

press@socialcompare.com
http://socialcompare.com

Press Kit





press@socialcompare.com
http://socialcompare.com

Table of Contents

Table of Contents	
Introduction	3
Presentation	3
Story of the concept	4
Objectives	
Target	4
Comparisons creation platform	4
Create comparisons from scratch	5
Import existing comparisons tables	5
Reuse existing data for easier maintenance	5
Generate new comparisons on the fly	5
Comparisons and reviews directory	
Discover original comparisons.	6
Reviews site	6
Flexible tool	6
Play with matrix	6
Preferences settings.	6
Public comparisons	6
Special content, more reliable	6
Collaborative Community	
Modify or suggest new values	
Share with friends or community	
Participate, review various data	
Open data and knowledge	
Multilingual and International platform.	8
Team	9
Contact	
Contact Information.	10
Press Resources.	10
Community	10



press@socialcompare.com
http://socialcompare.com

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.





press@socialcompare.com http://socialcompare.com

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.

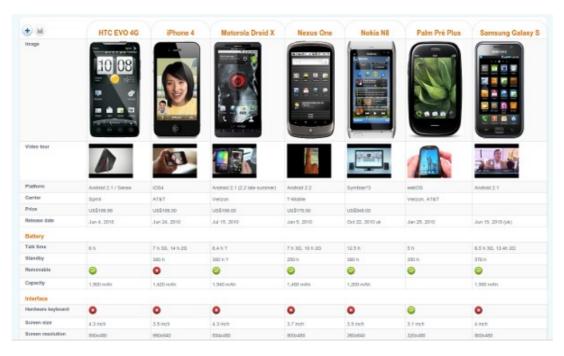
Comparisons creation platform

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.



press@socialcompare.com
http://socialcompare.com



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.



press@socialcompare.com
http://socialcompare.com

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).



press@socialcompare.com
http://socialcompare.com

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.



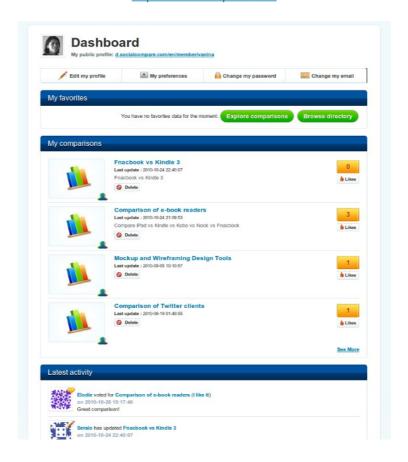
Participate, review various data

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.



press@socialcompare.com
http://socialcompare.com



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.



press@socialcompare.com
http://socialcompare.com

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.



press@socialcompare.com http://socialcompare.com

Contact

Contact Information

Vanina Berger or Alexis Fruhinsholz

Site: http://socialcompare.com
Email: press@socialcompare.com

Address:

SocialCompare SARL 1856 Chemin Saint-Bernard

06220 Vallauris

France

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/