



# FACT SHEET

It's a new kind of social experience that makes it easier to connect with friends and groups. Traditional social media is designed to suck you in and consume as much time as possible. Our app makes it easy to stay updated, but also get out and get on with your life—all without ads, subscriptions or data fees.

## Mission

To raise the standard on social media

## How are we're doing it?



Created a more authentic place to connect with friends and groups.



Reduced communication clutter, so information is easy to find.



Built a platform that brings key communication resources and tools together, in one place.



Provided a better alternative to traditional social media, group emails and text messaging.



Inspired people to pursue passions and interests both on the app and in real life.

## User Adoption

The Jump's strong retention rates tell the real story. You'll find 40% of new users still actively using the Jump after 90 days. Impressive, when you consider that the national 90-day average for app retention hovers around 20%, according to Geckboard.

## Audience Adoption

We didn't just build The Jump for large, national organizations—although they do love us—we're great for small groups and individuals, too. Some enjoy the app for hobbies and interests like cooking, photography and adventure-seeking. Families also find that it's a great way to update loved ones, share pictures and plan get togethers.

## Our Revenue Model

We'd love to tackle that elephant in the room, but our revenue model is still in "stealth mode." (We wouldn't anyone hijacking our plans, would we?) What we will say is that we'll never adopt the traditional interruption model used by almost every other platform.

## Founding Year

The Jump launched in March 2016.

## Headquarters

The Jump is headquartered in Kansas City. It's a vibrant and diverse community of innovators, creators, hard workers and go getters. The BBQ is just a bonus.

## App Insights

App Framework - React Native

The Jump uses SHA-2 (Secure Hash Algorithm 2) to encrypt communication between users and our servers. This cryptographic hash function is designed by the United States National Security Agency and protects data at a level that achieves HIPAA's security requirements.

## Reviews

# 4.8

App Store 4.8/5 Stars

# 4.6

Google Play 4.6/5 Stars

## Active Categories

- Philanthropy
- Conferences
- Hobby Groups
- Medical Updates
- Health Journeys
- Youth Scouting
- Organization
- Recreation Leagues
- Sports Teams
- Performing Arts
- Groups
- Churches
- Ministries
- Co-ops
- Schools

## Meet the Founders

### Peter McClung

Peter is an accomplished business executive and expert in developing sales and marketing strategies. Prior roles include Head of Brand for Novartis Global Pharmaceuticals and UnitedHealth Group. He also led all digital efforts for United-Health Group's \$25b senior division.

### Jeremey Charbonnet

For 20 years, Jeremey has earned a reputation for creating software that meets and exceeds Department of Defense audits and HIPPA requirements. He built EMR (electronic medical record) software, as well as claims processing system for the Department of Veteran Affairs (VA).

### Michael De Vincenzi

Mike brings more than 20 years of experience breathing life into large-scale campaigns for global brands. After working on the Nike account at Wieden & Kennedy in Portland for nearly five years, he served as Creative Director for the redesign of the Microsoft student website and the global re-branding of The Episcopal Church