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# **Pie Demo Day Documentation**

*Release 4.0*

**PIE PDX**

July 24, 2016



<b>1</b>	<b>Supportland</b>	<b>3</b>
<b>2</b>	<b>Outdoor Project</b>	<b>5</b>
<b>3</b>	<b>Droplr</b>	<b>7</b>
<b>4</b>	<b>Nutmeg</b>	<b>9</b>
<b>5</b>	<b>WorldState</b>	<b>11</b>
<b>6</b>	<b>Krumplr</b>	<b>13</b>
<b>7</b>	<b>Shoptender</b>	<b>15</b>
<b>8</b>	<b>Read the Docs</b>	<b>17</b>
<b>9</b>	<b>PIE Experiments</b>	<b>19</b>



Thanks for your interest in PIE Demo Day.

PIE is a collaborative project between the Portland startup scene and Wieden+Kennedy, the largest privately held creative agency in the world. Since 2009, PIE has helped host, accelerate, and mentor more than 50 startups.

Listed below are the companies from PIE Demo Day 2014 in the order they presented. You may also view the video recordings from the event by visiting the [PIE Demo Day 2014 YouTube playlist](#).



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## Supportland

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<http://supportland.com/>

### 1.1 PIE Demo Day - Oct 24, 2014

### 1.2 About

Supportland is a technology company with a social mission that enables independent businesses to create stronger local economies, enhance customer loyalty and increase revenue with a flexible, measurable tool.

Independent businesses make up about one-third of the U.S. economy, but are unable to take competitive advantage of this market share because they don't leverage their most critical resource; shared customers.

### 1.3 Our Technology

Under the guise of simply opting into cross promotions, Supportland enables independent businesses to leverage data in a way that works seamlessly with their existing work flow. No number crunching. No lengthy staff trainings. No proprietary equipment. Supportland radically reframes local economies into one cohesive experience for business owners, employees and their customers.

Supportland will be launching Version 2 of our platform next week in Portland followed up by launches in other Northwest communities in November. Please contact Katrina Scotto di Carlo to follow up.

### 1.4 Our Team

Michael and Katrina Scotto di Carlo started Supportland in 2010 because they love independent businesses and felt they could do more to support them. Katrina and Michael combined their backgrounds in technology and art to build a sophisticated, easy-to-use software platform specifically for independent businesses. They have expanded their team to include people in web development, sales and communications.

### 1.5 Contact

Katrina Scotto di Carlo, CMO

katrina@supportland.com  
503-283-0012



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## Outdoor Project

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<http://www.outdoorproject.com>  
<http://twitter.com/outdoorproject>

### 2.1 PIE Demo Day - Oct 24, 2014

Outdoor Project demo day slides (pdf)

### 2.2 What we're doing

Outdoor Project is revolutionizing the way people get outside to have incredible outdoor experiences. It's a place where you can find your next adventure and get the essentials you need to make it happen.

We currently feature over 1,500 adventures across the West Coast, covering every type of human-powered adventure. This includes the popular, but often overlooked, adventures like swimming holes, lakes and campgrounds. Each comes with a field guide and custom map so you have everything you need for a great trip.

### 2.3 Founders

Tyson Gillard, CEO

[tyson@outdoorproject.com](mailto:tyson@outdoorproject.com)

Jared Kennedy, COO

[jaredkennedy@outdoorproject.com](mailto:jaredkennedy@outdoorproject.com)

Tim Rasmussen, CTO

[timrasmussen@outdoorproject.com](mailto:timrasmussen@outdoorproject.com)

Aron Bosworth, Chief Adventure Officer

[aronbosworth@outdoorproject.com](mailto:aronbosworth@outdoorproject.com)

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## Droplr

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<https://droplr.com>

Collaboration is key in design, whether it's swapping ideas with colleagues or sharing comps with clients. Droplr is a simple cloud file sharing tool that makes sharing your stuff second nature.

### 3.1 PIE Demo Day - Oct 24, 2014

[Droplr demo day slides \(PDF\)](#)

### 3.2 About

Sharing your work should be easy. It shouldn't take a ton of annoying steps involving multiple apps. That's why we created Droplr. We were tired of wasting countless hours just trying to share and collaborate. We wanted to remove barriers to creativity and productivity, to get more stuff done.

Droplr helps you work faster, better, and smarter. With Droplr, you can swap screenshots and share files in seconds. You can record screencasts in minutes and distribute them instantly. It runs in the background, becomes a streamlined part of your workflow. It's a simple, fast tool made for creative professionals. We use it all the time and we love it.

### 3.3 Our Philosophy

The tools we use should be intuitive, unobtrusive, and beautiful. They should help us be better at what we do. We made Droplr behave like the apps creative professionals use every day. We made it work with the apps creative professionals use every day. It's fully integrated with the Adobe Creative suite, Sketch, Slack, and countless other apps. It just works.

### 3.4 Our Team

Droplr was created by developers Josh Bryant and Levi Nunnink in 2009. Josh and Levi share a love for clean design and clean code.

## 3.5 Contact

Levi Nunnink,

[levi@droplr.com](mailto:levi@droplr.com)  
530-559-0899

<http://thisisnutmeg.com/>

## 4.1 PIE Demo Day - Oct 24, 2014

A Dash of Nutmeg (demo day transcript + slides)

## 4.2 What are we all about

Nutmeg gives you easy access to gifs worth texting.

It's ridiculously simple: pick a gif, double tap it into iMessage, and text it to your friends! Be as adorable as Jennifer Lawrence or as awkward as Kristin Wiig. It's time to up your text game.

Not every gif is worth sharing. We find the ones that are and make it easy for you to text them. Spend less time searching for the right gif and more time enjoying conversations with your friends.

## 4.3 Team

Julie Logan, CEO and Founder

[julie@thisisnutmeg.com](mailto:julie@thisisnutmeg.com)

<https://www.linkedin.com/in/thejulielogan>

@thejulielogan

Kevin Brege, COO

[kevin@thisisnutmeg.com](mailto:kevin@thisisnutmeg.com)

<https://www.linkedin.com/in/kevinbrege>



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## WorldState

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<http://worldstateapp.com>

<http://www.facebook.com/worldstateapp>

### 5.1 PIE Demo Day - Oct 24, 2014

### 5.2 About

Keeping up with the news is hard. Staying informed, yet unbiased with the constant reveal of new sources and a constant spew of information is hard. By the time you get through one article, five more have appeared that all demand your attention and focus. WorldState is easy.

WorldState aims to give you the news about your world in easily digestible pieces that build upon one another so you never feel like you're left behind. You get the facts – who, what, when, where, and why – without the bias so you can draw an opinion yourself, or just read the facts. We never assume prior knowledge on a topic so all of the news we curate comes from a fresh start so you never feel left out or uninformed. We report on the relevant and we take all the work out of being up to date for you. Log on once, have the entire story, from beginning to end with new developments and old ones, at your finger tips.

### 5.3 Team

Patrick Finnegan

Patrick is the co-founder and CEO of WorldState. He previously ran a company called, ONMSG, [www.onmsg.com](http://www.onmsg.com) where he dealt with business ranging from small to medium building websites and social media campaigns. He is pained by mainstream media and how overwhelming it is. WorldState is his baby, but it also is his solution to solving these issues.

[http://twitter.com/\\_patfinn](http://twitter.com/_patfinn)

<http://linkedin.com/in/onmsg>

Lisa Jacques

In addition to being the CCO, Lisa currently serves as Executive Editor for NYU's Gallatin School of Individualized Study's Journal of Global Affairs (2 years). Prior, she served as Managing Editor for the publication. She served as

Editor for the Literacy Review, a publication that specializes in the work of GED and TOEFL students in New York City, as well as Contributing Editor of Confluence, an online publication for NYU students.

<https://twitter.com/jackiejay20>

<http://www.linkedin.com/in/alissajacques>

Nick Ferraro

Nick is a fullstack developer at Salesforce and part-time CTO at WorldState. Nick believes cross domain training is just as important as deep dive expertise. Most people say it is not possible, but then again most people leave their job at work. He thoroughly enjoy Software Engineering and therefore constantly explore new technologies, frameworks, and languages.

<http://www.linkedin.com/in/spidy>



<http://krumplr.com>

## 6.1 PIE Demo Day - Oct 24, 2014

Krumplr demo day slides (PDF)

## 6.2 What we are all about

Krumplr brings your To-Dos Together.

You point Krumplr to the sources of your to-dos: your email, online notes and documents, calendars, other to-do systems and task trackers. You can then prioritize, schedule, and track all your to-dos in one place. No importing or syncing required. You can share lists with your team, your friends, and your family to get things done together.

## 6.3 Private Beta

Join our private beta! Sign up at <http://krumplr.com> and help us improve what we've already built and shape what we still need to build.

You refer new customers to us by sharing a list with somebody who has not signed up yet. Refer 5 new users to us and we give you our Pro offering free for 1 year starting the day it is available. Refer 10 new users and you become a Pro user for free for life. Since effective to-do management is all about gaining time so you have more of it to have fun, we have another perk for you. If you are one of the first 500 to refer at least 5 new users, you'll also get a free 1-yr Pro membership at [Outdoor Project](#)

You can also [download the iOS app](#) from the App Store.

## 6.4 Founders

Kai Maetzel

Email: [kai@krumplr.com](mailto:kai@krumplr.com)

Twitter: [@kaimaetzel](#)

LinkedIn: <http://tinyurl.com/o3gtp6j>

James Stuckey

Email: [james@krumplr.com](mailto:james@krumplr.com)

LinkedIn: <http://tinyurl.com/n7altxw>

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## Shoptender

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<http://shoptender.io>

### 7.1 PIE Demo Day - Oct 24, 2014

[Shoptender demo day slides \(pdf\)](#)

### 7.2 What we are all about

ShopTender makes it quick, easy and insightful to sell on social media.

With one tool independent online stores can now send out actionable posts to Facebook, Twitter, Pinterest and Tumblr. We sync directly with their online inventory to make it incredibly simple to use. A “BUY” button will appear on the posts letting their followers know it is readily available for sale. A reporting dashboard will provide insights on how products are performing by network and provide trending information. Now you can sell better on social media because you can see what your customers want to engage with.

### 7.3 Sign Up & Special Code

Sign up at <http://invite.shoptender.io> and use code PIEPDX and we will move you to the top of the list for early access to our beta.

Refer your fellow makers or friends with online stores and we'll give you access to the private beta right now. Just use your referral code you receive during sign up.

### 7.4 Founders

Megan Fisher

Email: [megan@shoptender.io](mailto:megan@shoptender.io)

Twitter: [@mfisherPDX](#)

LinkedIn: [www.linkedin.com/in/megankfisher/](http://www.linkedin.com/in/megankfisher/)

Jer Warren

Email: [jer@shoptender.io](mailto:jer@shoptender.io)

Twitter: [@nyquildotorg](https://twitter.com/nyquildotorg)

LinkedIn: [www.linkedin.com/pub/jer-warren/96/621/994](https://www.linkedin.com/pub/jer-warren/96/621/994)

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## Read the Docs

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<https://readthedocs.com>  
<https://twitter.com/readthedocs>

### 8.1 PIE Demo Day - Oct 24, 2014

Read the Docs demo day slides (PDF)

### 8.2 About us

Read the Docs has been hosting open source documentation for over four years. We've spent our time at PIE building a product for businesses. It works the same as our open source site, but with added features for businesses. In fact, we even support Markdown now :)

If you want to play with the tech for your OSS project, check out <https://readthedocs.org>

Please let me know if you have any more questions about PIE or Read the Docs.

### 8.3 Founders

Eric Holscher

[eric@readthedocs.com](mailto:eric@readthedocs.com)  
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Anthony Johnson

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<https://twitter.com/agjhnsn>

## 8.4 readthedocs.org Public Stats

- 2013 stats
- Last 30 days

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## PIE Experiments

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### 9.1 PIE Demo Day - Oct 24, 2014

### 9.2 First Kiss

First Kiss is an online atlas of first kisses being developed at Cairn Labs by PIE solo-founder Kris Wallsmith. When it launches later this year you will be able to add your first kiss to the map and listen to the stories of other first kisses around you. Discover the world in a new and interesting way.

Join the mailing list at [firstkiss.io](http://firstkiss.io) to be notified as the launch approaches.

### 9.3 WANT

<http://www.wantnewsforteens.com>

WANT aims to transform the way that youth consume information by providing a fresh, teen oriented take on the news and a launching board for teen journalistic careers.

W.A.N.T. transforms the way that youth consume information by becoming the first news, entertainment, and sports website for teens by teens. W.A.N.T. aggregates content from teens around the world on the topics that matter to them, giving teen journalists a global creative platform and providing targeted access to this key demographic for advertisers. W.A.N.T. is Huffington Post, meets VOX, meets teen.com, meets Pandora, meets Instagram. W.A.N.T. — the world's high school newspaper.

Welcome to WANT

#### 9.3.1 Team

Our team is small. Grace, Annie, and Sydney. Three 16 year old girls with an insane love for news and an obsession with being in the loop. We are young, passionate, and excited and will doing anything to make our dreams for WANT a reality.

Email us at: [hello@wantnewsforteens.com](mailto:hello@wantnewsforteens.com)

Follow us on twitter: [@WANT\\_TeenNews](https://twitter.com/WANT_TeenNews)

Follow us on instagram: [@want\\_teen\\_news](https://www.instagram.com/want_teen_news)

## 9.4 XOBXOB

<http://xobxob.com>

@xobxobmob

### 9.4.1 What XOBXOB is About

Friendly Smart Things.

Imagine. Your home knows when you've had a bad day. When you return, the lights are on and the fire is burning. And, maybe, your favorite drink is mixed and waiting. This reality is still in the future, but with the explosion of the Internet of Things, it's closer than you might imagine.

Right now, the thing about the Internet of Things, is that it's a lot of things connecting with other things. XOBXOB is working on connecting things with you to create personal and responsive experiences.

### 9.4.2 Founder

Robert Gallup

Email: [bob@xobxob.com](mailto:bob@xobxob.com)

Twitter: @robertgallup

LinkedIn: <https://linkedin.com/in/robertgallup>