

*Have you ever deleted a posted picture when you looked back and decided it's not a good look anymore? Ever find it awkward to comment on someone's picture because a) you haven't seen them in forever or b) everyone else can see it? Or maybe you're just curious about the popular spots in town tonight? If you want to share your crazy Friday night or expertly lit #selfie, use it to chat up your friends and ultimately keep the pictures, messages, likes all to yourself, then you'll enjoy using Peekshare.*

## What is Peekshare?

Peekshare isn't just photo sharing. Peekshare is content-driven messaging. What does that mean? Content-driven messaging is a solution to a problem we all have: starting a conversation without context. If you consider yourself immune, think back to the last time you brought up the weather to fill an awkward silence with someone you just met. Let's be honest, with the exception of a category five hurricane, no one really cares about the weather. So why do we do it? Because all conversations need some type of context to either start or continue. Peekshare believes there's no better context than pictures. Content meets context. A simple idea that can be applied to all text based communication to propel relationships forward.

Along with privacy and control of said content, one of the key things Peekshare hopes to do is revolutionize the photo gallery. Peekshare wants to take the photo gallery in every device and turn it into a *social* gallery. The way Peekshare is designed allows users to capture moments, give friends a peek, and receive feedback; as if sharing a photo album. People take lots of photos but most of these photos are never shared. Peekshare wants to be users' native camera and create a delivery that makes people comfortable sharing all of their photos. A social gallery encourages users to share more and provides an outlet for that inherent need to share.

Peekshare uses ephemeral sharing to accomplish these goals. It doesn't have to be a perfect picture, the intent is to share with friends and serve as a springboard for conversation. "People want to give a peek into their lives, but they want control. It's like having guests over to your house, you show them your old photo albums, they laugh, they comment, they flatter you, then the photo albums are put back and others likely never see them again. But what stays with you is that moment you had with a friend who viewed your life experiences. More importantly, that photo album you just shared is constantly changing and growing and adapting to your current lifestyle. With our platform, because everything shared is temporary and current, you get a glimpse of someone's life shaping experiences in the now. And I think that's very powerful." -Daniel Idzkowski, Co-Founder & CEO

## What does it bring to the table?

Peekshare will allow users the option to post in two ways within the "Peekfeed." Every photo can be shared with a network of friends and/or a network of local users. The Local feed is

included as a core feature to encourage more photo shares and provide an additional channel where users can receive positive feedback and build community. To protect user identities when posting locally, usernames are not displayed in Local. To further encourage content-driven messaging, users can “nudge” any Local peek directly to friends to share a laugh or start a conversation. This supports Peekshare's core value of using context to build relationships. Another value that goes hand in hand is privacy. Therefore, all comments made on a photo will be delivered as private messages, where the conversation can continue between two friends. The app also supports filters, hashtags, an easy way to add friends, along with other features users enjoy.

## What's the story?

The vision for Peekshare was born of combined efforts from founders Daniel Idzkowski and Morgan McQuown. Long time friends and high school classmates, they teamed up to create Peekshare in a way they feel reflects the new direction of social media. Peekshare is not the first time they considered an application concept. While still in college, they designed prototypes for apps like TruTunes, FriendPop, and PicShare That!

As their college days became a memory, they quickly realized college had provided the shared experiences, mutual friends and interests—context—to propel relationships forward. For Idzkowski, this became apparent in his efforts to keep in touch with members of a social club he started in college. Between managing the business school's investment fund and programming in computer science classes, Idzkowski made it a priority to figure out what brings people together. He started this private club as a way to unite friends, build a network of driven individuals, and inspire a healthy dose of shenanigans.

However, members were now beginning their lives in San Francisco, Boston, LA, Chicago, even Singapore and Europe. Attempts were made to keep the club engaged through group MMS apps, Facebook groups, but ultimately unsuccessful in encouraging the club to engage in each other's lives and interests. Having built a great network, Idzkowski was prompted to create a better way to stay engaged with members. With McQuown's keen eye and passion for design, they set out to craft an attractive user experience. After working on the first designs and seeing the project's potential, they brought on good friends and tech veterans Yves Perrenoud and Tomasz Pado to help build Peekshare.

## What's in store?

The Peekshare team wants Peekshare to shape user behavior rather than follow it. They built a safe ecosystem to share photos and want to apply content-driven messaging to a larger network. “We see ourselves as simply filling a gap in the market. The opportunity lies in the ability to take the discomfort out of sending a “cold-call” message to someone you haven't spoken to in awhile by using the context of an image or video; creating context for conversations coupled with the power of a full-featured messaging application.” -*Daniel Idzkowski*



The team is excited to introduce Peekshare and hopes users will enjoy it as much as their friends do. They look forward to enhancing Peekshare with video capabilities, additional messaging features and expanding upon the Local feed. Users will soon be able to use tags to categorize and filter Local pictures to see what's happening in local hangouts. Peekshare can be found on the App Store, with an Android version in the works. The team is continuously improving Peekshare based on user feedback, and designs are already underway for version 2.0.

## Contact

For more information or press inquiries, please contact the Peekshare Team at [press@peekshare.com](mailto:press@peekshare.com)