



About thisMoment

thisMoment is an inventive new platform that allows people to save and share their life's moments. By incorporating everything people already do on the Web and on mobile devices – photo- and video-sharing, blogging and social networking – thisMoment allows people to easily and spontaneously capture meaningful Moments in a rich, visual presentation, as well as share and collaborate on those Moments with their family and friends.

The company's vision is to help people move beyond simple media sharing, and beyond status updates, instead giving them a way to capture the context, emotion, and meaning of a Moment that they experience. The service also allows people to leverage the time investment they have already made online through seamless, two-way integration with their existing media, social networking and communication services.

On a broader scale, thisMoment is both retrospective and forward looking. The site is not only a place for individuals and families to share Moments together – it also has the power to inspire Moments and create connections between people who have similar hopes and dreams from all over the world.

Company Background

thisMoment was founded in April 2008 by Vince Broady, Scott Bedard and Ankarino Lara with the goal of creating a place for people to save and share their life's Moments – and ultimately becoming the world's leading digital repository of life experiences.

Over the past twelve years, Broady, Bedard and Lara have conceived, created and managed some of the most popular and respected consumer properties on the Web, including GameSpot, MP3.com and TV.com, and, more recently, the Yahoo! Entertainment portfolio (Yahoo! Movies, Music, Games, OMG!, TV and Video) and its Brand Universe initiative.

Due to the increasing openness of the Web, the founders decided to build a platform – not just a destination site – for the creation and sharing of moments, leveraging the services people already engage with and spanning both PCs and mobile devices. As a result, thisMoment represents the next evolution of social interaction on the Web.

Facts At-A-Glance

- Founded in April 2008
- Headquartered in San Francisco, CA
- Number of employees: 11
- Moment Metrics:
 - Most popular way to share Moments: Facebook and Email
 - Average number of media included in each Moment: 9
 - Most popular emotions associated with a Moment: Happy, Excited and Proud

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Executive Profiles

Vince Broady

CEO and Co-Founder

As CEO, Broady is responsible for thisMoment's vision and strategy, and ensuring that the service meets the needs of users, marketers and partners. He manages the financial aspects of the business, including fundraising and investor relations. As thisMoment moves out of its development phase, his will turn his attention to revenue-generating activities including advertising sales, premium content sales, and thisMoment platform licensing.

Broady has been both a creative and business force on the Internet since 1996, when he founded GameSpot, which, over a 10-year period, he built into the most popular and most respected online service for computer and video games. Subsequent to GameSpot's acquisition by ZDNet in 1999, Broady held a number of senior executive management positions at ZDNet, CNET, and Yahoo!. As SVP, Entertainment at CNET, he managed the expansion of the company's gaming portfolio beyond GameSpot, acquiring GameFAQs and Game Rankings. He also moved CNET into broader entertainment categories with the acquisition and relaunch of MP3.com, and the launch of TV.com; and co-developed a system called GameSpot Trax, which translated online consumer behavior around entertainment SKUs into actionable data for marketers, retailers, and analysts. Broady left CNET in 2006 to join Yahoo!, where he served as SVP, Entertainment, managing Yahoo! Games, Music, Movies, TV, Video and Studios, and launched OMG! and Yahoo!'s Brand Universe initiative, including starwars.yahoo.com, the first officially sanctioned, independently operated Web property built around the Star Wars brand. Broady graduated from Brown University with a degree in Religious Studies, and now lives in Santa Monica with his wife and four children. He enjoys skiing, traveling, video editing, and coaching flag football.

Ankarino Lara

Chief Product Officer and Co-Founder

As the company's Chief Product Officer, Lara currently manages all phases of product development for thisMoment, including the mobile versions and iPhone application. From product specification to UI design to development, Lara is responsible for the execution and delivery of both the consumer- and partner-facing services. Lara also manages the product design and partner relations teams and is based in the thisMoment San Francisco technical headquarters.

Prior to co-founding thisMoment, Lara spent the last ten years building world class web sites and services around entertainment verticals and brands. At CNET Networks he managed product development for entertainment sites such as GameSpot, TV.com, MP3.com, MovieTome, and Metacritic, with a special focus on video, community development, and new feature launches. Most recently, Lara served as Vice President, Product Development for the Yahoo! Entertainment Division initially focused on the Brand Universe initiative, as well as on cross-vertical platform development for the Games, Movies, TV, Music, and Celebrity sites. Lara graduated Magna Cum Laude from Harvard University, with a B.A. in Mesoamerican Archaeology and Social Anthropology. When disconnected, he spends his free Moments surfing, gaming, and dining around San Francisco.

Scott Bedard**Chief Technology Officer and Co-Founder**

As thisMoment's Chief Technology Officer, Bedard is responsible for setting the direction and steering the trajectory of growth for the company's technology platform as well as innovating new technology solutions for users and partners.

Bedard has spent the past 20 years in IT, and joined Broady and Lara at CNET in 2002, following the acquisition of Game Rankings, a leading video gaming information site which he founded. From starting out as an application developer in DOS, through Windows development to Web development, Bedard has always had a passion for technology and building great products. In recent years he was Vice President of Engineering at CNET Networks, where his responsibilities included overseeing all technology related to GameSpot, MP3.com, TV.com and CNET's other entertainment verticals, and co-developed GameSpot Trax with Broady. He was also Vice President of Product Integration for the Yahoo! Entertainment Division where he focused on the Brand Universe initiative and served as technical advisor for other entertainment verticals such as Games, Music and Movies. Bedard is an avid gamer and videographer and loves to travel around the world.

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