

## Y Combinator Funding Application Summer 2012

Application deadline: 8 pm PST on March 28, 2012.

Please try to answer each question in less than 120 words.

We look at online demos only for the most promising applications, so don't skimp on the application because you're relying on a good demo.

Though we don't make any formal promise about secrecy, we will try to avoid disclosing your plans to potential competitors.

If you're about to answer a question by saying you can't tell us because the answer is classified or controversial, please tell us instead about an instance that isn't.

We recommend you **save regularly** by clicking on the update button at the bottom of this page. Otherwise you may lose work if we restart the server.

Your YC username:

grudelsud

Company name:

Company url, if any:

Phone number(s):

Please enter the Posterous url of a 1 minute video introducing the founders.  
([Instructions](#).)

YC usernames of all founders, including you, grudelsud, separated by spaces. (That's **usernames**, not given names: "bksmith," not "Bob Smith." If there are 3 founders, there should be 3 tokens in this answer.)

grudelsud

YC usernames of all founders, including you, grudelsud, who will live in the Bay Area June through August if we fund you. (Again, that's usernames, not given names.)

What is your company going to make?

a platform that analyzes social media and user generated content (text, images and videos) to extract semantic meaning and provide insights on people's behaviour, showing how memes propagate through the internet and real-world locations



If this application is a response to a YC [RFS](#), which one?

For each founder, please list: YC username; name; age; year of graduation, school, degree and subject for each degree; email address; personal url, github url, facebook id, twitter id; employer and title (if any) at last job before this startup. Put unfinished degrees in parens. List the main contact first. Separate founders with blank lines. Put an asterisk before the name of anyone **not** able to move to the Bay Area.

grudelsud; thomas alisi; 2008, university of florence, Ph.D. in computer engineering and multimedia; thomasalisi@gmail.com;  
<http://tom.londondroids.com/>, <https://github.com/grudelsud>,  
<http://www.facebook.com/grudelsud>, <http://twitter.com/grudelsud>; self-employed technical director

Please tell us in one or two sentences about the most impressive thing other than this startup that each founder has built or achieved.

Please tell us about the time you, grudelsud, most successfully hacked some (non-computer) system to your advantage.

Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.

with riccardo – shawbak  
with giuseppe – media blvd

How long have the founders known one another and how did you meet? Have any of the founders not met in person?

– grudelsud was riccardo's tutor for his graduation in 200x and worked together on plenty of projects  
– grudelsud and giuseppe worked together as researchers at MICC, University of Florence

Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?

semantic web skills for a big EU project, idea came to apply this knowledge to a rapidly expanding market, pitched idea to telecom italia's working capital tour and won a mini-seed. other labs are doing similar research, most notably yahoo research, contacted to exchange insights.

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What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?

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Who are your competitors, and who might become competitors? Who do you fear most?

quid.com palantir

/

What do you understand about your business that other companies in it just don't get?

visualization!

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How do or will you make money? How much could you make? (We realize you can't know precisely, but give your best estimate.)

intermediate steps of applications released on freemium models  
provide/sell analytics to specific markets (e.g. venture / expertise tracking / fashion)

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If you've already started working on it, how long have you been working and how many lines of code (if applicable) have you written?

php 5kloc, js 2kloc, java 5kloc

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How far along are you? Do you have a beta yet? If not, when will you? Are you launched? If so, how many users do you have? Do you have revenue? If so, how much? If you're launched, what is your monthly growth rate (in users or revenue or both)?

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If you have an online demo, what's the url? (Please don't password protect it; just use an obscure url.)

demo system protected by initial funder

How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?

If you're already incorporated, when were you? Who are the shareholders and what percent does each own? If you've had funding, how much, at what valuation(s)?

received research grant for 85k euro, not incorporated as a company

If you're not incorporated yet, please list the percent of the company you plan to give each founder, and anyone else you plan to give stock to. (This question is as much for you as us.)

myself 70%, giuseppe 10%, riccardo 10%, yc 10%

If we fund you, which of the founders will commit to working exclusively (no school, no other jobs) on this project for the next year?

For founders who can't, why not? What level of commitment are they willing to make?

Do any founders have other commitments between June and August 2012 inclusive?

no

Do any founders have commitments in the future (e.g. finishing college, going to grad school), and if so what?

no

Where do you live now, and where would the company be based after YC?

live in london, company could be based either in london or SF, probably london would be easier for visa / family

Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? Will any be working as employees or consultants for anyone else?

Was any of your code written by someone who is not one of your founders? If so, how can you safely use it? (Open source is ok of course.)

phase 1 opensource, <https://github.com/grudelsud/fom>  
phase 2 under dev, entirely written by founders

Are any of the following true? (a) You are the only founder. (b) You are a student who may return to school when the next term starts. (c) Half or more of your group can't move to the Bay Area. (d) One or more founders will keep their current jobs. (e) None of the founders are programmers.

(Answering yes doesn't disqualify you. It's just to remind us to check.)

no

If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.

achieving childhood dreams  
social bootleg  
0 impact house conversions

Please tell us something surprising or amusing that one of you has discovered. (The answer need not be related to your project.)

update



(Clicking on update doesn't submit your application; it just saves it to disk.)