

la_wnchrock

we get users

@getlaunchrock

angel.co/launchrock

Getting is hard

fans

users

customers

1,000,000+ signups

50,000+ in line

3,000+ customers



SM <http://stylemint.com/>

Google



GET READY TO JOIN A
**T-SHIRT
REVOLUTION!**

STYLEMINT

An exclusive t-shirt collection designed by
Mary-Kate Olsen and Ashley Olsen.

*To receive access to exclusive style tips, contests and giveaways
enter your email address below.*

Go ►

powered by **launchrock**



SM http://stylemint.com/

facebook

Amanda Wen recommends a link.
join me! it feels so good over here.

SM StyleMint – An exclusive t-shirt collection designed by Mary-Kate Olsen and Ashley Olsen. stylemint.com

I just joined Mary-Kate Olsen and Ashley Olsen's StyleMint pre-launch email list! I'm first in line to access StyleMint.com, an exclusive t-shirt collection styled just for me that launches July 2011. Join me! #launch

29 minutes ago · Like · Comment · Share

Ashley Olsen.

Invite your friends to launch gifts AND guaranteed shirts.

Get Social! Spread the word through your network now!

[Recommend](#) [Tweet](#) [Invite by Email](#)

To invite friends anywhere on the web, use your personalized referral link below, so we can keep moving you further up the priority list.

<http://stylemint.com/powjc>

Like Us on Facebook | Follow Us on Twitter

twitter

amandawen Amanda Wen
I just signed up for access to Mary-Kate Olsen and Ashley Olsen's new line! #launch <http://t.co/I9Az4Ho> via @MyStyleMint
37 seconds ago

prettybirdie Ashley Lu
I can't wait! I just signed up for access to Mary-Kate Olsen and Ashley Olsen's new line! #launch <http://t.co/I9Az4Ho> via @MyStyleMint
1 minute ago

HilaryTurner Hilary Turner
I just signed up for access to Mary-Kate Olsen and Ashley Olsen's new line! #launch <http://t.co/I9Az4Ho> via @MyStyleMint
1 minute ago

Launched all sorts of things

- 👕 Olsen Twins' t-shirt line
- ✈ Private airline
- 👤 Hair products
- 🎥 Independent film
- 🎸 Musicians



We've learned that...

People share...

- Things that resonate
- To raise status
- For collective experience
- To exchange value

Our customers love...

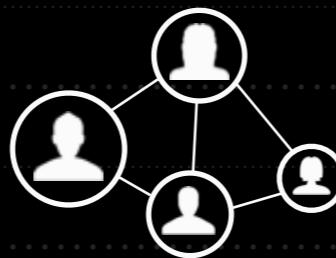
- Amplification
- Higher conversion rate

Our customers want...

- User insights
- Robust communication solution



Search



Social Networks

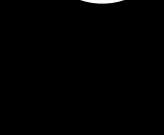


Relationships

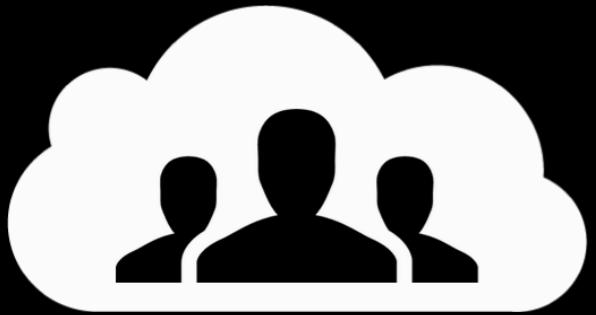
Web 1.0

Web 2.0

& Beyond



launchr**ock**



user

acquisition

&

understanding

User Management

 Infrastructure

 Relationships

Marketing

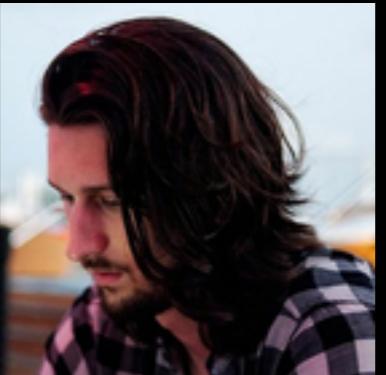
 Referrals

 Preferences

Social Insights

 Engagement

 User Insights



Jameson Detweiler
CEO



Sean McCullough
Chief System Architect & Engineer



Zachary Melamed
Lead Developer



Thomas Knoll
Chief of Product & Relationships

Investors



500 Startups

Dave McClure & Crew



Paige Craig

CEO at BetterWorks



David Tisch

Managing Director of TechStars NYC



Scott Becker

Invite Media Co-Founder



Paul Bricault

Partner at GreyCroft



Mike Edwards

Founding Partner at InitioGroup



David Famolare

Day2 Ventures



Venture51

Early Stage Fund (Investor in Kiip)



Dharmesh Shah

Founder of HubSpot



Ryan Holmes

CEO of HootSuite



Diego Berdakin

President of BeachMint



Stephen Gill

RightAction & Leadnomics



Adrian Stone

AngelCube Co-Founder



Daniel Wolfson

Wolfson Group

Advisors



Hiten Shah

CEO of KISSmetrics



Nicole Patrice Johnson

COO Special Projects at Founders Fund



Stephen Gill

RightAction & Leadnomics



Gabriel Weinberg

DuckDuckGo Founder



Ryan Holmes

CEO of HootSuite

Raising Big BUCK\$

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