

laun^{ch}rock

we get users

@getlaunchrock angel.co/launchrock

Getting

fans

users

customers

is hard

1,000,000+ signups

50,000+ in line

3,000+ customers



GET READY TO JOIN A
T-SHIRT
REVOLUTION!

STYLEMINT

**An exclusive t-shirt collection designed by
Mary-Kate Olsen and Ashley Olsen.**

*To receive access to exclusive style tips, contests and giveaways
enter your email address below.*

[your@email.com](#)

Go ▶

powered by **launchrock**

facebook



Amanda Wen recommends a link.
join me! it feels so good over here.



**StyleMint - An exclusive t-shirt collection
designed by Mary-Kate Olsen and Ashley Olsen.**
stylemint.com

I just joined Mary-Kate Olsen and Ashley Olsen's
StyleMint pre-launch email list! I'm first in line to
access StyleMint.com, an exclusive t-shirt collection
styled just for me that launches July 2011. Join me!
#launch



19 minutes ago · Like · Comment · Share

Ashley Olsen.

Invite your friends to
launch gifts AND guaranteed
shirts.

**Get Social! Spread
network now!**

Recommend

Tweet

Invite by Email

To invite friends anywhere on the web, use your
personalized referral link below, so we can
keep moving you further up the priority list.

<http://stylemint.com/powjc>

Like Us on Facebook | Follow Us on Twitter

twitter



amandawen Amanda Wen

I just signed up for access to Mary-Kate Olsen and Ashley
Olsen's new line! #launch <http://t.co/l9Az4Ho> via [@MyStyleMint](#)

37 seconds ago



prettybirdie Ashley Lu

I can't wait! I just signed up for access to Mary-Kate Olsen and
Ashley Olsen's new line! #launch <http://t.co/l9Az4Ho> via
[@MyStyleMint](#)

1 minute ago



HilaryTurner Hilary Turner

I just signed up for access to Mary-Kate Olsen and Ashley
Olsen's new line! #launch <http://t.co/l9Az4Ho> via [@MyStyleMint](#)

1 minute ago

Launched all sorts of things

 Olsen Twins' t-shirt line

 Private airline Hair

 products

 Independent film

 Musicians

STYLEMINT

Zaarly beachmint

HubSpot

taskrabbit
Life is busy. We can help.

 GRAPHIC.LY


FLASH MOB

500
startups

We've learned that...

People share...

- Things that resonate
- To raise status
- For collective experience
- To exchange value

Our customers love...

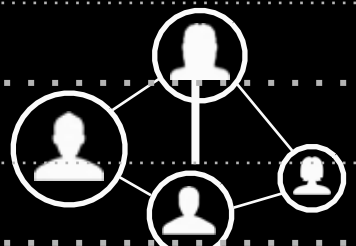
- Amplification
- Higher conversion rate

Our customers want...

- User insights
- Robust communication solution



Search



Social Networks

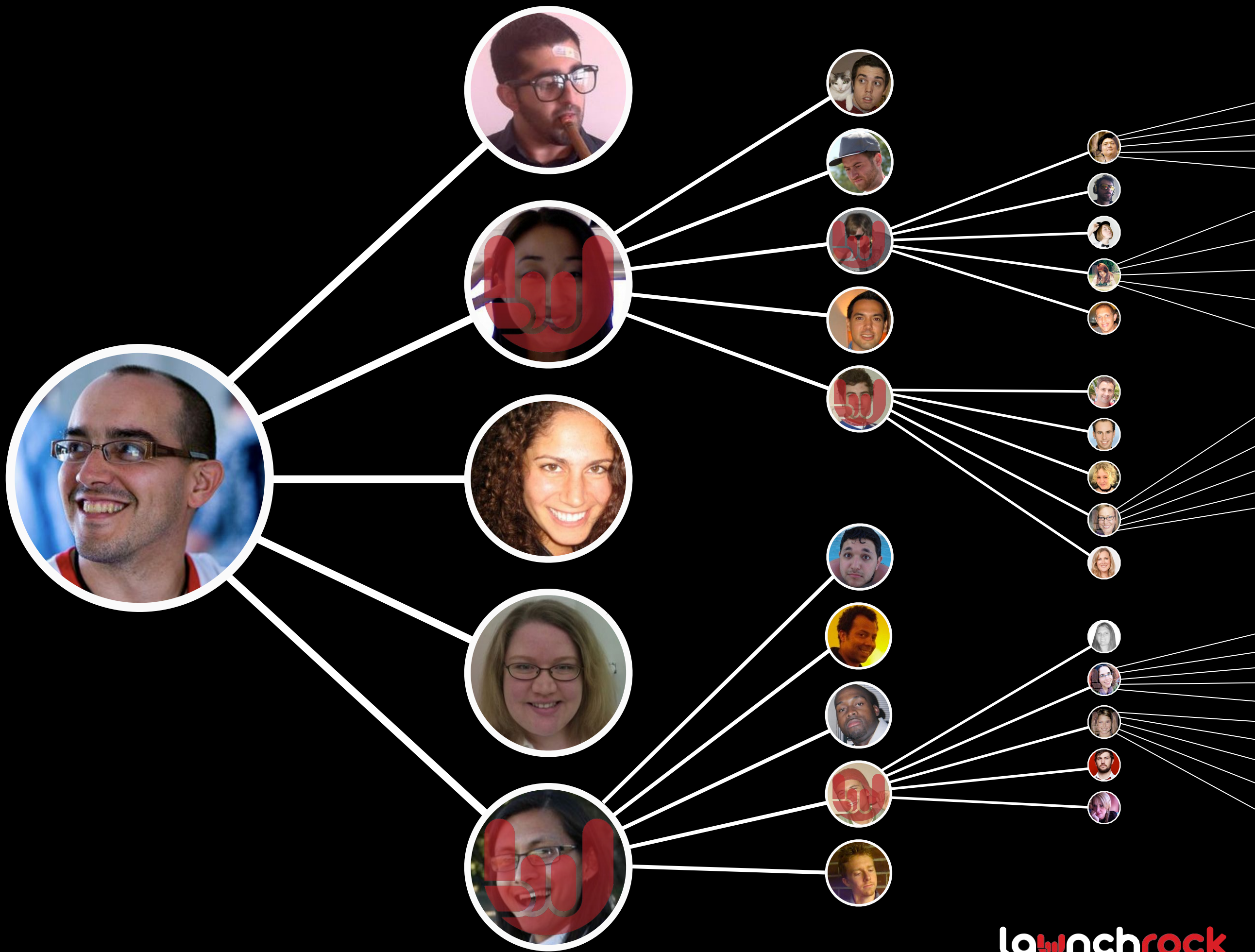


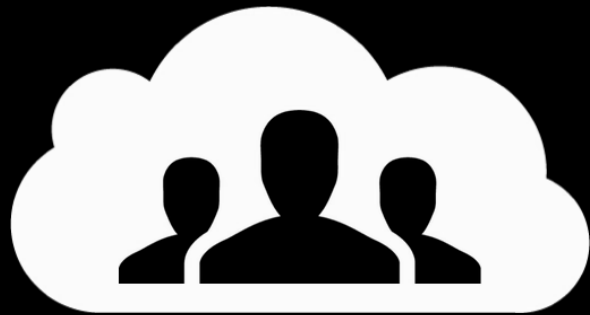
Relationships

Web 1.0

Web 2.0

&
Beyond





user acquisition & understanding

User Management

Marketing

Social Insights

 Infrastructure

 Referrals

 Engagement

 Relationships

 Preferences

 User Insights

S



Jameson Detweiler
CEO



Sean McCullough
Chief System Architect & Engineer



Zachary Melamed
Lead Developer



Thomas Knoll
Chief of Product & Relationships

rock

Investors

500
startups

500 Startups

Dave McClure & Crew



**Paige
Craig**

CEO at BetterWorks



David Tisch

Managing Director of TechStars NYC



Scott Becker

Invite Media Co-Founder



Paul Bricault

Partner at GreyCroft



Mike Edwards

Founding Partner at InitioGroup



David Famolari

Day2 Ventures



Venture51

Early Stage Fund (Investor in Kiip)



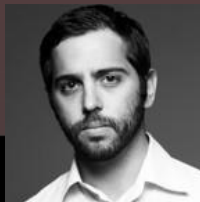
**Dharmesh
Shah**

Founder of HubSpot



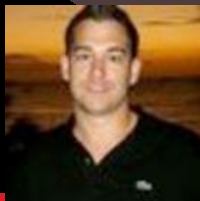
Ryan Holmes

CEO of HootSuite



Diego Berdakin

President of BeachMint



Stephen Gill

RightAction & Leadnomics



Adrian Stone

AngelCube Co-Founder



**Daniel
Wolfson**

Wolfson Group

Advisors



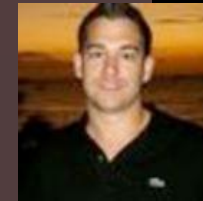
Hiten Shah

CEO of KISSmetrics



Nicole Patrice Johnson

COO Special Projects at Founders Fund



Stephen Gill

RightAction & Leadnomics



**Gabriel
Weinberg**

DuckDuckGo Founder



Ryan Holmes

CEO of HootSuite

Raising Big BUCK\$

BUCK\$

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