

# simperium

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a new data layer

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Briefly: A new way for developers to move data: between devices, between people, and between apps.

We learned from our own app Simplenote that moving all that data around quickly and reliably is a deep technical problem.

We're focusing on this problem of moving data the same way that Google focused on searching data.

# From the makers of Simplenote

## TEAM

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**Mike Johnston**

Senior Designer/Programmer (Irrational Games)



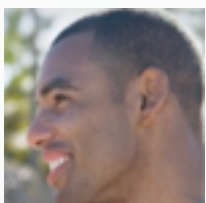
**Fred Cheng**

Co-founder, Lead Engineer (Cantaloupe Systems)



**Andy Gayton**

Senior Engineer (Slide, Revver)



**Ray Ventura**

Engineer, Designer, Attorney, MBA (NASA, IBM)

## TECH

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AWS

Python, Tornado, MongoDB, ZeroMQ

iOS, Android, JavaScript

Operational transforms

Versioning, conflict resolution

Security

## ADVISOR

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**Alex Payne**

CTO (Simple), Platform Lead (Twitter)

We are the team that built Simplenote

Users! Ed Catmull...

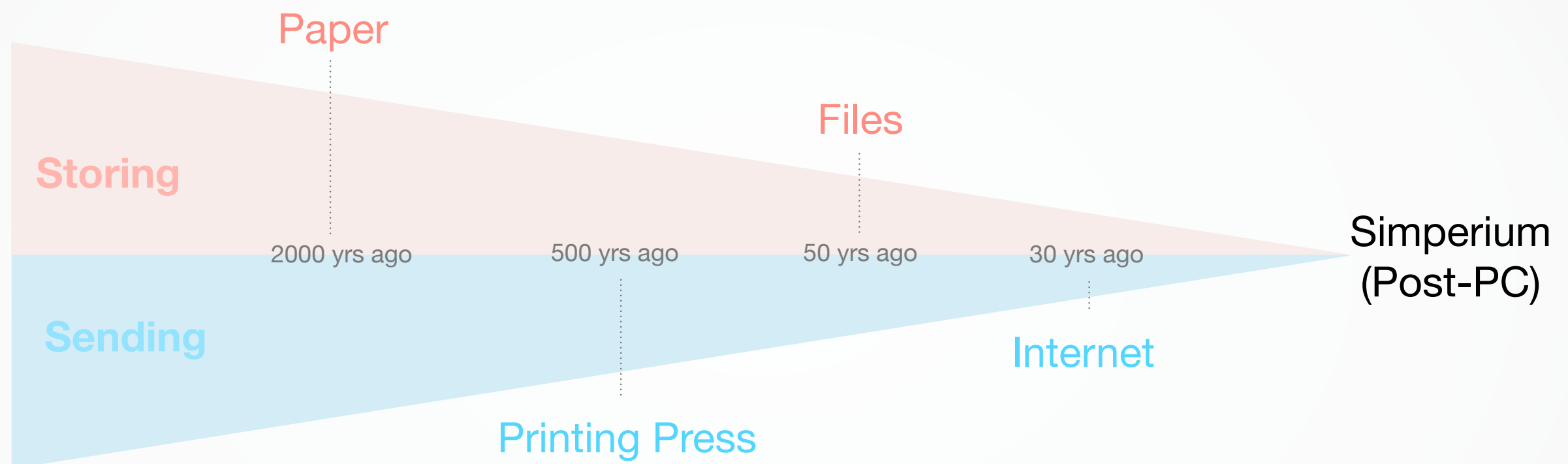
Our story! Then Mo...

Learned: moving data is really hard, so improve it, and generalize it

2.2 billion  
PEOPLE ONLINE (2011)

10 billion  
MOBILE DEVICES (2016)

35 billion  
APP DOWNLOADS (2012)



Post-PC, storing **is** sending

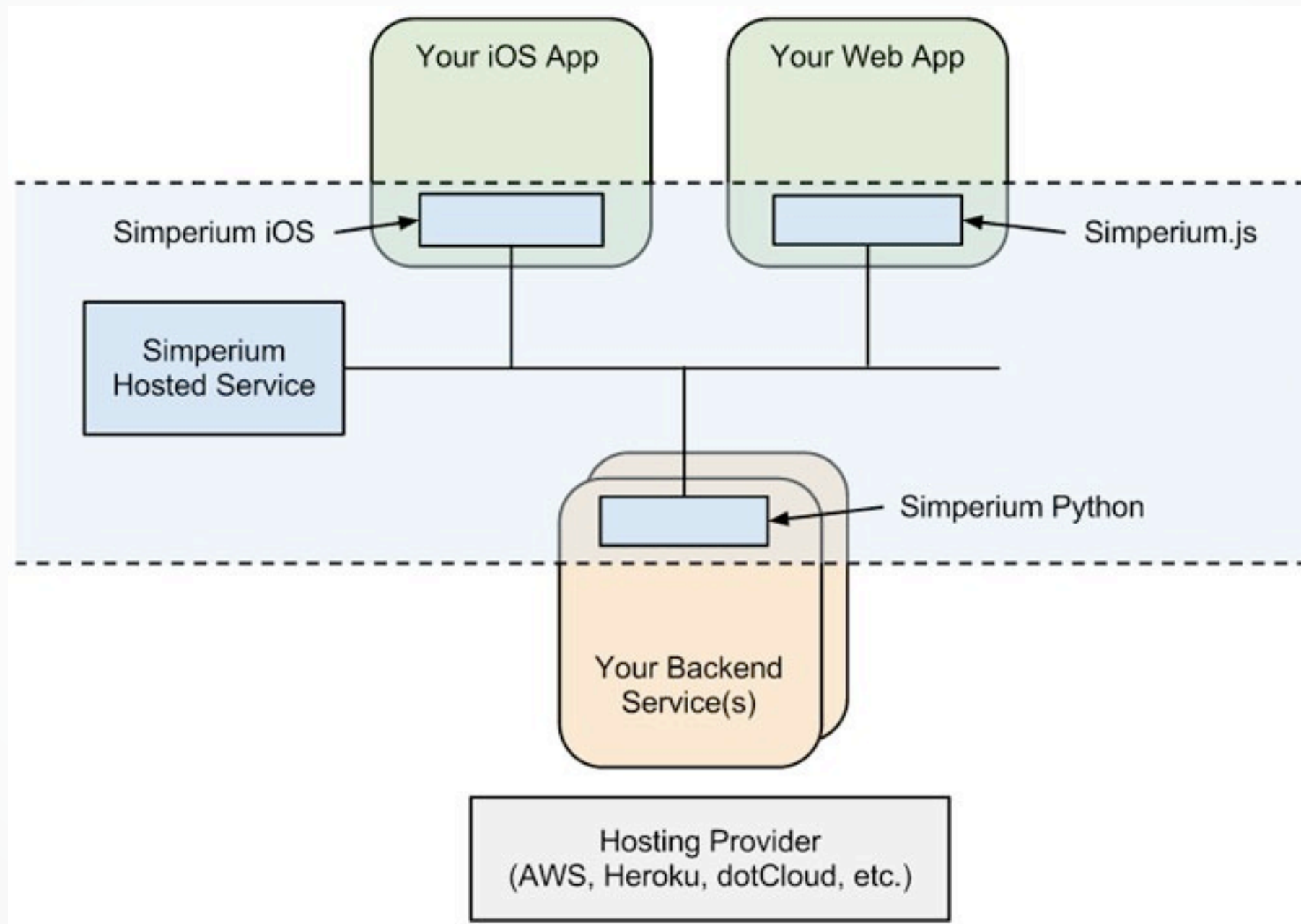
Big numbers, each required movement of data

Convergence: singularity!

Post-PC: developer perspective (simpler, opportunity for revenue, and...happier users!)

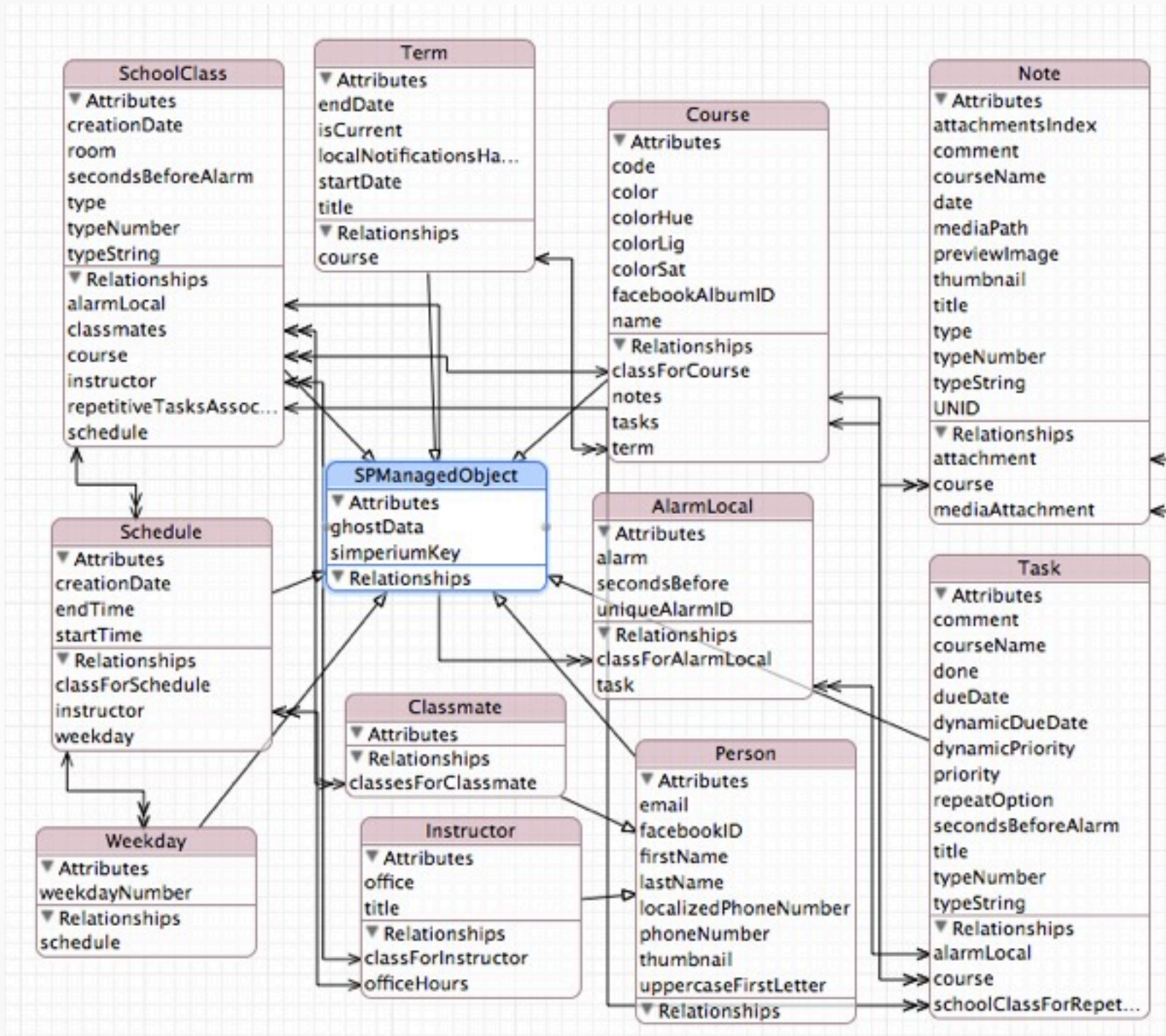
Post-PC: user perspective (no waiting, no interruptions, instant gratification, and...Steve Jobs +intimacy)

# How it works





# Moves any kind of data



With just a few lines of code...

(demos!)

Simplenote

Simpletodo (+ listener)

inClass (+ data browser)

Mappy

Simpleshow

Simplethere

Simpleblog

# iCloud vs. Simperium

## ICLOUD

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iOS/OSX only  
No sharing/collaboration  
No server access  
Apple owns your users  
Apple owns your data  
Poor support  
Free (ish)  
Closed

## SIMPERIUM

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Cross-platform  
Sharing/collaboration  
Server-side libraries  
You own your users  
You own your data  
Great support  
Free to try, then paid  
Open source strategy

# Questions?

GET STARTED

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<http://simperium.com>

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