

SUMMLY

Case Study

VIDEO



<http://www.youtube.com/watch?v=K3jFOZF7fKk&feature=share&list=UUnOXI7bOWOkU3cALsrUERJw>

The Pitch

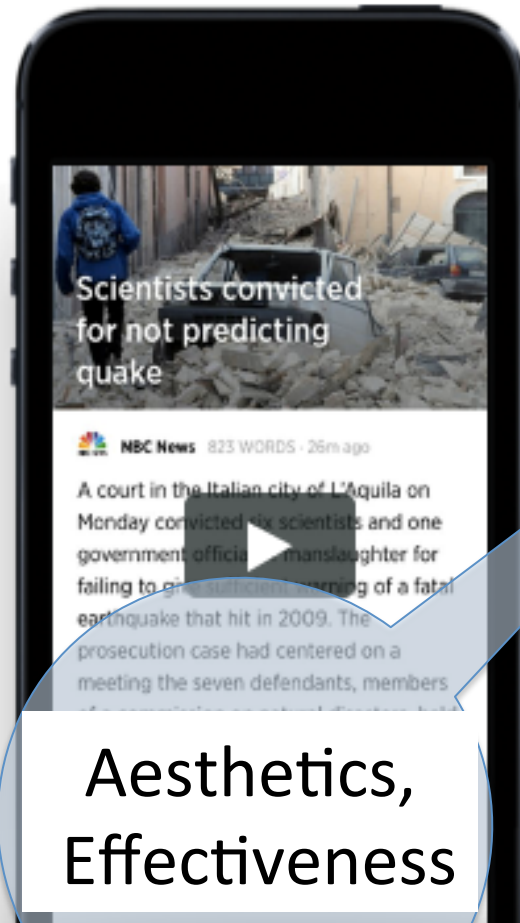
Summly

Pocket sized news for iPhone.
News you want. Now.

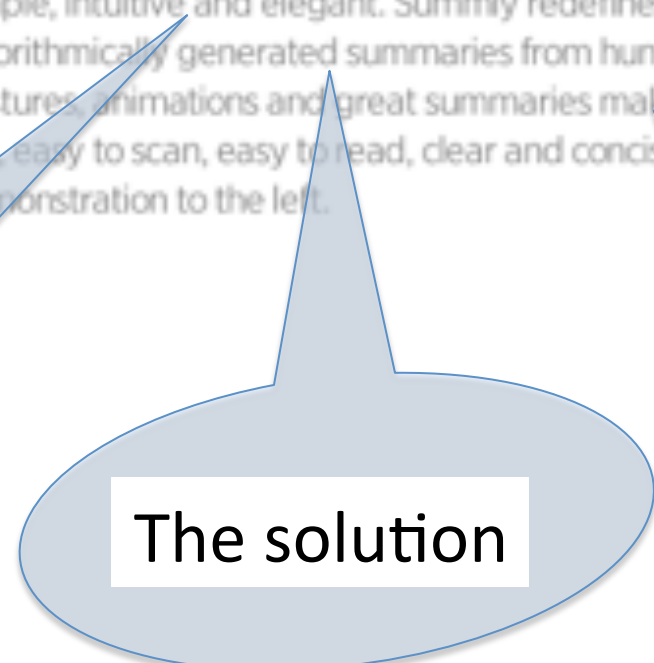
The Concept

Beautiful and Concise Summaries.

Simple, intuitive and elegant. Summly redefines news for the mobile world with algorithmically generated summaries from hundreds of sources. Innovative gestures, animations and great summaries make reading the news fun: easy to use, easy to scan, easy to read, clear and concise. Watch an animated demonstration to the left.



Aesthetics,
Effectiveness



The solution

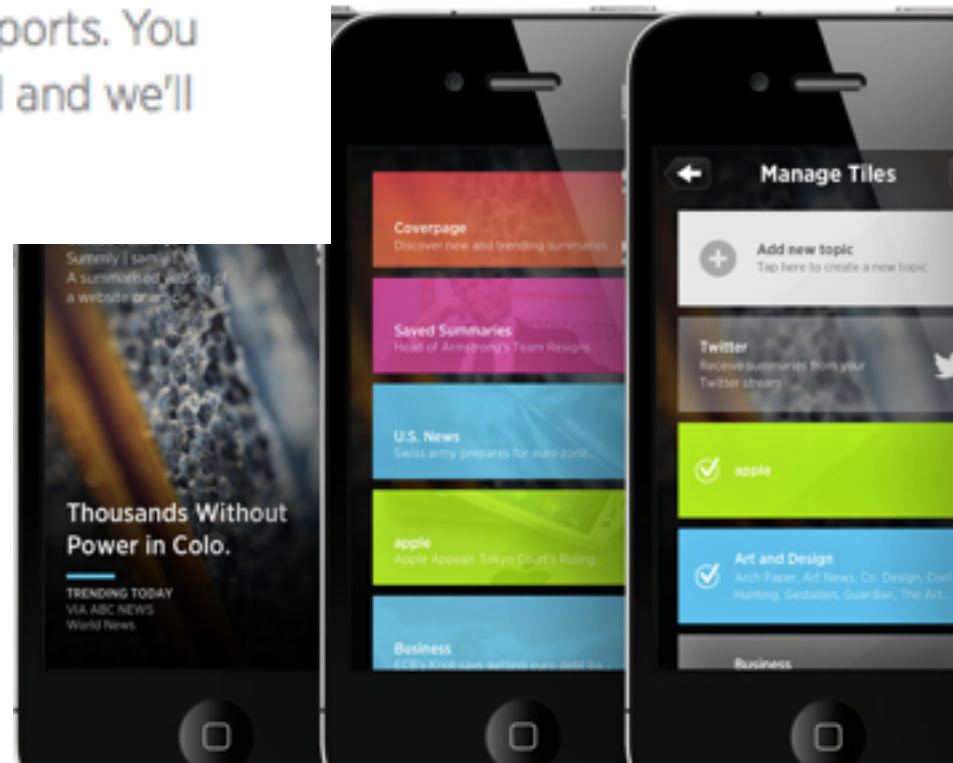


What Can Do
For Users

The Concept - How

You Choose

You select your favourite news sources or topics and we do the rest. We generate summaries from sources that vary from the Wall Street Journal to ESPN Sports. You can add a keyword on any topic in the world and we'll find content and summarize it for you.



Why it should make sense ?

- You are a mobile users
- Limited screen size
- Consume _long_ articles and get punch lines
- User-selected channels/topics
- Don't lose any important information stream
- Get it at the right time

How did this end up ?

Founded in 2011 by 15-years old Nick D'Alosio

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ON March 25, 2013

YAHOO! TO ACQUIRE Summly