

FACT SHEET

MISSION STATEMENT

gubb provides everyone with a platform to organize his or her life. **gubb's** proprietary Web-based application is built around every one of our recognized obsessions with making lists.

CORPORATE BACKGROUND

Founders Joe Bergeron & Josh Weinstein created **gubb** to address a single question: What's with the total perplexing absence of Web-based software built around our ceaseless obsession with lists, lists, lists?

Answer: 1. Start Here

Both Bergeron and Weinstein are serial entrepreneurs who have toiled in a host of industries: computer security, software applications, online and micro-payment, digital media, several consumer products and technology.

PRODUCTS

gubb is a new service enabling users to organize their personal and professional lives through an easy-to-use Web-based list making and sharing application. **gubb** offers more user-friendly features than the competition (rememberthemilk.com, tadalist.com, backpackit.com) and is more effective than paper lists and complicated computer programs, e.g., Outlook and Excel.

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

- **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 on projects, tasks, etc.
- Make your lists **mobile**
- **Stay focused** on their everyday tasks and to-do's
- **Access** your lists 24/7 and 365, from anywhere

TECHNOLOGY INNOVATIONS

gubb will soon offer a fully-functional mobile application; a desktop solution for PC and Mac; and the phenomenon called *gubb unleashed* where **gubb** users can embed lists within other sites and synch with existing software.

LOCATION

gubb is headquartered in Palo Alto, CA, with a satellite office in New York.

KEY EXECUTIVES

Joe Bergeron – Founder
Josh Weinstein – Founder

WEB SITE

www.gubb.net

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