

WizeHive Selected to Help “Crunch” the TechCrunch50

Software Startup Helps Manage Thousands of Applications

Philadelphia, PA-- As the eyes of the technology world focus on the TechCrunch50 this month, one of the unsung heroes of the event may be WizeHive, a Philadelphia-based startup that TechCrunch has selected to help manage the application selection process.

WizeHive is a powerful Software as a Service platform built to allow groups of people to share files, manage project, track activity, and collaborate with each other in secure, private workspaces. Released in late 2008, WizeHive has gained acceptance as one of the leading business collaboration platforms and has been adding thousands of users each month, including TechCrunch50

As the premier global competition for technology startups, TechCrunch50 gets thousands of applications from businesses hoping to be one of the 50 profiled at the conference. Collaboratively reviewing this many applications in less than 60 days would result in thousands of emails and become an almost overwhelming task. That’s why TechCrunch selected WizeHive to help manage that process.

“WizeHive’s collaboration features streamlined the review of the thousands of TechCrunch50 applications we received this year,” said Tanya Porquez, coordinator for TechCrunch50.

“We know that an important part of finding the best companies to profile at the TechCrunch 50 is being able to sift through, rate, and review thousands of applications in an easy, organized way,” said WizeHive CEO Michael Levinson. “WizeHive made it possible.”

Standard features in WizeHive include file sharing, task assignment and sharing, note taking, a Twitter-like private activity feed, and tight integration with email systems such as Microsoft Outlook and Gmail. Unique to WizeHive and critical to the TechCrunch50 project are WizeApps™, customizable applets that can be built to handle unique business needs and integrated directly into WizeHive. For TechCrunch, WizeHive created customized WizeApps to handle the application submissions process, a reviewer’s applet that collects and correlates feedback from different TechCrunch reviewers, a workflow applet to move the applications through the process, and a scheduling applet to allow the TechCrunch reviewers to efficiently manage the applicant interview process.

“WizeApps are an important part of our strategy and enabled us to quickly create applets that should streamline the application review process and save their reviewers a huge amount of time,” Levinson said. “While we built the TechCrunch WizeApps in-house, we used the same tools that we plan on releasing to our customers and 3rd parties in the

third quarter of 2009. We believe that this will position WizeHive to be able to solve critical business data flow problems.”

WizeHive Cofounder Alan Carson added that he believes that these tools will serve the needs of many other groups who have to manage an application process: “There are millions of applications submitted each year for grants, scholarships, contests, jobs and the like and we believe WizeHive will be able to help those organizations eliminate a huge amount of wasted effort and thousands of wasted emails by managing their processes through WizeHive.”

About WizeHive

WizeHive is a collaboration platform which allows groups to share conversations, notes, tasks, calendars, files, and other information in secure, private, workspaces. Setting up a WizeHive workspace and inviting others to join is fast and easy. Information can be entered from within WizeHive or via email, Twitter, and mobile devices. Our form builder, data utilities, and workflow tools enable collaboration around business process such as managing projects, processing resumes, evaluating funding requests, scheduling development, and more.

About TechCrunch50

TechCrunch50 is the global competition conference for startups. Thousands of companies go through the rigorous application process in hopes of being one of the 50 selected to publicly launch their product at the conference. One company will win \$50,000 from the TechCrunch50 organizers. TechCrunch50 is hosted by Michael Arrington of TechCrunch and Jason Calcanis, CEO of Mahalo.com and Mahalo Answers.