Company Name: ClickBin

Company url?

clickb.in

Phone Number(s)?

412-225-0015, 412-680-8233

Video "introducing the founders"

http://www.youtube.com/watch?v=z3i0ZraLAwE

yc user names?

vicapow, lxe

yc founders willing to move to the bay area if we get funded:

vicapow, lxe

What is your company going to make?

We'll make anything if you give us the chance.

But what we've made in the last month is a bookmarking service. Think of it like url shortener meets pastebin in that you can quickly and anonymously share collections of links or login to save them for later.

What we'd like to eventually create is a sort of "desktop of the internet" which would be built off of the existing hypermedia infrastructure. We think dropbox is only a temporary solution, bridging the gap between the cloud and the desktop but the desktop isn't going to be around much longer as thin clients begin taking over.

If this application is a response to a YC RFS, which one?

No

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.

vicapow, Victor Powell, 23, 2011, University of Pittsburgh, Computer Engineering, vicapow@gmail.com, victorp.me, github.com/vicapow, facebook.com/vicapow, @vicapow, YinzCam, Inc., Director of Web Applications & Analytics

lxe, Aleksey Smolenchuk, 23, 2011, University of Pittsburgh, Computer Science, lxe@lxe.co, lxe.co, github.com/lxe, facebook.com/alekseys, @lxe, Ansaldo STS USA, Software Engineer

Please tell us in one or two sentences about the most impressive thing other than

this startup that each founder has built or achieved.

vicapow: built an internal single sign on and permissions api for my company written in Node.JS to allow internal dashboard services to be written in any language.

lxe: built a configuration interface and a c-based backend for an embedded train signaling device.

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

When I recently moved to Berkeley, AT&T wanted me to pay a $100 installation fee plus another $100 for their proprietary modem as part of a package for the fastest connection. It was impossible to forgo either option. So, I signed up for a cheaper plan that allowed self-installation, returned the modem they shipped, bought my own modem for $34, and then instantly upgraded to the faster plan.

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.

We created the website for our college newspaper The Pitt News, although the site has since been managed and altered heavily by the Pittsburgh Post Gazette.

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

5+ years. We met in college during our freshman and lived in the same dorm.

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?

We chose this project from among other ideas we had floating around, because the implementation played to my strength in Node.js and Aleksey’s strength in web design. We don’t have domain expertise in this area but from the feedback we've gotten from friends, people do have a need for it.

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)?

It's simple and broadly applicable. Of my friends, everyone seems to find a new use case I never even thought of.

The closest substitutes, depending on use cases, are Bit.ly, native browser bookmarks, Pastebin, Pinterest, Amazon wish lists, and Readability.

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

Bit.ly and Kippt. They seem like they'd be able to adapt if they thought they needed to. Other companies doing similar things are Pinterest, Evernote, Readability, Diigo, Snip.it.

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

Collecting related things is the core concept shared by all our competitors. Why not create a service that does only that? There’s no reason to force users into logging in to do this. It’s also easier to use. Just put “clickb.in/” infront of any url you want to bin.

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

We'll start by using affiliate link injection like posterous did using Viglink. Since bins are nestable, users provide pseudo "keywords" for the links they post (ie., clickb.in/entermainment/funny/videos/ ) which could possibly be used to provide content recommendations.

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?

1 month, ~3500 LOC

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)?

We’ve finished the beta and launched a few hours ago. We have 10 users and no revenue.

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

<http://clickb.in>

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?

We don’t suffer from a chicken-and-egg problem because our product does not require network effects to be useful to an individual user.

Because the product itself is centered on link-sharing, we expect it to spread organically among users to the extent that it’s useful. We’re also working on a series of examples bins, and an animation to showcase the product.

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)?

NA

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.)

50/50

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?

Both of us

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

NA

Do any founders have other commitments between January and March 2013 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?

I moved to Berkeley about two months ago. Aleksey is still in Pittsburgh, but he'd move in with me if we got accepted.

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?

No

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.)

NA

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.

Monetizing user attention using stated preference surveys instead of ads. SP surveys present binary choices between products. Results enter "discrete choice" statistical models used in marketing, academia and government.

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

On cruise ships that have arcades, the machines are bolted to the floor to prevent them from moving. Because of this, tokens often collect in large quantities underneath them.