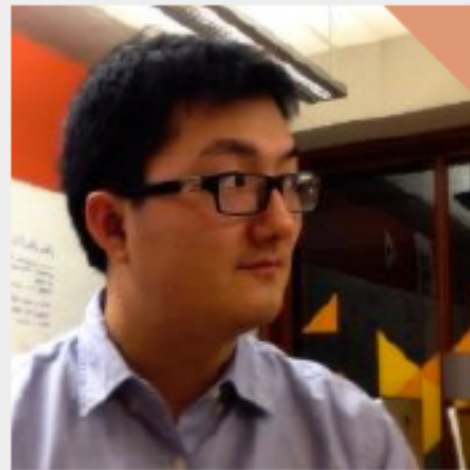




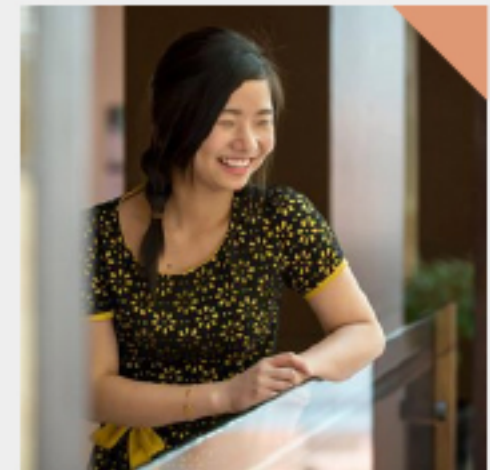
ignacio naveiras
Product Manager
(Kellogg MBA, '15)



kevin chen
developer
(McCormick EECS, '16)

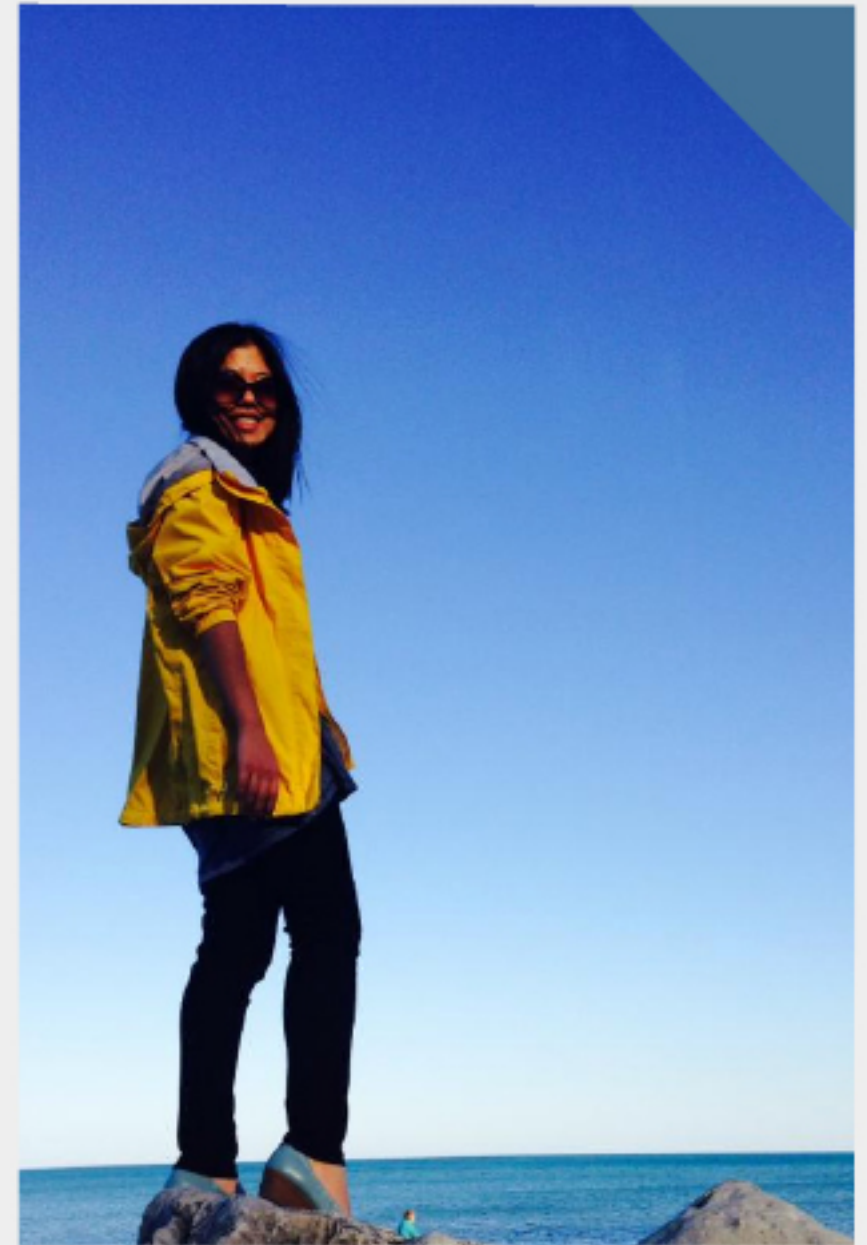


florent d'souza
content strategist
(Medill IMC, '15)



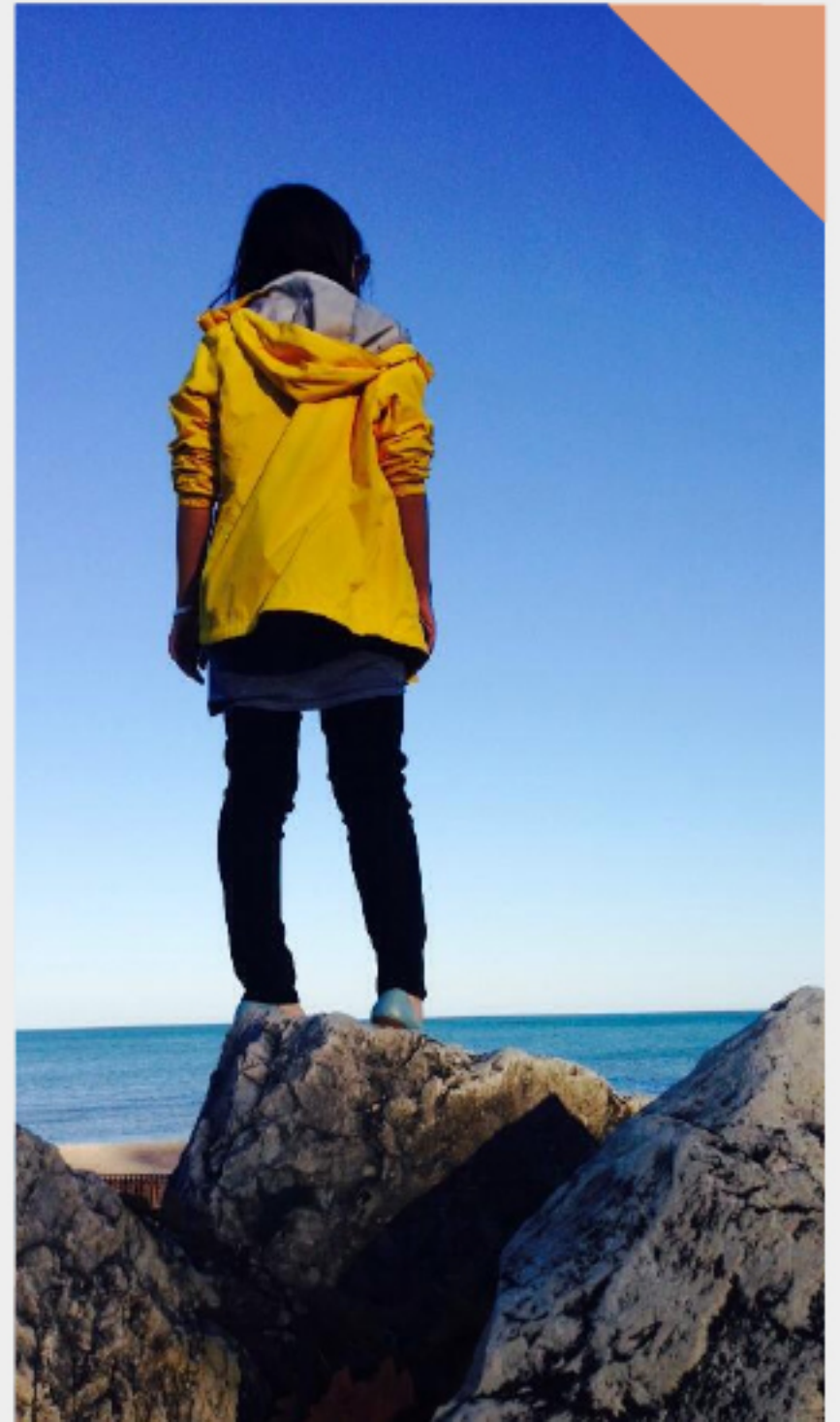
penny yi wang
designer
(Medill MSJ, '15)

meet jenny

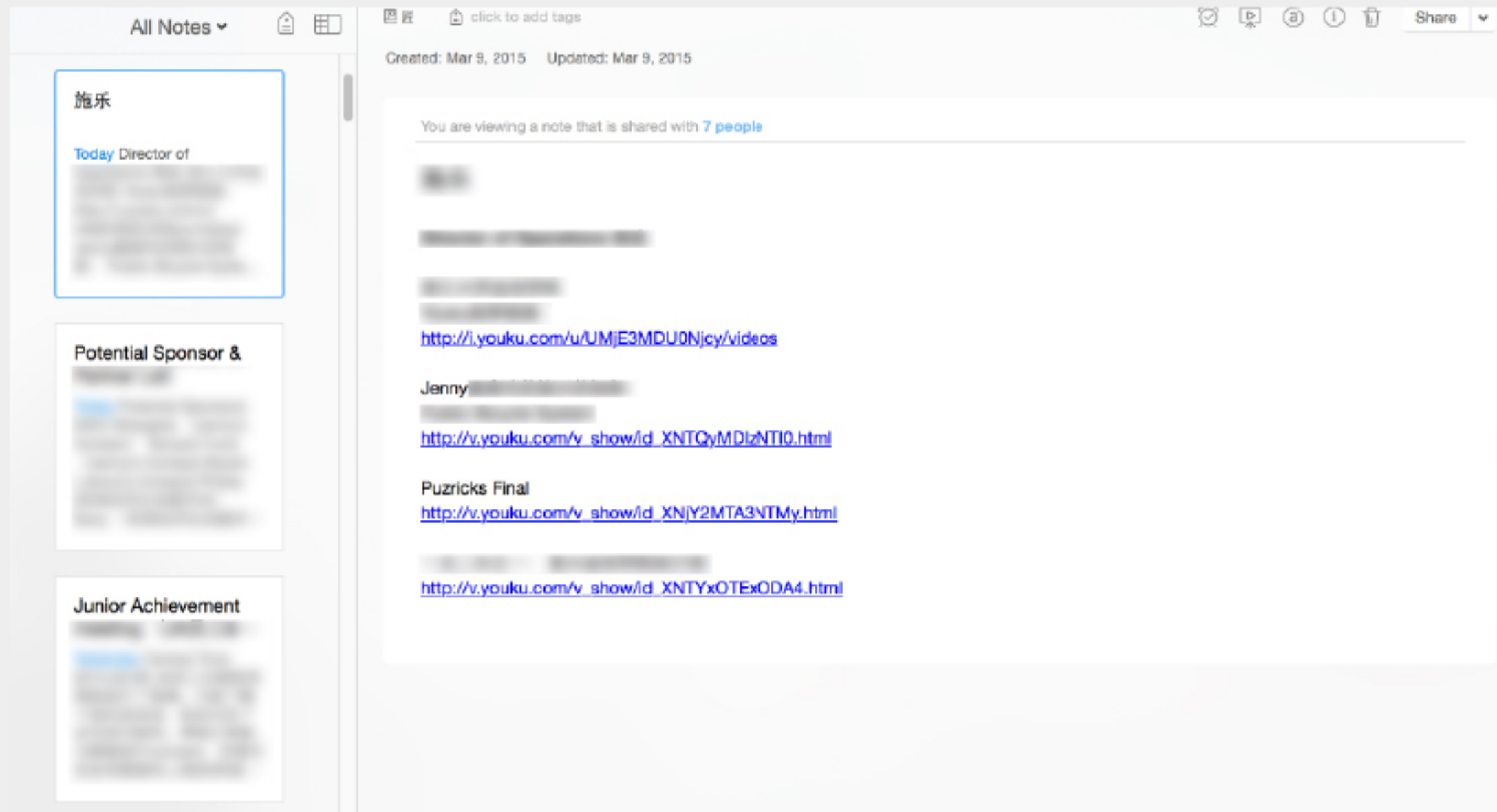


McCormick School of Engineering, '16
Intern Business Analyst at Hyde Park Angels
A friend of Breadcrumbs

bookmarking? clipping?



evernote*



* cumbersome process

copy-pasting*

copy-pasting this important title

copypastingthisurl.com/aswell

cumbersome process



Google Search

I'm Feeling Lucky

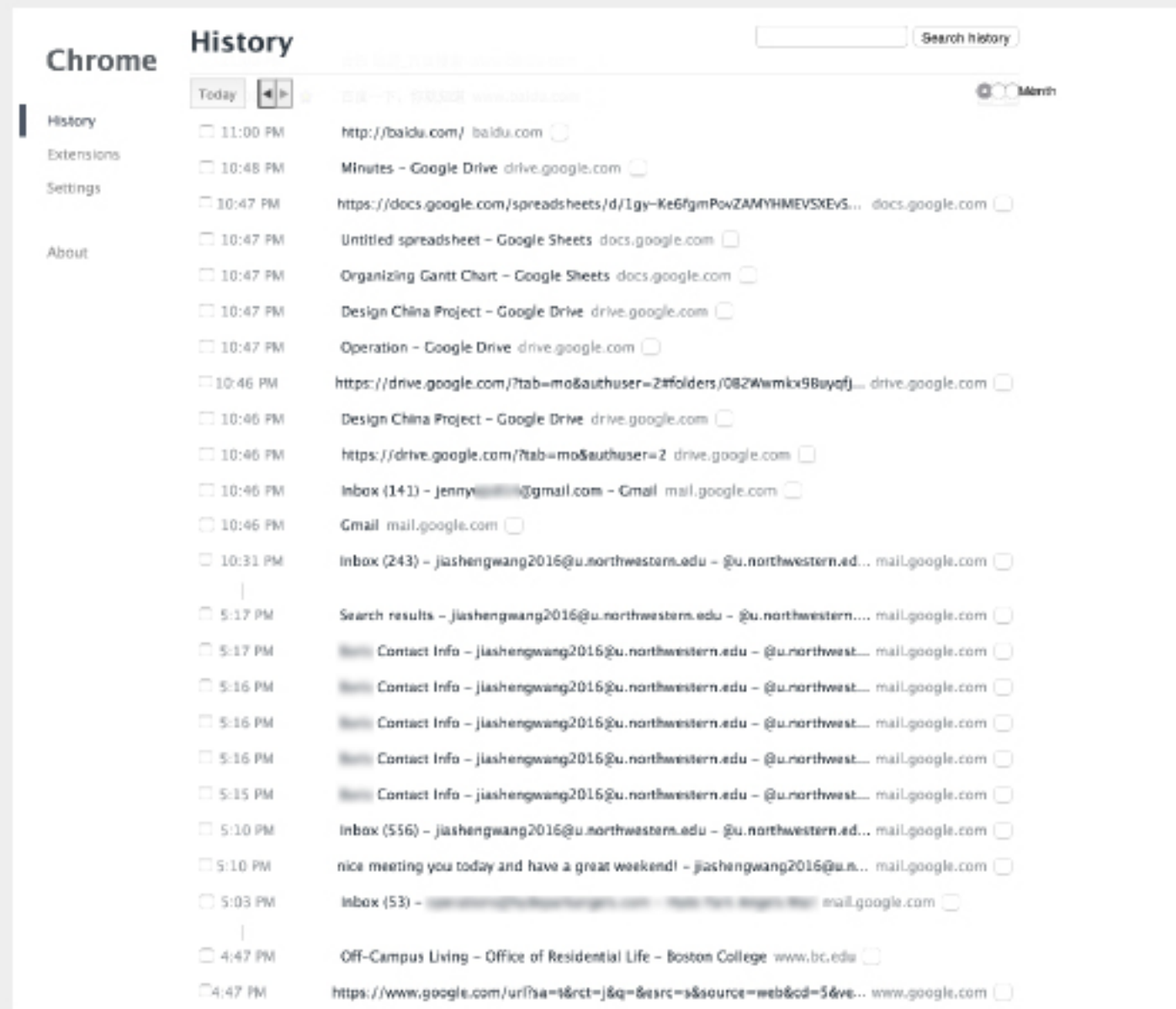
* cumbersome process

bookmark*



* looks like browser history

browser history*



* good luck scrolling

excel sheet*


	B	C	D	E	F	G
Venture Capital that does early stage venture capital investments		http://plymouthvc.com#sthash.AILngnCr.dpuf				
Venture Capital that does early stage venture capital investments		http://www.huronrivervc.com#sthash.1uyBp8tq.dpuf				
Venture Capital that does early stage venture capital investments		http://www.beringea.com/				
Venture Capital that does early stage venture capital investments		http://drivecapital.com#sthash.oXUjCgsY.dpuf				
Venture Capital that does early stage venture capital investments		http://www.jump-capital.com#sthash.HsANhiHP.dpuf				
Venture Capital that does early stage venture capital investments		http://www.plymouthvc.com#sthash.cPH88IW3.dpuf				
Venture Capital that does early stage venture capital investments		http://www.dfj.com#sthash.Yxp2AggV.dpuf				
Venture Capital that does early stage venture capital investments						
Venture Capital that does early stage venture capital investments						
Venture Capital that does early stage venture capital investments		http://www.tugboatventures.com#sthash.ITvL3rOY				
Venture Capital that does early stage venture capital investments		http://correlationvc.com#sthash.DpP9gpdT.dpuf				
Venture Capital that does early stage venture capital investments		http://costanovc.com#sthash.fJmncfLd.dpuf				

* abysmal

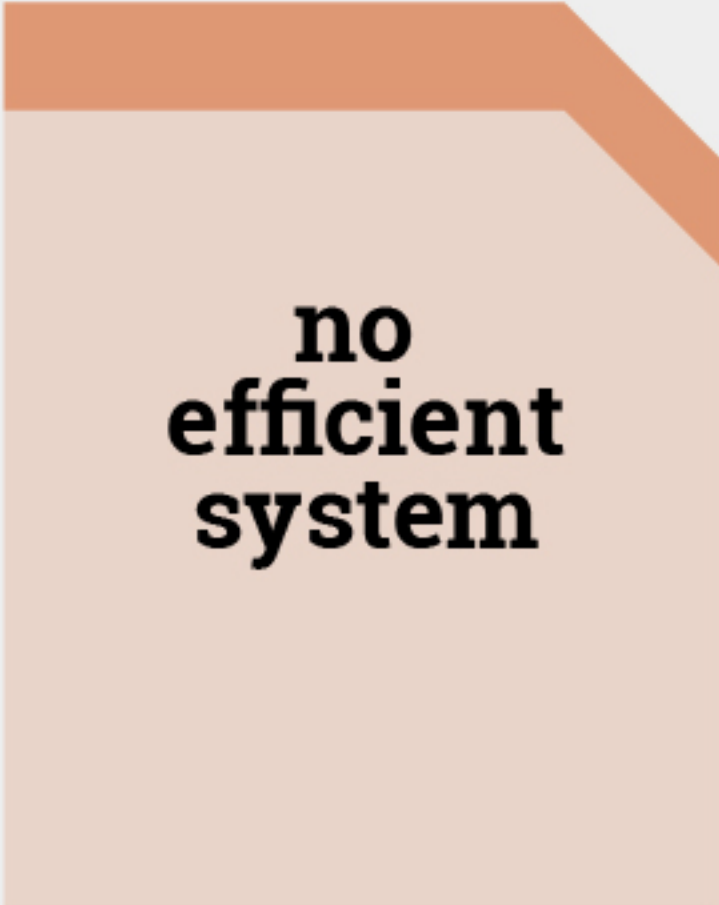
college students

A light blue document icon with a darker blue header and a folded top-right corner.

21 mn
in the U.S.

A medium blue document icon with a darker blue header and a folded top-right corner.

multitaskers
many subjects

An orange document icon with a darker orange header and a folded top-right corner.

**no
efficient
system**

“what if...

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

breadcrumbs

chrome extension

auto-categorization

prioritizing content

no user input

value proposition

Automatically categorized content
saves users clicks,
time and stress.

demo

thank you. feedback?