



SocialCompare.com
Press Kit – November 2010
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<http://socialcompare.com>

Press Kit





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Introduction

SocialCompare (<http://socialcompare.com>) is an innovative collaborative data community that allows everyone to find, consult, create, import, modify, translate and share comparisons in any domain. The slogan is “**Compare Everything, your imagination will have no limit!**”. Indeed, anything such as products, services, objects, software, websites, people, politics, sports... can be compared.

Presentation

SocialCompare is a database of items that could be compared together and be grouped at any time to create and save new comparisons. Our objective is to become the “**Wikipedia of comparisons**”: data are maintained in a collaborative way, centralized in one place and published under open licenses. The difference is that data are structured and displayed as comparative tables.

Members create or choose items they want to compare together, against various criteria of different types such as text, numbers, images, videos, ratings...

Finally, the platform also enables members to vote for the best content, choose their favorites, share them on various social networks, and embed them into their own website/blog.

The screenshot shows the SocialCompare.com website interface. At the top, there is a navigation bar with links for Home, Tour, Directory, Explore, and Help, along with a search bar and buttons for Sign in and Register. The main content area features a large heading "COMPARE EVERYTHING" and a subheading "Compare products, services, objects, software, websites, people... in any domain. Find original user-generated comparisons. Generate new matrix comparing all the items you want together." Below this are two buttons: "Explore comparisons" and "Browse directory". To the right is a 3D bar chart graphic. Below the main content are four columns of text: "What is SocialCompare?", "Why SocialCompare?", "Who use it?", and "How to start?". The "How to start?" section includes links for "Take the tour" and "Sign up for free". Below this is a section for "Last published comparisons" with four thumbnails: "Comparison of the popular Smartphones", "Apple iPhone product line comparison", "Tablets comparison: iPad vs Cruz tablets vs Galaxy Tab", and "Apple iPod touch generations comparison". To the right of this section is a "Overheard on Twitter" section with a tweet from @LouiseMaton. At the bottom, there is a dark blue banner with the text "Compare everything with your own criteria" and a button "Create your comparison".



Story of the concept

The idea is born in 2006, while we were trying to find nice comparisons about unusual things such as places to give birth. We were frustrated to find comparisons that were not up-to-date, with missing or wrong data, with no possibility to change the content or interact with it.

We have realized that it was not so easy to find nice comparison tables about things that were not products to sell, not only price comparisons... and be able to collaborate with others to maintain a matrix with a lot of interesting details, advanced criteria such as ratings...

Objectives

The main objective of SocialCompare is to be a powerful and flexible service to structure and organize data into original and dynamic comparisons, and centralize all these different kind of comparisons in one place.

Everyone should be able to make beautiful, unique, features-oriented, multilingual comparisons in any area without technical skills and with a free account.

Target

Concerning the main service part that does not require the membership access (discovering comparisons), our target is mainstream people, everyone could be interested in comparing everything or in finding nice and original comparisons that are maintained by a collaborative community.

Probably several group and thematic communities could emerge such as geeks that want to compare softwares or web services, investors groups that want to compare financial products, ecologists that want to compare products with ecological features, political bloggers that want to compare political programs or elections, and sports passionates that want to compare teams, sports results...and so on...

Concerning the membership part (SocialCompare's community) that enables everyone, free of charge, to edit comparisons or vote, rate, comment the content, we imagine that it will be more used by motivated people that want to participate in data maintenance and knowledge sharing. So bloggers and geeks will be clearly more interested at the beginning to edit and maintain this kind of data. Then, they could include comparative tables into their own website. But after this early-adopters phase, we would like to interest everyone in all domains such as Wikipedia does.

Comparisons creation platform

The main purpose of SocialCompare is to make easier the creation of comparisons on Internet.

Everyone without any technical knowledge should be able to build interactive, fully customizable and beautiful comparative tables in any domain.



	HTC EVO 4G	iPhone 4	Motorola Droid X	Nexus One	Nokia N8	Palm Prè Plus	Samsung Galaxy S
Image							
Video tour							
Platform	Android 2.1 / Sense	iOS4	Android 2.1 (2.2 like summer)	Android 2.2	Symbian^3	webOS	Android 2.1
Carrier	Sprint	AT&T	Verizon	T-Mobile		Verizon, AT&T	
Price	US\$199.00	US\$199.00	US\$199.00	US\$179.00	US\$048.00		
Release date	Jun 4, 2010	Jun 24, 2010	Jul 15, 2010	Jan 5, 2010	Oct 22, 2010 uk	Jan 25, 2010	Jun 13, 2010 (uk)
Battery							
Talk time	9 h	7 h 30, 14 h 20	8.4 h ?	7 h 30, 10 h 20	12.0 h	5 h	8.5 h 30, 13.4h 20
Standby		300 h	300 h ?	250 h	380 h	350 h	570 h
Removable	✓	✗	✓	✓	✓	✓	✓
Capacity	1,800 mAh	1,420 mAh	1,240 mAh	1,400 mAh	1,200 mAh		1,500 mAh
Interface							
Hardware keyboard	✗	✗	✗	✗	✗	✓	✗
Screen size	4.3 inch	3.5 inch	4.3 inch	3.7 inch	3.5 inch	3.1 inch	4 inch
Screen resolution	800x400	960x640	854x480	900x480	360x640	320x400	800x480

Create comparisons from scratch

On SocialCompare, you can **compare everything** (products, services, objects, concepts, softwares, websites, persons...etc.) with various criteria such as text, date, number, image, video, rating, vote...and so on.

Import existing comparisons tables

The platform accepts to import data of various formats with a copy/paste from web page, excel, openoffice, csv, html files, in order to create new comparisons quickly.

Reuse existing data for easier maintenance

Members can add easily existing items and criteria in order to reuse similar data into different comparisons, so the update of these data will be done only once by the SocialCompare's community. Indeed, the modified data will be propagated in all comparisons using it. Data maintenance will be easier and more collaborative.

Generate new comparisons on the fly

Users can explore and choose all the items they want to compare together, adding them to the "comparison scale", in order to generate and save new original comparisons.



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Comparisons and reviews directory

Discover original comparisons

All the comparisons tables are associated to a specific category in order to get a comparisons and items directory. Users browse the various categories directory that centralize all the tables in one place.

Users can also explore data sorting them with filters such as last updated/most viewed/most popular... or using the search bar option to find original matrix.

Reviews site

SocialCompare also centralize user reviews since members can compare, vote, rate, comment all the content of the platform.

Flexible tool

Play with matrix

SocialCompare provides simple and intuitive options to rotate the comparison table, reorganize lines and columns with "drag&drop" option, sort, hide content...

Preferences settings

Members can also choose their display preferences of the table (numeric/date formats...).

Public comparisons

Comparisons can be kept unlisted or published to be easily visible by everyone (available in directory, explore, search...).

Special content, more reliable

"Community" content are maintained by motivated members that want to promote some content (they may have no direct relationship with the item. ie: fan, expert).

"Official" content are maintained by a group of persons, which have a direct relationship to the item (ie: product manufacturer, service provider, software developer).



Collaborative Community

Modify or suggest new values

SocialCompare's community maintain up-to-date data of all existing and public comparisons. Members can either modify data if they have editor's rights, otherwise they can suggest changes to the creator. All these suggestions appear into the comments area and into the creator's dashboard.

Share with friends or community

It is easy to share comparisons on main social networks such as Facebook, Twitter... and embed easily a comparison table on a blog or website...

So webmasters, bloggers... can engage their own community to maintain comparisons with them.

The screenshot shows the SocialCompare.com website interface. At the top left is the SocialCompare logo with the word "Beta" next to it. To the right of the logo are links for "About us", "Blog", "Sign in", and "Register". Below the logo is a navigation menu with "Home", "Tour", "Directory", "Explore", and "Help". A search bar is located to the right of the navigation menu. The main content area features a large heading "SHARE YOUR FAVORITES" and a paragraph of text: "Share any comparison with your friends (facebook, email...). Embed easily nice comparative tables into your blog or website. Engage your community to vote, maintain, rate and comment your data." Below this text are two links: "Join us on Facebook" and "Follow us on Twitter". To the right of these links are three social media icons: Twitter, Email, and Facebook. At the bottom of the page is a navigation bar with four buttons: "Find original comparisons", "Create nice comparisons", "Participate, Vote, Review data", and "Embed or Share with your friends".

Participate, review various data

Members can vote, rate, review, comment comparisons and items... They add the comparisons they love to their favorites list...

They can see all their recent activities and also updates/suggestions from others on their data into their personal dashboard.



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Dashboard
My public profile: d.socialcompare.com/en/member/vanina

[Edit my profile](#) [My preferences](#) [Change my password](#) [Change my email](#)

My favorites
You have no favorites data for the moment: [Explore comparisons](#) [Browse directory](#)

My comparisons

- Fnacbook vs Kindle 3**
Last update : 2010-10-24 22:40:07
Fnacbook vs Kindle 3
[Delete](#) [Likes](#) 0
- Comparison of e-book readers**
Last update : 2010-10-24 21:09:53
Compare iPad vs Kindle vs Kobo vs Nook vs Fnacbook
[Delete](#) [Likes](#) 3
- Mockup and Wireframing Design Tools**
Last update : 2010-09-05 10:10:57
[Delete](#) [Likes](#) 1
- Comparison of Twitter clients**
Last update : 2010-06-19 01:40:55
[Delete](#) [Likes](#) 1

[See More](#)

Latest activity

- [Elodie](#) voted for [Comparison of e-book readers](#) (I like it)
on 2010-10-28 19:17:40
Great comparison!
- [Seralo](#) has updated [Fnacbook vs Kindle 3](#)
on 2010-10-24 22:40:07

Open data and knowledge

For us, user-generated data should be under open licenses (Creative commons and GNU licenses) to share easily and freely knowledge worldwide like the Wikipedia encyclopedia does. We believe that collaboration and community are the most powerful thing to maintain an huge amount of various and interesting data.



Multilingual and International platform

We strongly think that world is multicultural and that is why we have built a multilingual tool and made easy the possibility to translate the same comparison into several languages.

For the moment we support the languages we know (English and French) but we want to make available most the world languages as soon as possible. We would like to be an international service, used everywhere and in every language.



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Team

Founders:



Alexis Fruhinsholz & Vanina Berger met each other during their French engineer school years (INSA Lyon), they won a student contest together (Siemens Mobile Java Masters competition 2002 – Fun category) and have decided to work on SocialCompare's project end of 2008 while they were living in USA.

They are both experienced software engineers that love innovation and new technologies.

After coming back in France in August 2010, they have decided to create a French company in September 2010 to promote and launch their innovative and international service.

Advisor :



Thibaud Elzière is a French entrepreneur, creator of Fotolia, the leading european marketplace for stock images, and Zilok, the first peer-to-peer lending site. He has founded other companies and invested in several startups.



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Press Resources

Logo, screenshots, video... : <http://socialcompare.com/en/resources>

Community

Twitter : <http://twitter.com/socialcompare>

Facebook : <http://www.facebook.com/socialcompare>

Blog : <http://blog.socialcompare.com/>