



PICKADOR

MAKING TWITTER INTERESTING AGAIN

Swedish award winning startup launches Pickador exclusively on App Store. Is this the app that will put Twitter back on track?

Unleashing the power of Twitter for the everyday user by making it easy and relevant.

Press Release: GOTHENBURG, SWEDEN, February, 1st, 2016 (Pickador) – The winning team of Chalmers Innovation Startup Camp launches the app Pickador on App Store to solve the problem of information overload on Twitter. **Pickador’s mission is simple, to engage everyday users to get more out of their Twitter feeds by adapting and filtering the content to its users.**

“People see Twitter as a network for only heavy users and journalists but research shows that the average user spends one hour per day on Twitter. The main problem this group is facing is too much of everything” says Pickador CEO Ibrahim Jabarkhel.

Pickador is an app that connects to your Twitter feed and uses learning algorithms in its software to filter and adapt the content.



The user interaction tells the app what’s more, or less, interesting to the user. **The uniqueness lies in the value of getting more by spending less time.**

“As a huge Twitter fan and big believer of breaking down things to make it more accessible, I saw the need of a new way of consuming and engaging on Twitter, by making it relevant to you instead of feeling overwhelmed over the mass of information.” says Pickador CEO Ibrahim Jabarkhel.

After taking the whole team to Silicon Valley to connect, learn and get the interest from industry experts the next step for Pickador is to grow organically in the markets where Twitter users and engagement is declining. Pickador isn’t a Twitter replacement, it’s a new way of getting the best out of it. When Pickador grows, so does Twitter.

For more information visit:

www.pickadorapp.com/press

Or download at: [itms://itunes.apple.com/app/id1076681630](https://itunes.apple.com/app/id1076681630)

About Pickador

Pickador is a startup that aims to break down and simplify the information on social media by making it adapt to its users. The value is in the relevancy, getting more by spending less time. Pickador offers a platform where users can connect to their social media feeds and get relevant content thanks to its self learning algorithms. We love people, social media and disrupting technologies. Pickador is located in Gothenburg, Sweden with its HQ in the top business incubator, Chalmers Ventures.

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