

Thread Corporate Fact Sheet

The Company

Thread allows you to find friends-of-friends to date...or play matchmaker! If you're single, you can search friends' friends and ask for introductions. If you're taken, you can set friends up. Friends-of-friends are the best people to date. It's social dating via friendly introductions.

Thread, formerly known as Frintro, was founded in January 2009. Thread was named to Facebook's fbFund REV incubator program in May 2009.

Team

- Herbert Ho, Senior Software Architect: Herb comes to us from YouTube, where he worked on community engagement features. Prior to that, he was a software engineer at PayPal. He has computer science degrees from University of Illinois Urbana-Champaign and Illinois Institute of Technology. Herb got introduced to his fiancée by a Facebook friend (his aunt!).
- Erik Klein, CTO and co-founder: Erik, an early employee at PayPal and YouTube, has over 10 years experience coding ground up software for both corporate and start-up companies. He helped grow YouTube's infrastructure to scale from 0 to 100+ million users. He met his girlfriend through friends, and is passionate about quickly building scaling websites and playing funk music.
- Addison Kowalski, User Experience Designer and Strategist: Addison is a Disney-obsessed interactive designer currently residing in San Francisco. His latest work includes front-end design and development of WeFollow.com and Tokbox.com. He is currently single and excited to meet cool, hip, urbanites.
- Skye Lee, SVP of Romance and co-founder: Skye was PayPal's first VP of Design, shepherding its user experience through rapid growth, acquisition, and integration with eBay. She was an early designer at Netscape and has advised numerous startups on user experience. Skye is a Carnegie Mellon graduate. Additionally, she is a mega-matchmaker who has introduced 2 married couples, and counting!
- Jamie Lottering, User Experience Engineer and Web Developer: Jamie is a designer and front-end engineer. He enjoys playing guitar, social media, video games, expanding his vocabulary, and foreign cultures. He even speaks Japanese. A Renaissance man like this won't stay single for long, ladies.
- Brian Nelson, Software Developer and Operations Engineer: Brian, also known around here as B, is both a feature developer and operations guru for Sofa Labs. He has honed both skill sets at a diverse set of companies like Involution, Chordiant, PayPal, Netscape, Zip2, and BlueO2 (a company he founded). He met his girlfriend online, who has even helped QA Thread on occasion.
- Brian Phillips, CEO and co-founder: Brian was an early PayPal product manager who went on to become Sr. Director of PayPal Consumer Product Management. Prior to starting Sofa Labs, he was VP of Product Tokbox. Brian holds a JD/MBA from Santa Clara. He is currently single and plans on finding his future wife on Thread.
- Katherine Woo, Head of Product and co-founder: Katherine, also an early PayPal product manager, went on to become head of PayPal Merchant Services Product, Sr. Director of Product Strategy, and Chief of Staff to Meg Whitman in her last year as CEO of eBay. Katherine went to Stanford Graduate School of Business and Harvard-Radcliffe College. She wishes Thread existed years ago so she could've met her boyfriend earlier.

Investors

In July 2009, the company raised a \$1.2M seed round of financing. The seed financing was led by First

Round Capital and included the following investors:

- First Round Capital (Josh Kopelman)
- Sequoia Capital (Roelof Botha)
- Founders Fund (Dave McClure)
- fbFund
- Ron Conway, Founding General Partner at SV Angel
- David Sacks, CEO at Yammer and Geni
- Auren Hoffman, CEO at Rappleaf
- Pedro Miguel Martins, Sr. Dir. Corporate Strategy at SAP
- Reid Hoffman, Chairman at LinkedIn
- Joe Greenstein, CEO at Flixster
- Saran Chari, CTO at Flixster
- Shervin Pishevar, CEO at Social Gaming Network

Advisors

- Kevin Rose, Founder at Digg and WeFollow

Website Address

www.thread.com

Twitter

www.twitter.com/thread

Company's Founding Date

January 2009

Corporate Headquarters

300 South Ellsworth Ave.
San Mateo, CA 94401

Press Contact

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Media

- Thread in 60s (video): <http://vimeo.com/6354784>
- Thread Search Screen Shot: http://dl.getdropbox.com/u/132348/thread_search.png
- Thread Profile Screen Shot: http://dl.getdropbox.com/u/132348/thread_profile.png
- Thread Logo (gif): http://dl.getdropbox.com/u/132348/thread_logo_small.gif
- Thread Logo (vector): http://dl.getdropbox.com/u/132348/thread_logo_vector.ai
- Brian Phillips, CEO (jpg): http://dl.getdropbox.com/u/132348/brian_phillips.jpg
- Thread Team (jpg): http://dl.getdropbox.com/u/132348/thread_team.jpg
- Corporate Fact Sheet: http://dl.getdropbox.com/u/132348/Thread_Corporate_Fact_Sheet.pdf