



gubb Backgrounder

gubb (www.gubb.net) is a Web-based application with an easy-to-use interface that enables anyone to create, manage and share an unlimited number of lists. In short, it's an easy way to finally organize your life.

As our daily tasks pile up, we rely upon lists to keep our personal and professional lives and lifestyles organized. Until now, we've been forced to jot down lists of our thoughts and needs on easily lost scraps of paper, steno pads, spiral notebooks or even napkins. These cumbersome methods are inefficient at best and difficult to track, don't we know it. Popular electronic resources are wholly unproductive because these limit a user's ability to create, manage or share any list.

gubb makes it simple and fun for anyone to create and work with lists. With gubb, users:

- **Create, organize** and **update** an unlimited number of lists
- **E-mail** lists to yourself...and everyone else
- **Share** your lists with anyone
- **Collaborate** with friends, family, co-workers or anyone else on projects, tasks, etc.
- Make your lists **mobile**
- **Stay focused** on everyday tasks and to-dos
- **Access** your lists 24/7 and 365, from anywhere

gubb is not just about to-do lists or shopping or keeping your brain occupied. It comprises everything that's important to you and it's in one spot – online.

With gubb, you create a list for everything – from social lists like your Top 10 Favorite Movies or books you want to read (really read) to wedding planning and travel packing to...you get the idea.

gubb will soon offer a fully-functional mobile application; a complete solution for PC and Mac; and the phenomenon called *gubb unleashed* where for the first time ever, will be able to embed lists within other sites and sync with existing software.

Joe Bergeron & Josh Weinstein founded gubb to address one real time question: What's with the total perplexing absence of Web-based applications built around our ceaseless obsession with lists, lists, lists?

Answer: 1. Start here.