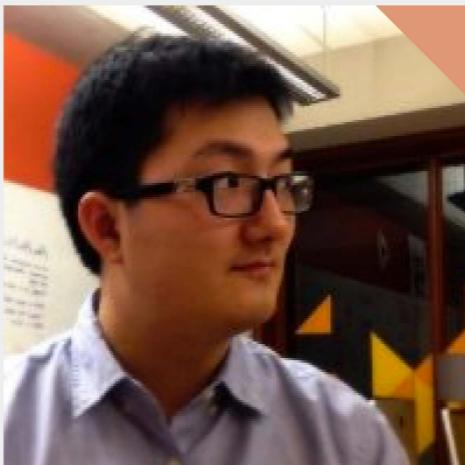


# Qreadcrumbs



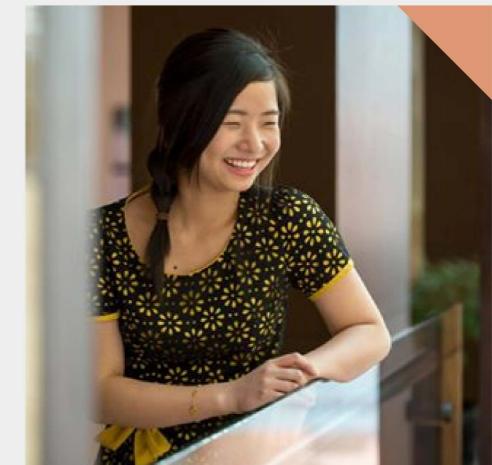
**ignacio naveiras**  
product manager  
(Kellogg MBA, '15)



**kevin chen**  
developer  
(McCormick EECS, '16)



**florent d'souza**  
content strategist  
(Medill IMC, '15)



**penny yi wang**  
designer  
(Medill MSJ, '15)

# meet jenny



McCormick School of Engineering, '16  
Intern Business Analyst at Hyde Park Angels  
A friend of Breadcrumbs

## evernote\*

MARCH 2015

Untitled

Today http://weibo.com/arrealflooring?noscale\_head=1#\_0 http://weibo.com/nordicatlas?noscale\_head=1#\_0 http://www.meihua.info/today/post/post\_665a69be-0164-4354-96bf-3ead47278d68.aspx

check these out too:  
http://mp.weixin.qq.com/s?\_\_biz=MzA3MDc3MDcxMw==&mid=201300818&idx=2&sn=7afbb0ce0442cf6fd7f51a56656a42191&scene=1&key=8ea74966bf01cfb6d2a1764179763745d94e65a7e2e60524b56f5d4ad1916376f0812ff72c213977420d1d03de1da&ascene=0&uin=MjQ4NjkoMjM4MA%3D%3D&devicetype=iMac+MacBookPro8%2C1+OSX+OSX+10.9.5+build(13F34)&version=11000110&pass\_ticket=3E2851qf6QVqrPSltvNsCR2Sj19qyN6Ou%2BE3ewCs3jYM9nF4ic5pDr3T6r

http://mp.weixin.qq.com/s?\_\_biz=MzA3MDc3MDcxMw==&mid=200893752&idx=1&sn=f6b201eb63720f463c882ee7e6b6f3&scene=1&key=8ea74966bf01cfb6364519b994a0614a8ad5c50dd4f3642166d3582fe85c77a7c5c0c0f0587d3aeb28463e849ab6e&ascene=0&uin=MjQ4Njk0MjM4MA%3D%3D&devicetype=iMac+MacBookPro8%2C1+OSX+OSX+10.9.5+build(13F34)&version=11000110&pass\_ticket=3E2851qf6QVqrPSltvNsCR2Sj19qyN6Ou%2BE3ewCs3jYM9nF4ic5pDr3T6r

http://mp.weixin.qq.com/s?\_\_biz=MzA3MDc3MDcxMw==&mid=200613591&idx=1&sn=a5a151ec641f23e65e87af930cb2d46&scene=1&key=8ea74966bf

FEBRUARY 2015

check list

Untitled note

2/22/15 I-765 sample

## excel sheet\*

B	C	D	E	F	G
http://plymouthvc.com#sthash.AllNgmCr.dpuf					
http://www.huronrivervc.com#sthash.1uyBp8tq.dpuf					
http://www.beringea.com/					
http://drivecapital.com/#sthash.oXUjCgsY.dpuf					
http://www.jump-capital.com#sthash.HsANhHP.dpuf					
Medium Capital that does					
http://www.plymouthvc.com#sthash.cpH88W3.dpuf					
http://www.dj.com#sthash.Yxp2AggV.dpuf					
http://www.lugboatventures.com#sthash.iTvL3rO					
http://correlationvc.com#sthash.Dp9gpdT.dpuf					
http://costanoavc.com#st					

## browser history\*

Chrome History

History

Extensions

Settings

About

Today

11:00 PM http://baidu.com/ baidu.com

Minutes - Google Drive drive.google.com

10:48 PM https://docs.google.com/spreadsheets/d/1gy-Ke6fgmPoxZAMYHMEVSKEvS... docs.google.com

10:47 PM Untitled spreadsheet - Google Sheets docs.google.com

Organizing Gantt Chart - Google Sheets docs.google.com

Design China Project - Google Drive drive.google.com

Design China Project - Google Drive drive.google.com

Operation - Google Drive drive.google.com

https://drive.google.com/?fbclid=m0sauzhuser-2#folders/0B2Wwmix98aycfj... drive.google.com

10:46 PM Design China Project - Google Drive drive.google.com

https://drive.google.com/?fbclid=m0sauzhuser-2 drive.google.com

Inbox (141) - jashengwang2016@gmail.com - Gmail mail.google.com

Gmail mail.google.com

Inbox (243) - jashengwang2016@u.northwestern.edu - u.northwestern.edu mail.google.com

Search results - jashengwang2016@u.northwestern.edu - u.northwestern.edu mail.google.com

Contact Info - jashengwang2016@u.northwestern.edu - u.northwestern.edu mail.google.com

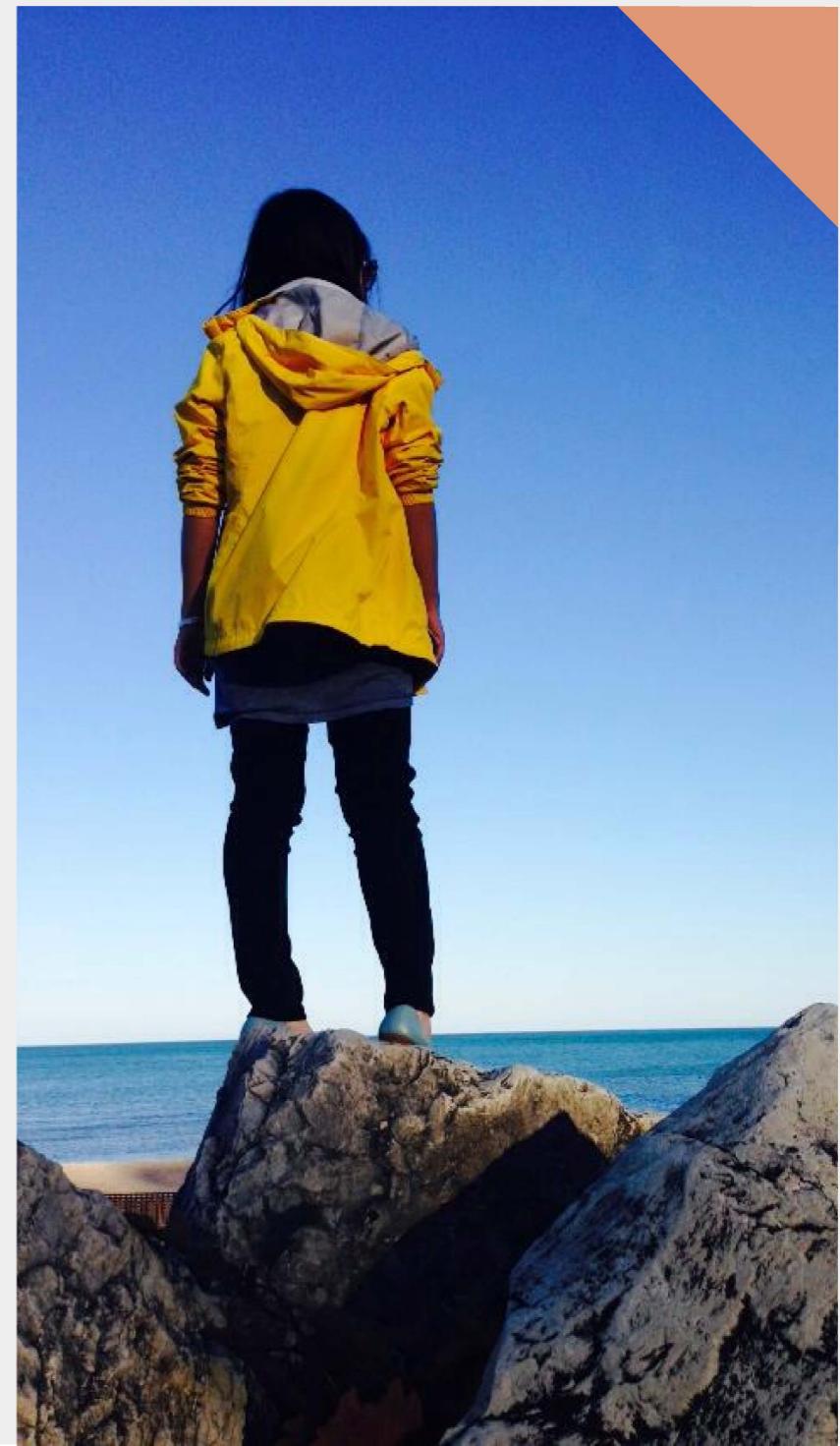
Inbox (556) - jashengwang2016@u.northwestern.edu - u.northwestern.edu mail.google.com

nice meeting you today and have a great weekend! - jashengwang2016@u.n... mail.google.com

Inbox (53) - jashengwang2016@u.northwestern.edu - u.northwestern.edu mail.google.com

Off-Campus Living - Office of Residential Life - Boston College www.bc.edu

https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ve...



# college students

**21 mn**  
in the U.S.

**multitaskers**  
many subjects

**no  
efficient  
system**

## “what if...

I had a tool that automatically logs and categorizes my Internet usage and presents it in a meaningful way for when I need it?”

## **value proposition**

automatically  
categorized content  
saves users clicks,  
time and stress.

breadcrumbs

chrome extension

auto-categorization

prioritizing content

no user input

demo

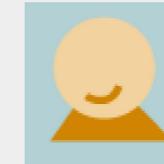
# how does breadcrumbs work?



finished

x

x



x

moving forward

tighten algorithm  
test with more users  
transforming

thank you. feedback?