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Online list tool meant to lighten the brain's load

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When business partners Josh Weinstein and Joe Bergeron created an online list-making program, they had no idea the program would be more than a tool to help them to share notes on business ventures abroad.

The program they named gubb, however, turned into the entrepreneur opportunity of their careers and has gained tens of thousands of users in the four months it has been available online.

"We looked at how we were using lists and there was no one place where we could keep lists or share lists," said Weinstein. "We wanted to create a place that would ensure we could never lose a list again."

Gubb launched in February, and is gaining popularity among Web users by allowing them to create and maintain lists online for free. Users can access lists and add to and share them from a computer, a cell phone or any electronic device with Internet access.

"This is about accessibility with technology," said Weinstein. "Gubb is one application, one place to find (a list) anytime you need it, literally at your fingertips."

Weinstein also noted the various levels in which users can incorporate gubb into their lives. According to gubb.net, gubb customers have used the service to manage activities that range from planning a wedding to maintaining their "stuff to do" list.

"The great thing about gubb is you can use it in any aspect of your life," said Weinstein, mentioning he uses gubb to organize his professional life, as well as share information with his girlfriend on plans for remodeling their apartment.

Weinstein also said that families report using gubb's list-sharing feature to collaborate on lists such as household chores or movies to see.

Gubb's popularity is not surprising in the United States where,

according to a Zogby International poll, 84 percent of Americans use lists to organize their lives. This same poll, conducted in January, said 63 percent of those surveyed thought their list-making system left something to be desired.

For this 63 percent, gubb may be the answer. Here users can keep all their lists in one place, organize and add to these lists and share these lists with others. Lists can be designated "read only" or be edited by anyone viewing them.

In an age where one is never far from a cell phone or a computer, gubb can benefit forgetful list makers who constantly leave their two-page grocery list on the kitchen counter. With no software to download and easy sign-up, gubb may also be a solution for moms to remind kids to clean up their room or pick up the milk.

But when it comes to convenience, can an online technology beat out a pen and a pad of paper?

"The challenge for gubb is to make it 50 times more powerful than paper but just as easy to use," Weinstein said.

Weinstein also mentioned that for users who like to have a hard copy of their lists, there is always the print feature.

Chicago native and gubb user Tiffany Chen, however, likes the fact she can maintain all of her lists online and prefers gubb to traditional lists because of accessibility.

"A lot of times I cannot keep track of little scraps of paper where I make my lists," said Chen. "With gubb when I have my cell phone, I can access any list I want through text messaging."

A sophomore at Brown University, Chen said she depended on gubb her first year of college to organize her academic and personal life.

"It's easy to use, easy to organize and just helps keep life in track," said Chen.

"Gubb's success is the fact that it can be used every day," said Weinstein. "Gubb can become a part of everyday life."

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