



graph.me®

Factsheet
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Product

graph.me is an online platform for **quick polls** and **votings**, featuring **demographic filters** for much more detailed feedback – of women, men, certain age and occupation groups or any other audience by creating custom filters.

One can use the graph.me **platform** for running and sharing votings or embed fully customizable poll **widgets** in websites, blogs, apps or facebook tabs.

graph.me is aimed at **bloggers, marketers, news services, opinion makers, innovators** and available in **English** and **German**, with marketing currently focused on Germany.

The original approach of building a closed community based on opinions was rethought and modified step by step, with the December **2011 relaunch** being the most radical evolution yet. graph.me has been repositioned, redesigned and a **freemium** model has been introduced as a first step of monetization. In addition to a free Basic Account the **Pro Account** addresses more professional users, comes with a greater feature set, unlimited polls and can be ordered for 30 days, 90 days or 1 year (€29, €79, €299). All Pro features can also be added to just one single poll for €9 each.

What's next? The graph.me team will focus on enabling feedback right where it evolves and on making feedback really fast...

History

In 2008 the team started planning project **“Social Benchmarking“**, which was the working title by then and successfully applied for a German government grant called **EXIST** Gründerstipendium. The project was supported by the LMU Entrepreneurship Center, too.

graph.me was successfully **launched** in April **2010** at **TechCrunch** GeeknRolla London after it won TechCrunch Munich 09 a couple of months before and started its closed beta period.

Team

graph.me is a product of Munich based **Manui GmbH**, founded in 2008 by **René Karsten Kunkel** (30, Economics, CEO/Marketing), **Sebastian Paschold** (31, Economics, CFO), **Andreas Reiter** (30, Media Informatics, CTO) and Simon Bierbaum (30, Informatics, not with the company anymore).

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