



We are a social feedback platform. We enable you to easily feedback anything: local venues, public places, web content or even your friends. We work similar to twitter, but with a twist

What's wrong with current feedback/review sites like Yelp and similar platforms?

1. **Single opinion reviews:** No easy participation: Long to read, long to write
2. **Star rating:** It's like putting a static stamp on the objects, not pointing out their USPs
3. **Faked reviews:** 30% of all reviews are fake, there is no way of determining relevance
4. **No social value:** No fun, no additional social value or interaction, no addiction
5. **No usable data:** Reviews are neither constructive nor measurable

Stomt has none of these flaws. It is a new way of giving, receiving and participating in feedback

- Our form of feedback creates constructive and measurable data
- Easy participation: feedback is created through tweet-like "stomts" consisting of a fixed sentence beginning and 100 characters to complete the sentence
- Each stomt points out one positive/negative detail about the object in a very constructive way (object is great because + 100 char/object would be better if + 100 char)
- See the world in a different way: you can now see what's good or not so good in a place with just one look. No more reading through long reviews that strongly vary in their conclusion
- No more faking: A stomt only becomes relevant/truthful if people agree or disagree on the detail. Additionally we have an innovative algorithm that can determine relevance through data-mining. It's like a digital democracy of feedback to determine the truth and relevance
- We work like a social network: Each user has a profile, a feed and a gamified level-system showing the level of trustworthiness and influence. See what or who your friends gave feedback to, agree or disagree on their opinions. You can even feedback them, telling them why they are great or how they could be even greater

We want to be more than a tool for our users. We want to become the social and addicting Twitter for feedbacking anything

How do we make money? BigData, Analytics, Market Research, Advertising

Market entry? Platform strategy, piggybacking on Klout, the anti-yelp-movement, mobilizing students and the web community

Team? Philipp Zentner (24, BA in Business Computing) is founder and developer of *stomt*. Alexander Baeuerle (27, BA in Media and Communication) is co-founder of *stomt*. Additional two developers and one designer as teammates