Starting life as a team project on Stanford University’s Venture-Lab course on [Technology Entrepreneurship](http://venture-lab.org/venture), FlipTab is a mobile, personalized news service with a difference.

FlipTab has three dimensions of data-driven intelligent personalization in the form of content, ads and layout. Personalized content comes in the form of multi-article summarization, personalized ads refer to context based ads which are also related to the users’ interests. Personalized layout means optimizing ad serving without having a negative impact on the user’s experience.

Stanford’s venture-Lab introduces technology entrepreneurship concepts, pioneered in Silicon Valley, to students all over the world. It involves taking a technology idea and finding a high-potential commercial opportunity, gathering resources such as talent and capital, figuring out how to sell and market the idea, and managing rapid growth. To gain practical experience alongside the theory, students form teams and work on start-up projects in those teams.