

# **Boldomatic Raises \$700K to Make Social Sharing of Thoughts as Important as Social Sharing of Images**

Zurich, Switzerland – February 19, 2015 – Boldomatic (<http://boldomatic.com>), the Swiss-based content-creation platform and community determined to become the number one source for everything text in both online and offline media, today announced that it has closed \$700,000 USD in seed funding. The funds, contributed by a pool of European angels and investors, will support Boldomatic's growth and expansion into the U.S. market as well as the development of the platform's social commerce capabilities, enabling users to instantly print their thoughts on apparel and accessories. The team has also announced a thriving community of over 100,000 content creators producing 500,000 statements throughout 170 countries.

“Boldomatic is purely designed for people who want to stand out from the regular social media crowd and express themselves through text statements, without any visual clutter. It's just bold text on a colored square – simple, yet timeless.” said Steffen Schietinger, Co-Founder and CEO of Boldomatic. “The financial funding is a great vote of confidence in our vision, and allows us to build the tools to provide the best online and offline community for creative writers.”

With Facebook reducing the reach of text-based posts and new social networks focusing on images and visual formats (e.g. emoji- and meme-based networks), Boldomatic fills a market need with its emphasis on the power of language, while addressing consumers' desire to extend online experiences offline.

Founded in November 2012 by the Swiss-based creative agency Nerves, Boldomatic is a free app for iOS, Android and web browser that allows writers to create text- posts that increase visibility on social networks such as Facebook, Twitter, Tumblr, Pinterest and Instagram. In addition, writers connect, interact, rate and categorize bold statements that are shared within the Boldomatic network. The network is free of ads and affords users the option to stay completely anonymous.

Utilizing the latest print-on-demand technology, Boldomatic's online shop allows users to create and purchase physical products of their bold statements on prints, apparel and accessories such as posters, canvases, t-shirts, coffee mugs, tote bags and pillows. Products can feature community-generated content around themes such as Valentine's Day, or users can create entirely custom messages. Boldomatic prints can be used as gifts, commemorative keepsakes, specialty branding material, or simply to convey a statement.

Boldomatic encourages creativity through campaigns that allow companies to initiate contests around specific brand-related themes and encourage the Boldomatic creative writing community to contribute sayings and ideas. Writers create and share brand-related content beyond the Boldomatic network, spreading self-created messages in a very credible and genuine manner. The result is a cohesive community of content providers who enjoy the freedom



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and exploration of thought.

“Few things are as visually striking and polarizing as bold texts against a colored background. Our community has created content around every subject imaginable - it's great fun and refreshing to discover such a vast pool of inspiring minds,” added Schietinger. “We’re thrilled to have the financial backing to further develop our next-generation on and offline platform for our incredible community.”

Boldomatic is available for free download in the App Store and Google Play at <http://boldomatic.com/get>.

You can also use Boldomatic in your browser at <http://boldomatic.com/start>.

### **About Boldomatic**

Boldomatic is the text-only social network connecting a global community of creative writers. Our free app for iOS, Android and web browser allows users to express their thoughts in bold, colorful texts that can be shared within and outside the Boldomatic network to Facebook, Twitter, Tumblr, Pinterest and Instagram. Founded in 2012 and headquartered in Zurich, Switzerland, Boldomatic’s on-demand shop allows anyone to easily print bold statements on custom products, apparel and accessories.