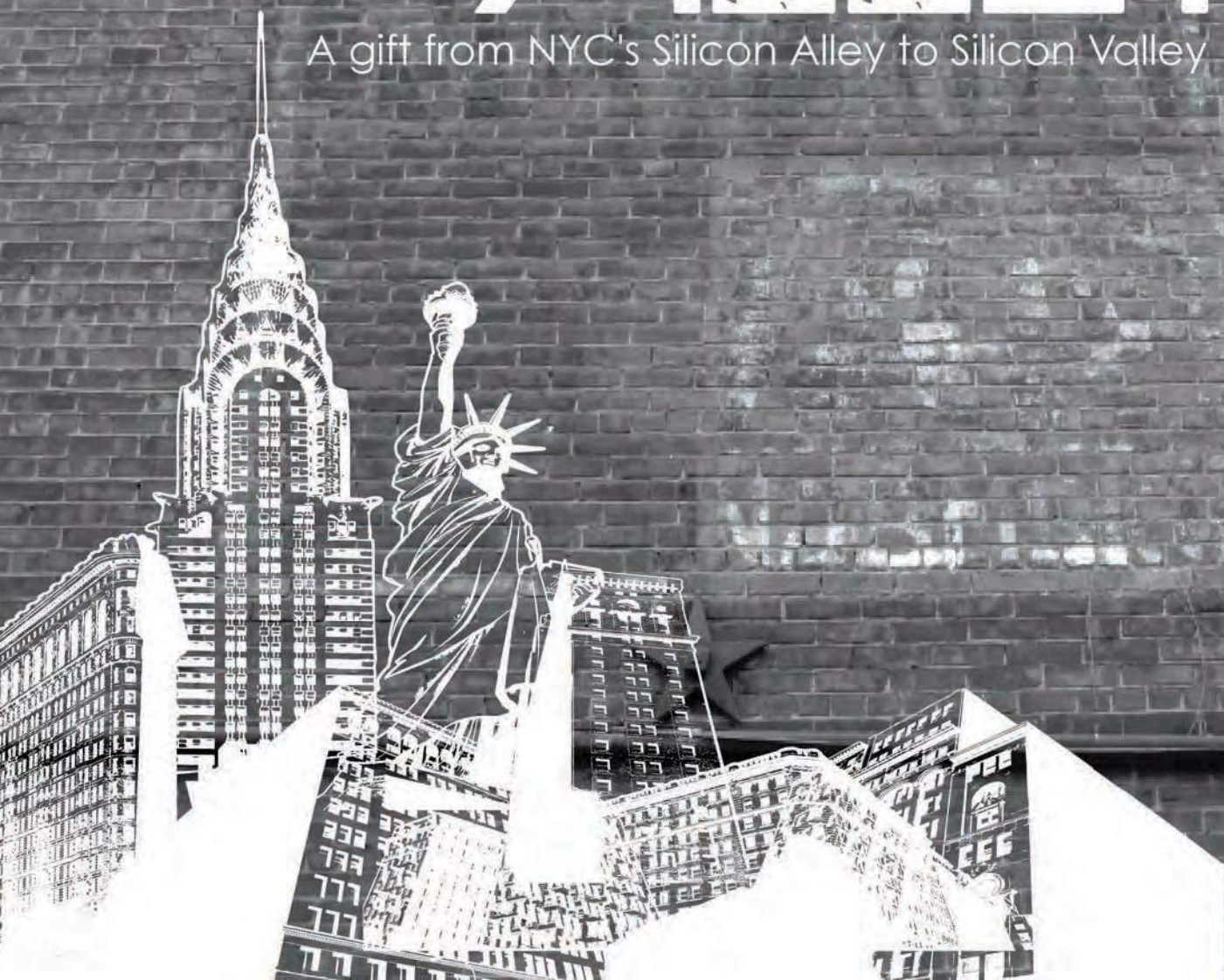


ONLY IN THE ALLEY

calendar 2012

A gift from NYC's Silicon Alley to Silicon Valley




ONLY IN THE ALLEY

calendar 2012

Two years ago, Mashable was a virtual company of about a dozen people, reaching an audience of a few million visitors each month. Working as Editor-in-Chief from my home office in Virginia, I knew we were at an inflection point and was deciding between moving my life and work to either New York or San Francisco to help take our business to the next level.

Ultimately, I chose New York, a decision that has undoubtedly been one of the most important in Mashable's history. Today, our publication reaches an audience of nearly 20 million people each month, employs more than 30 people in our NYC office, and sits at the intersection of technology, media, entertainment, business, marketing, and fashion. To me, it's no coincidence that the leaders in these industries also call New York home, which has enabled Mashable to grow from a blog about technology and social media into a media company covering the impact of digital on every facet of life.

When I think about Mashable and the companies represented in the "Only in the Alley" calendar, so much of what we  is only possible because we're in New York, applying digital to revolutionize the myriad of industries that are represented here. While Silicon Valley will always be a home to remarkable technological innovation and progress, Silicon Alley has emerged as a truly unique place to create companies as diverse as the people who call it home.



Adam Ostrow
SVP Content & Executive Editor, Mashable

Mashable


Dear Fellow Techies and Friends,

It's our sincere pleasure to bring you the first annual *Only In The Alley* calendar!

The idea for this project started as a joke we came up with during the Summit Series, a conference for young entrepreneurs that was held on a cruise ship (tough life, we know). Cliff, on top of a baby duck float, was drinking a beer in the pool on top of a baby duck float and Chris was counting the calories in his diet soda. The libations sparked a thought: Wouldn't it be hilarious to get a bunch of NYC-based tech entrepreneurs together to have them pose for a sexy FDNY-meets-Zoolander style calendar?

Alas, after we came back to reality, we realized it might be just a tad difficult to get NYC tech's best and brightest to shed their layers, literally, for our poolside vision. Well, with this picture being the only exception. (We like to think we took one for the team. You're welcome.)

Sexy pics aside, we knew we were on to something. The New York tech community traditionally takes a backseat to Silicon Valley, at least in the press. Yes, the Valley may have some heavy hitters, but the Alley's got its fair share, too, and the startup community here is growing faster than the valuations of social media companies. We thought it was time to give our amazing cohorts in the Big Apple a little recognition, and during a rooftop brainstorming session in NYC, a G-rated version of our calendar was born.

We had a few simple criteria for the featured entrepreneurs. Obviously, their companies had to be NYC-based. We also wanted a diverse range of companies at various stages of growth. And we certainly fulfilled our objectives. Companies like Hotlist and Classivity find themselves in the process of raising a round of financing; Birchbox, LearnVest, and others are  capital backed; Plum Benefits has been successfully acquired, and SNAP Interactive is publicly traded (STVI). But the single most important factor we considered was how the entrepreneurs passionately spoke to the unique opportunities and experiences that were only available to them here in NYC.

The resulting list is a phenomenal sample of NYC's startup companies and their founders, which makes us proud to be part of this smart, unique, and incredibly supportive community.

So bring it on, Silicon Valley. These companies and their experiences are *Only In The Alley!*

Have a great year and enjoy the calendar!
- Cliff Lerner and Chris Mirabile



Pictured: Lerner and Mirabile at FDNY's training facility on Randall's Island, installing a CAT5 ethernet cable and fire hose. Lerner & Mirabile were not harmed in the shooting of this photograph, thanks to the real firefighters. Photo: stephaniehaller.com

A collaboration between



www.snap-interactive.com



www.hotlist.com

For a digital version of the calendar, including photo outtakes and NYC tech events, visit
OnlyInTheAlley.com

The companies of Silicon Alley recognize the great work the FDNY does each day in protecting New Yorkers ... including those of us in Silicon Alley. As a small token of our appreciation, we have made a donation to the FDNY Foundation and encourage you to do the same at FDNYFoundation.org.

*Pictured: Kharraz, Ganju, and Massoumi in the Chinatown dental office of Dr. Mailin Mimi Lai. Dentists were ZocDoc's earliest adopters.
Photo: stephaniehaller.com*



Finding a good doctor in a new city can be a nightmare, and we know this from firsthand experience. A few years ago, Cyrus was on a plane from Seattle to New York when his eardrum burst upon landing (not fun). Unable to just fudgetaboutit, he used his insurance company's directory to call tons of doctors, but none of them were taking new patients or could see him immediately (even less fun). We realized that there needed to be a better way, so we started ZocDoc. It enables patients to book appointments online, read reviews, and see each doctor's pictures and qualifications – for free. New York was the obvious choice because there are more world-class doctors here than anywhere else in the world. *Only In The Alley!*

ZocDoc

- Cyrus Massoumi, Nick Ganju and Oliver Kharraz, MD
www.zocdoc.com

January 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4 January NY Tech Meetup	5	6	7
8	9	10	11 MashBash, Mirage Hotel & Casino	12	13	14
			2012 International CES - Las Vegas, NV			
15	16 Martin Luther King Day	17	18	19	20	21
22	23	24	25	26	27	28
			World Economic Forum Annual Meeting 2012 - Davos-Klosters, Switzerland			
			Macworld 2012 - San Francisco, CA			
29	30	31 Crunchies Award Winners Announced				


With our hectic NYC schedules, finding a date on short notice wasn't easy. So we created the online dating site, lamFreeTonight.com, to address this need. Since then, our product has evolved into AreYouInterested.com, one of the largest social dating applications in the world with more than 53 million installs on Facebook and a seamlessly integrated website and iPhone app. Being publicly traded (Ticker: STVI) enabled us to quickly raise \$8.5 million from institutional investors in January 2011, which allowed us to double our headcount, accelerate our business plan, and significantly increase revenue over the prior year. Where can a startup find itself standing at the intersection of the financial capital of the world and the heart of the dating scene? *Only In The Alley!*

- Cliff and Darrell Lerner
www.snap-interactive.com



*Pictured: The Lerner's in Times Square – a New York hub for finance and romance.
Photo Credit: Janette Pellegrini*

February 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8 February NY Tech Meetup	9	10	11
12	13	14 Valentine's Day	15 	16	17	18
19	20 President's Day	21	22 Ash Wednesday Washington's Birthday	23	24	25
26	27	28	29	GSMA Mobile World Congress 2012 - Barcelona, Spain		
		"March" NY Tech Meetup				

If you live in any city, you know the story: You go out, don't see anyone you want to see or do anything you want to do, yet still spend way more than you want to spend. After one too many dud nights like this, we started Hotlist. Hotlist leverages Facebook Connect to enable people to see what their Facebook friends are planning to do and what the upcoming scene will be like at their favorite local spots. With millions of plans happening each day in cities around the world, people make sure to check Hotlist before they go out. We're based in NYC because it's the most socially dense & diverse city on the planet. After all, where else can your own product lead you and your prospective investors to the best, little known spot on a Monday night, full of fruit-infused vodkas and vodka-infused Russians ... and turn them into investors by the end of the night? *Only In The Alley!*

- Chris Mirabile and Gianni Martire
www.hotlist.com

hotlist



Pictured: Mirabile and Martire at Mari Vanna, the hangout they discovered on Hotlist, where they received checks for their initial funding. Photo: stephaniehaller.com

March 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
					SXSW Interactive 2012 - Austin, TX	
11	12	13	14	15	16	17
Daylight Saving Begins at 2:00am						
	SXSW Interactive 2012 - Austin, TX					St. Patrick's Day
18	19	20	21	22	23	24
25	26	27	28	29	30	31
		"April" NY Tech Meetup				

Pictured: Kornfilt, Worthington and Haot in their Chelsea-based offices, overlooking the New York City skyline. Nanjundappa not pictured. Photo: stephaniehaller.com

We started Livestream because when we founded it in 2007, there weren't any sites that enabled the average consumer to broadcast their own live videos. Even YouTube, though incredibly popular, had only on-demand, short form content. We filled the void, and now, almost five years later, we've got 120 employees and five offices around the world, and we're the market leader for real-time event coverage online. Using Livestream, anyone anywhere in the world can broadcast events as they happen, plus add photos, text, and video using web browsers and mobile devices. We came to New York not out of spite for Silicon Valley, but because it's simply where we wanted to live. Where else do world-class art, music, tech, finance, and media scenes overlap? *Only In The Alley!*

- Max Haot, Phil Worthington, Mark Kornfilt, Dayananda Nanjundappa

www.livestream.com

 **livestream**

April 2012

AdAge Digital Conference - New York, NY. TBD
Where 2.0 Conference - Santa Clara, CA. TBD

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Palm Sunday	2	3 Ad:Tech San Francisco	4	5	6 Good Friday	7 Passover Begins
8 Easter	9	10	11	12 Socialize East: Monetizing Social Media New York, NY	13 Passover Ends	14
15	16	17	18	19	20	21
22	23	24	25 The Next Web Conference 2012 - Amsterdam	26	27	28
29	30					

Hundreds of deal sites have sprung up, bringing us millions of offers across every major city in the world. Which is great, except that there are hundreds of deal sites bringing us millions of offers! That's why we started Yipit. We want people to be able to find and filter all the offers that interest them most without having to do all the digging. We now aggregate deals from more than 750 sites (Groupon, LivingSocial, and Gilt City, to name a few) and make them accessible via our emails, site, and iPhone app. We couldn't have done any of it without our friends, advisers, and investors in New York. The tech scene here is incredibly supportive. Not to mention, where are discounts on deli lunches needed most? *Only In The Alley!*

- Jim Moran and Vinny Vacanti
www.yipit.com

Level
DEAL yipit



Pictured: Moran and Vacanti near the Flatiron Building, a place they like to call home. Photo: stephaniehaller.com

May 2012

TechCrunch Disrupt - New York, NY. TBD
BlogWorld & New Media Expo - New York, NY. TBD
2012 - D10 - Ranch Palos Verdes, CA. TBD

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
				Mashable Connect 2012 - Orlando, FL		
6	7	8	9 May NY Tech Meetup	10	11	12
13 Mother's Day	14	15	16	17	18	19
	Internet Week New York					
20	21	22	23	24	25	26
Internet Week New York						
27	28 Memorial Day	29	30	31		

Classtivity was born out of my own frustration while I was trying to find a dance class in New York. The online search was so confusing and time-consuming that by the time I finally found the right one, the Macarena wasn't cool anymore. Classtivity eliminates the need to sift through the digital abyss to help you find the perfect class, from yoga to sailing to martial arts. We organize every session by time, location, price, teacher, difficulty, reviews, and size – so you can find exactly what you want in a few clicks. New York is perfect for us because it's home to millions of activity addicts and experts in their fields. And where are more than 5,000 classes happening every single day? *Only In The Alley!*

- Payal Kadakia
www.classtivity.com

classtivity



Pictured: Payal in The Ailey Studios, because dance and fitness classes are a huge component of her business. She's also an avid dancer herself. Photo: stephaniehaller.com

June 2012

CaT: New York - New York, NY. TBD

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 June NY Tech Meetup	6	7	8	9
10	11	12	13	14	15	16
17 Father's Day	18	19	20	21	22	23
24	25	26	27	28	29	30
			Aspen Ideas Festival - Aspen, CO			

*Pictured: Rich near Thrillist's Soho headquarters.
Lerer not pictured. Photo: stephaniehaller.com*

The reason we started Thrillist was simple: We were living in NYC and looking for cool stuff to do, but none of the existing city guides had recommendations that catered to guys like us. We decided to fill that gap, and our company was born. Six years later, we publish our daily email newsletter in 21 cities, plus we have a national e-commerce platform (Jackthreads.com) and localized deals (Thrillist Rewards). Our home base is still here in NYC because it's where we live, it's where we were able to assemble our top-notch team, and it's got one of the most supportive, inclusive tech scenes we know. Plus, where else can your work be so thrilling? *Only In The Alley!*

- Ben Lerer and Adam Rich
www.thrillist.com



July 2012

July NY Tech Meetup. TBD

VentureBeat's MobileBeat - San Francisco, CA. TBD

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	8
Aspen Ideas Festival - Aspen, CO			Independence Day			
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



The idea for Xtify evolved from a location-based dating website that Andrew started a few years ago. He was fascinated that people were allowing the site to access their whereabouts 24/7 and message them based on that info. We realized there were countless other ways to use this technology outside of dating, so we started Xtify. We enable businesses to take advantage of push notifications so they can deliver the right messages to the right people at the right time. Since most of our clients are major retail, travel, and media companies, we decided to headquarter in New York, where a majority of them are based. We also love the tech scene here because where else can you find so much energy, capital, and diversity all in the same place?
Only In The Alley!

- Andrew Weinreich and Josh Rochlin
www.xtify.com


xtify

Pictured: Weinreich and Rochlin on New York's High Line park, a spot they like because it "creates new dynamics from an existing motif." Get it? Photo: stephaniehaller.com

August 2012

August NY Tech Meetup. TBD

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Primary Election	29	30	31	



I've been passionate about public health and product recalls my whole life. It was a slightly less common interest for an eight-year-old girl, but I had a reason. In the early eighties, before I was born, my father contracted HIV from infected plasma. The resulting class-action lawsuit took years and years to settle, so I grew up wanting to create a better way for consumers to come together to fix problems. I started ConsumerBell to do just that. We provide a place for customers, retailers, and manufacturers with faulty products to track & share information and resolve complaints faster than ever before. We couldn't be based anywhere else besides New York. Trust me, we tried! After all, where else could we have unrivaled access to countless companies, ideas, and influencers every day? *Only In The Alley!*

-Ellie Cachette
www.consumerbell.com


consumerbell 

Pictured: Cachette, a longtime public health and food safety advocate, chose to be photographed at her favorite local NYC fruit stand. Special thanks to Kate Spade for clothing and Lifestyle Salon for hair. Photo: stephaniehaller.com

Webby Awards Annual Call for Entries begins
 Mashable Awards Annual Call for Nominations begins
 September NY Tech Meetup. TBD
 TechCrunch Disrupt San Francisco. TBD
 Digital West, San Francisco, CA. TBD
 Demo Fall 2012, Santa Clara, CA. TBD
 F8 Facebook Developer Event, San Francisco, CA. TBD
 Mashable Social Good Summit, New York, NY. TBD

September 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Labor Day	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Rosh Hashanah	Dreamforce - Moscone Center, San Francisco, CA				22
23	24	25	26	27	28	29
30		Yom Kippur				

A woman with long blonde hair, wearing a black beret, sunglasses, a black double-breasted coat with gold buttons, black leggings, and tan lace-up shoes, stands in a park. The background features trees with vibrant autumn foliage in shades of orange and yellow, and a brick building in the distance. The scene is brightly lit, suggesting a sunny day.

Call me crazy, but I dropped out of Harvard Business School in the heart of the recession to launch my company. Lehman had just gone under and the future of our economy was (and still might be) anyone's best guess. Ok, so maybe I was a bit crazy, but I felt it was the perfect time to start LearnVest – and, judging from the number of women we've already helped, it was the right move. We are now the leading site for women and their money online, from our daily email advice newsletter to our recently launched My Money Center, where users can link all of their accounts in one place, set up a budget, and track their spending. For our business, New York made perfect sense because it's a world-hub for finance and media. And that's something you can find *Only In The Alley!*

- Alexa von Tobel
www.learnvest.com



*Pictured: von Tobel in Washington Square Park, a place she often visits because of its proximity to her Greenwich Village office.
Photo: stephaniehaller.com*

October NY Tech Meetup. TBD
Web 2.0 Expo New York 2012. TBD
MIXX Conference & Expo - New York, NY. TBD
Pop!Tech - Camden, ME. TBD

October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
			Interop New York			
7	8 Columbus Day	9	10	11	12	13
14	15	16 Boss's Day	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31 Halloween			

We created Birchbox during our last semester in business school after realizing there wasn't a good way to shop for beauty products online. You need to touch, try, and feel products; otherwise, there's a good chance you'll end up sending them back. The solution: a subscription service, in which subscribers get four to five carefully curated, high-end beauty samples every month. If subscribers love one of the samples, they can buy it full-size on our website (where we also have videos, articles, and info about every product). We chose to base Birchbox in New York because so many brands we wanted to work with are here, and we wanted to meet them in-person. Where else could we find the industry's leaders in beauty, tech, and media all in one place? Only In The Alley!

- Hayley Barna and Katia Beauchamp
www.birchbox.com



*Pictured: Barna and Beauchamp near Union Square, a spot that's near their office and packed with popular beauty stores.
Photo: stephaniehaller.com*

November NY Tech Meetup. TBD
 Apps World - North America - New York, NY. TBD
 Ad:Tech New York. TBD
 L2's Fourth-Annual Innovation Forum - New York, NY. TBD
 BlogWorld & New Media Expo - Los Angeles, CA. TBD
 Techonomy. TBD
 WOMMA Summit 2012 - Las Vegas, NV. TBD
 Mashable Media Summit - New York, NY. TBD

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4 Daylight Saving Ends	5	6 Election Day	7	8	9	10
11 Veteran's Day	12	13	14	15	16	17
18	19	20	21	22 Thanksgiving	23	24
25	26	27	28	29	30	

Would I have started Plum Benefits if I hadn't been in New York? Doubtful. The concept was born while I was volunteering at an off-Broadway theater that needed to put "butts in seats." I realized the best way to get butts was to sell discounted event tickets through corporate benefit channels. It didn't take an MBA to recognize we should be based in the entertainment and commercial mecca that is New York City. Today, we work with 20,000 companies reaching 5 million employees, and we were recently acquired by a company that's been a New York institution for over 100 years. Plus, what other metropolis could provide an inexpensive, yet brilliant sales force in out-of-work actors? *Only In The Alley!*

- Shara Mendelson
www.plumbenefits.com




Pictured: Mendelson in an empty off-Broadway theatre, the setting where she originally got the idea for Plum Benefits. Photo: stephaniehaller.com

December 2012

December NY Tech Meetup. TBD

Media Mavens - New York, NY. TBD

LeWeb 2012 Conference - Paris, France. TBD

Nominations for the Crunchies 2013 begins. 

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
Hanukkah Begins						
16	17	18	19	20	21	22
Hanukkah Ends						
23	24 Christmas Eve	25 Christmas	26 Kwanzaa	27	28	29
30	31 New Year's Eve					

"The City of New York is proud of the promising tech startups and entrepreneurs who are helping to make NYC the leading digital city in the world."

*Rachel Sterne
Chief Digital Officer of New York City*



NYC
Digital

ONLY IN THE ALLEY

www.OnlyInTheAlley.com

A collaboration between



www.snap-interactive.com



www.hotlist.com

Thanks its participants



www.birchbox.com



www.livestream.com



www.yipit.com



www.classtivity.com



www.mashable.com



www.thrillist.com



www.consumerbell.com



your entertainment guide
www.plumbenefits.com



www.learnvest.com



www.xtify.com



www.zocdoc.com



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