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CANUCKS PROVE THEY DO IT NICER AT SXSW IN AUSTIN

Canadian startup launches app to bring out the good in everyone, one thank you at a time

AUSTIN, Texas, March 15 2015 –With our country’s reputation for politeness, it’s no surprise that a Canadian company is launching an app to make the world a little nicer at SXSW Interactive this weekend.

The app, called xocial™ (soh-shuhl), allows users to thank their friends, spouses, kids, coworkers, neighbours, colleagues—anyone they’re connected with on Facebook or LinkedIn. They can also thank the teacher and hockey coach by searching the xocial community. The ultimate goal, says CEO and co-founder Colin Duetta, is to recognize and share the good people are doing to inspire more.

“The principle is simple,” Duetta says. “See good? Say thanks. Do good? Get thanks. xocial makes it fun to make a difference.”

xocial was selected for the mentorship program at [Communitech](#), a renowned Waterloo-based innovation centre, and is being groomed for potential participation in the [ASCEnt](#) (Accelerating Social Cause Entrepreneurs) program. At SXSW, xocial is one of 15 companies picked to participate in the Holonis [Startup Takeover](#) and has been invited to the exclusive “[Speed Date Your Way to Massive Social Impact](#)” event hosted by SXgood—the official social good platform of SXSW. They’re tweeting their way into a festival-wide [competition](#) that will see three winners pitch their ideas to a top Silicon Valley entrepreneur.

“We’ve received incredible support from innovative thinkers across southern Ontario,” says co-founder, Michael Salvatori. “They’ve been critical to helping us bring the ideas behind xocial to the big leagues in Austin.”

The app uses a unique algorithm to measure the difference users are making in the lives of others. “This is where things get fun,” says Salvatori. “We call it your XO score™.” Measurement is key, says Salvatori. “We value what we can put numbers to. And when we measure something, we can see change, set goals, compare results and stay motivated. Plus, it brings out the healthiest form of competition—the drive to make a difference.”

For more information on xocial, visit xocial.com. To arrange an interview, call 905-741-2687. If you’re attending SXSW, you’ll find xocial at Booth 336. An online press kit is available at <https://www.virtualpressoffice.com/kit/tq2u>

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Company Description

xocial brings out the good in everyone, one thank you at a time. The principle is simple. Do good? Get thanks. See good? Say thanks. The behind-the-scenes magic is a carefully constructed algorithm that calculates a user's score in real time on a scale of 0 to 100. By combining convenient acknowledgement with credible measurement, xocial can change the way we look at the impact our actions have on our friends, family, coworkers, community, country and maybe even the planet—and inspire us to make the world suck a whole lot less—one act at a time.