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## **NEW PLATFORM MEASURES POSITIVE SOCIAL IMPACT NOT POPULARITY**

*Canadian startup promises to reinvent the way we manage our reputations online*

**Brooklyn, New York, June 10 2015** – A startup promoting its do-gooder platform at Northside Interactive this week says it’s time to use the Internet for good.

The platform, called xocial™ (soh-shuhl), measures positive social impact instead of popularity. Individuals, brands, non-profits, employers, social institutions (think schools and hospitals) and geographic regions can all participate. The ultimate goal, says CEO and co-founder Colin Duetta, is to recognize and reward the good people are doing to inspire more.

“We like to say xocial is what happens when good karma meets the Internet,” Duetta says. “The principle is simple. See good. Do good. Feel good. xocial makes it fun to make a difference—whether that’s taking the kids to the park so your wife can sleep in, or raising the most money for a big charity.”

The platform uses a unique algorithm to measure the difference users are making in the lives of others.

“This is where things get fun,” says co-founder and chief experience officer, Michael Salvatori. “We call it your xo score™.” The score is a number from 0 to 100 that’s based on efforts in six areas: character building, eco efforts, charitable works, lifestyle choices, workplace leadership and lifelong learning.

Measurement is key, Salvatori says. “When we measure something, we can set goals, compare results and stay motivated. Plus, it brings out the healthiest form of competition—the drive to do good.”

Both co-founders see a day when a high xo score could help you land your dream job. Or connect you to your soul mate.

The platform started with the xocial app—a way to encourage good deeds and gratefulness with a simple thank you. xocial is also capturing all the thanks sent and received over Twitter—25 every second—on its leaderboard. Check out who ranks with thanks on [twitter.xocial.com](http://twitter.xocial.com). Activity on the app and Twitter help build your xo score.

The platform’s appeal goes beyond the individual user. “We’re having incredible conversations with brands and charities every day,” says Duetta. “They see the potential in partnering with xocial to create a movement around their product, service or cause.”

For more information on xocial, including media resources and assets, visit [xocial.com](http://xocial.com). To arrange an interview, call 905-741-2687. If you’re attending Northside, you’ll find xocial at The Innovation Expo in McCarren Park, Booth 20.

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### **Company Description**

xocial™ (soh-shuhl) is a platform to motivate do-gooders, inspire healthy competition and help organizations engage audiences—all by measuring our positive social impact with the xo score™. The xocial app—where it all began—makes it easy to bring out the good in everyone, one thank you at a time. The xocial platform helps brands, non-profits, charitable foundations, employers and third-party apps connect with everyday heroes. Integrate your data with ours to reward do-gooders and create a movement around your product, service or cause. Together, we can gamify goodness—and make the world suck a little less.