

The magical PICLYF PRESS KIT v. 0.2

(08-29-10)

I. What is PicLyf ?

- a. Flickr + Foursquare (*recommended if you have a readership of techies & geeks*)
- b. Photo Diary with game mechanics (badges, leaderboards & quests).
- c. Blog in picture form.
- d. If Wordpress starts with words, PicLyf starts with pictures. (*recommended if you have a readership familiar with WP*)
- e. Share what you see, Draw your thoughts, Show your emotions.
- f. Writing not your cup of tea? Try PicLyf where your camera do the blogging for you.
- g. Blogging for Photographers, shutterbugs, designers, artists, etc.
- h. PicLyf treats pictures or photos as pieces of memory. It lets you create a visual history of your life. (*recommended if you have a readership of parents & above 35 crowd.*)
- i. PicLyf is a tool to preserve your memories, thoughts and actions in picture form.

II. Key Features

- a. Upload photo, use a webcam, draw a doodle, or import from a url, PicLyf lets you chronicle anything about you in different ways.
- b. User-friendly interface that is a delight to use
- c. A two-level relationship model where you can Follow someone or become friends when you both Follow each other.
- d. Set your own level of privacy by letting Everyone, your Follower or your friends view your pics.
- e. Add contextual layers to your pics. Caption, speech bubble, where did you take the photo, what date and what time.
- f. Connect your Facebook, Twitter, Flickr and Plurk to let all your friends (and family) know you have a new pic update.
- g. Friendly competition on who is most popular with our STATS leaderboard.
- h. Get badges for doing awesome things in PicLyf and in the REAL-WORLD!
- i. Join the fun with picture quests that let you win great prizes from your local shops.

III. How is PicLyf different from Facebook or Twitter?

- a. We are purely visual content (photos and drawings). Pictures are king in PicLyf.
- b. We are about your visual history in the form of moments, thoughts and actions.
- c. PicLyf is tightly integrated with game-like features to keep users motivated in updating their accounts and also have fun using it.
- d. PicLyf is unique because you can use it as a tool to upload your photos to your multiple accounts in one go or use it as a visual blog.
- e. At the moment, PicLyf is more like a blog than a social network but still, it's very much a fresh experience due to the game mechanics and having pictures as the social object.
- f. We aim to delight our users. We want to be known as the social network / blogging platform with an awesome customer service. We believe you cannot have that with any of the bigger sites.

IV. Terms and Concepts

- a. Game mechanics – these are elements that generate enjoyment thru game-inspired system like collection of items, competition and goals to complete.
- b. Leaderboards - is a ranked score board. In the case of PicLyf its an aggregate of number of views, likes, comments, and new followers.

- c. Badges – are tokens of achievements and distinction. This will have REAL-WORLD benefits (i.e. meetups open only to members with MVP badges.)
- d. Quests – quests are contests that require active participation and often involve sponsored prizes. Templates are Popularity contests (<http://piclyf.com/quests/ladychic>), Picture polls (<http://piclyf.com/vote>) , Food hunts (coming soon), Sticker hunt (coming soon), Loyalty Wall (coming soon), Picoupons (coming soon), Hot Potato (coming soon)
- e. Topics – These work like tags in Content management systems (Wordpress, drupal, etc.) but with a bit of a unique PicLyf twist. You can follow topics and have them appear as a separate feed in your dashboard. (ETA – Sept.)

V. The future

- a. Watch out for our iphone and Android app in September.
- b. Add more context to pics, including face tagging and places check-ins.
- c. Messaging, contact forms.
- d. Cool new badges and quests.
- e. Wordpress, Blogger and Tumblr posting.
- f. Follow topics
- g. A few unique surprises.

VI. HISTORY

- a. The company is named Twidl Inc., the product name is PicLyf
- b. The company was formed by Eric Clark Su, Blue Jayson Basañes and Joseph Andrew dela Serna around November 2009
- c. Eric Clark Su is the CEO, co-founder – (<http://piclyf.com/ericzoo>) a visual and game designer who quit his job to start the company.
- d. Blue Jayson Basañes is the CTO, co-founder (<http://shikii.net/blog>), a freelance web and game developer with over 7 years experience in PHP, and AS3.
- e. Joseph Andrew dela Serna, CFO, co-founder (alleba.com, dotastrategy.com) is a veteran web entrepreneur with multiple popular websites under his belt.

VII. URL

- a. <http://piclyf.com>
- b. <http://piclyf.com/blog>
- c. <http://piclyf.com/browse>
- d. <http://piclyf.com/site/page/about-us>
- e. <http://facebook.com/piclyf>
- f. <http://twitter.com/piclyf>

VIII. Contact details

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