gmail.com](mailto:linkmeupmessenger@gmail.com) or send me an email at [samvitj@princeton.edu](mailto:samvitj@princeton.edu).

You can also check out our website at <http://www.envoyia.com/>.

LinkMeUp, LLC.

SUMMARY

Music and video messaging mobile application startup.

Looking for: summer interns and permanent team members.

Roles: Android, frontend (or full stack) web, backend (mobile).

Qualities: relevant technical expertise, strong sense for user-centric product design, enthusiasm for (building) social apps that scale, leadership potential.

Incorporated in Seattle, WA.

Work locations (Summer 2015): Princeton, NJ and remote (TBD).