About

Good Ideas Matter

Deepstash helps you become more inspired, wiser and productive,
through bite-sized ideas. Curated by a community of smart people like you.

Our core belief

Ideas are fundamental

If we evolve our biology through genes, it's what we hold in our brains that help shape our lives and improve the world around us. **Ideas represent the building blocks of the modern world, informing our thinking and behavior every day.** New ideas breathe fresh life into how we view the world & we depend on new ideas to improve our health, productivity or our relationships.

Ideas used to be reserved for the rich and powerful who had access to knowledge. Whether the king or the priest, it was those at the top that control information. With the advent of the Internet, the pendulum has swing the other side. We have so much access to information that it becomes overwhelming. There is too much to absorb and not enough time. Not to mention the socially enabled magical devices we carry in our pockets can keep our minds constantly distracted with divisive news & silly entertainment.

Deepstash is a platform for finding and organising the ideas that matter to you. We are a passionate community obsessed with finding the Aha moments in all the content we are consuming. We are condensing all our insights into ideas that we share with all the other stashes who are sharing our passion. It's what we call stashing!

A closer look

How does it work?

In Deepstash you find ideas on topics that interest you. These ideas are represented as little cards you can read at a glance. All ideas have a source: a book, an article, a podcast etc. And they are curated by a people like you. Now with that in mind, here are the basics:

- Opening the app you'll see **the feed**: a list of ideas that match your interests or come from stashers you follow.
- Tapping on any idea will show you all the related ideas curated by the same author from that article or book.
- Building the good habit of reading every day and constantly nurturing your mind is easy with Deepstash.
- You can set a daily reading goal and maintain a reading streak.
- **Publish** your own ideas once you are ready.
- Don't let ideas you stumble upon go to waste.
- When you find an idea you like stash it. This will add it to a collection we call a stash. You can find your collections on your profile.
- **Your profile** tells your Deepstash story.

  The ideas you stashed, your passions or preferences live on your profile.

A Brave New Format

What are ideas?

Deepstash operates with ideas, short notes that are condensing profound thoughts into simple sentences. They could be inspiring quotes, sharable stories, practical tips for any area of life. Think of ideas like Lego bricks for your mind, small & fun pieces that you can pull out whenever you need them and stack them together to create amazing new things. Ideas are:

- **Atomic**: one idea per concept.
- **Short**: good ideas are as condensed as possible but not more.
- **Self-contained**: good ideas should have value on their own.

There are not a lot of strict rules to how ideas are made. But we have noticed some tips and tricks that successful stashers use.

Sharing is caring

Join the Curators

We read with a pen. We stash ideas by highlighting the ideas that jump to us. And then we borrow from one another. Because sharing is caring.

Be bright. Be you.

Great Product. Happy Customers. It all starts with the right team, which in turn starts with awesome people. We are looking for **ambitious**, **self-driven individuals**, who are **passionate** about the problem we are working on.

We don't have a schedule. You can contribute when you feel you are most productive. And most of the team is remote. That has some advantages but it comes with responsibilities:

- **Take ownership**

  - We step up and get stuff done. We all know that things will not happen unless we work for it. There are tons of projects that need to get done and we all apply our skills to advance them.

- **Show your work**

  - Results matter more than anything. We let the work do the talking most of the time.
- **Act with urgency**

  - We're focused on making quick decisions and executing fast. "How can this be done sooner?" is the mantra which we live by.
- **Over-communicate**

  - We speak up & have no patience for silent disagreements. We prefer healthy debates. And we all let our colleagues know what goes through our minds.

Curators

We are a community of millions of passionate knowledge stashers.
Through our program, we are empowering top curators to make their mark.

Apply for the Curators Programme

The Deepstash Opportunity

Deepstash is committed to creating a community where leaders like you share ideas that improve lives.
We are one of the fastest growing platforms:

Over 2M Installs.	
4.7 App Score.	
30M Stashed Ideas.	
300k Ideas Read/Day	

Creation through Curation

Traditional social networks operate with statuses or posts, rewarding polarization and negativity. Deepstash operates with ideas - Lego bricks for your mind, extracted from already existing content. This is unique in a few ways:

> **TO CURATE** *is* **TO CREATE**

In a world of infinite access to information, **curation is key**. It is a form of creation. To **curate** is about identifying the hidden gems and using your skills and passion to highlight the items that YOU find important.

> **IDEAS** *are* **FOREVER**

While the focus on other networks is on originality, on Deepstash the focus in on **structure**. It takes special skill and knowledge in extracting the essence of an information and presenting it in a way that leads to better engagement, can be digested effectively and provides **long lasting value over the years**.

> **CONTENT** *that* **MATTERS**

Ideas that get popular on Deepstash are focused on improving a person's life, i.e. Ideas based on self-improvement, productivity, leadership, problem solving, decision making, health etc. **No news, No politics. Evergreen wisdom vetted by you,** the curator.

The Programme

As an early adopter, you will dive headfirst into a pool of opportunities before others do that will allow you to hone your skills and find success on the platform. You will be able to establish credibility and build large, loyal audiences that could translate across all your social channels. As a special user you will work with the Deepstash team to produce meaningful content. Here is what's in it for you:

A Special Place in the Community

Through a Verified Badge, your profile will shine and you will be among the few curators that take the spotlight in the app.

Early Access to Features

You may receive early access to upcoming product features and releases for beta testing. And you can shape the product alongside the founding team.

A Special Place in the Community

- Through our **algorithms** we push your content to your target audience.
- You will show up in our **Featured** section. Refreshed daily with top works, it's the most read section on our platform with over 100,000 read ideas per day.
- The chance to get featured on our **social media pages** (Facebook, Twitter, Instagram).

Merchandise

From time to time, Deepstash may provide the Curator with promotional merchandise. Hoodies, bags, mugs and more. Spread the love!

1 on 1 Support

Work with a dedicated Deepstash manager. She will guide you through the process & may provide you with the analytics pertaining to your account performance and answer any questions you may have about them.

How Does It Work?

1. After you sign up, an introductory call is scheduled to talk about the platform in detail, onboard you and answer any questions you may have.
2. A Deepstash Content Manager will be assigned to you to give the tools and resources to curate content in the best possible way.
3. Publish your work using the Deepstash app or Deepstash for the web. Tadaaaaa! That's it!

Press Kit

Deepstash transforms how content is created and consumed online. It makes it easy to find, share, organise, and create bite-sized ideas from articles, books, videos, and podcasts.

By distilling key concepts from high-quality sources of information — on topics such as motivation, productivity and self-improvement — Deepstash's 1 million+ 'stashers' have created a community where they can discover actionable ideas.

Deepstash elevates the self-nurturing aspects of social exchange, in order to pioneer a new social media category focused on knowledge, discovery and self-improvement.

FAQ

How does Deepstash work?

Traditional social networks operate with statuses or posts, rewarding polarization and negativity. Deepstash operates with ideas, extracted from already existing content. A user can read, organise, and create their own stashes from different sources (articles, books, podcasts, and videos). All you need is an account, and you're ready to discover great ideas!

Facts & Figures

Launched :	April 2019
Users:	1 million+ worldwide
Founders:	Vladimir Oane (CEO), Dan Ciotu (CTO), Cristian Mezei (CMO)
Team count:	30+ across Europe, Asia, and Africa
Category:	Education
Headquarters:	Romania & USA
Number of stashed ideas:	30 million+

Newspaper	Title
The Recursive	Vladimir Oane of Deepstash on how to turn infinite content into knowledge
Silicon Canals	The best entrepreneurs are generalists, not experts
The Cambridge Student	Interview with Vladimir Oane
Trending Topics	Deepstash, The Romanian Startup That Aims To Help People Deal With Information Overload, Announces A €3m Seed Round
Sifted	Antidote to social media overload?
Silicon Canals	These 9 startups will join Google for Startups Accelerator: Europe's program to learn from the best
The Org	The Top 10 Startup Teams in Romania
The Economic Times	A curated platform of ideas on topics like health & time management
The Irish Times	Deepstash: Self-improvement app for the time poor
Alabama News Network	What the Tech? App of the Day: Deepstash

Founder Story

Vladimir Oane has always believed a curious mind and an organised stash of notes is the key to success.

When reading books, he underlined the best parts; when scanning articles, he bookmarked his favourites; when listening to podcasts, he took notes on random pieces of paper. But Vladimir's ideas were scattered and messy. He needed a platform to consolidate them all, in an effective and collaborative way.

So, he set to work. With the help of two childhood friends (Dan and Cristian), they created Deepstash, the social network where users or 'stashers' can publish, organise or even share bite-sized ideas from the best sources. The community experience is alive and kicking, with over 1 million users reading and stashing around their interests.

Elevator Pitch

Deepstash is a social network for content curation.

Our mission is to provide users with a micro-reading platform that focuses on finding and sharing good ideas, fast.

The app makes it easy to read, organise, and even create your own stashes (collection of ideas) from content you are interested in.

We view books, articles, videos, and podcasts as treasure; dig in, discover, and curate.

We are passionate about our mission and have already inspired millions of 'stashers' to learn more and live better.

It's time to focus on what matters.

Headshots & Bios

Vladimir Oane (CEO)

Vladimir Oane is the co-founder and CEO of Deepstash. He served as one of Hootsuite's Product leads, after the acquisition of uberVU, the company he previously co-founded.

Dan Ciotu (CTO)

Dan Ciotu is the co-founder and CTO of Deepstash. He served as CTO and co-founder at uberVU, and was responsible for building scalable processes that enabled the business to maintain its rapid growth.

Cristian Mezei (CMO)

Cristian Mezei is the co-founder and CMO of Deepstash. He is an experienced entrepreneur, having founded several marketing agencies & product companies from the time he was in high-school.