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PLATFORM THAT ENCOURAGES DO-GOODERS WILL FACE HAMILTON'S LIONS

Hamilton, ON (July 29, 2015) – Lions roar. But they also have courage.

That's what a Hamilton tech startup is counting on when it pitches its ideas to a panel of the city's top business experts—the "Lions"—for a chance to win more than \$100,000 in cash and in-kind resources.

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 a credit score for your soul," 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."

As a finalist, xocial is one of 10 ventures that will present a 25-minute pitch to the Lions on August 12. "It's a validation of our concept and an honour to be among Hamilton's entrepreneurial elite," says Duetta. "The training we've received over the summer has been so valuable to us."

This year's panel of Lions includes Mario Paron (KPMG), Tonia Jahshan (Steeped Tea), George McCarter (Pearson Dunn Insurance), Cheri Chevalier (Microsoft Canada) and Michael Macaluso (CARSTAR Inc). The Lions will reveal their investment decisions live on stage at a gala on September 30. The competition is presented by The Hamilton Chamber of Commerce and Innovation Factory.

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

Measurement is key, says co-founder and chief experience officer, Michael Salvatori. "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.

Duetta and Salvatori are both champions of Hamilton business. As well as cofounding xocial, they co-own Imagination Plus, a graphic design and web development agency in the city that got its start 20 years ago.

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About xocial

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.

www.xocial.com

About The Hamilton Chamber of Commerce

Representing over 1,000 businesses and institutions that employ more than 75,000 people in Hamilton, Ontario, the Hamilton Chamber of Commerce is the city's 169 year-old voice of business and thought leader in commerce. In addition to helping provide solutions to the day-to-day challenges of its member businesses, the Hamilton Chamber provides leadership on city building initiatives that are designed to stimulate commerce and increase prosperity in the community.

www.hamiltonchamber.ca

About Innovation Factory

Innovation Factory is the Regional Innovation Centre for Hamilton in the Ontario Network of Entrepreneurs, leveraging funding and support from all three levels of government and the City's top private sector and institutional partners. Their goal is to stimulate economic activity in this City by helping Hamilton businesses embrace the principles of innovation. A member of the Ontario Network of Entrepreneurs (ONE), they are focused on strengthening Hamilton's next generation of job generators.

www.innovationfactory.ca