Second|Brain™

All Your Content

There are various internet services used to create content libraries across the Web. Secondbrain has been designed to aggregate this knowledge and data into the most powerful personal content platform imaginable. Secondbrain utilizes cutting edge technology to enhance the management, socialization and personalization of online content.

Supporting the Online Ecosystem

The Web is essentially its own ecosystem of collaborative and supportive elements. Secondbrain encourages people to sign up for other services within this system to help integrate an otherwise fragmented network of data. The Secondbrain platform does not compete with other elements of the Web ecosystem, but instead it enhances and supports it. Whether a user is experienced or new to the Web, Secondbrain solves the problem of content disparity and helps transition content from the desktop environment to a cloud computing - searchable library.

Secondbrain - People and Knowledge Growing Together

Personalization: Secondbrain offers a simple way to organize and collect content from existing online services and an interface for adding new content and advanced bookmarking.

Socialization: Secondbrain offers compelling ways to mix and share content across services. Each user gets a public profile page with a lifestream, and he can share his public content library via tags and collections. He can also subscribe to other users' content updates and comment on each other's content in dynamic and interactive ways.

Services: Web users have relationships with many different services. Some relationships are more active while some are forgotten over time. Often valuable content is lost out of either frustration or time limitations on the user. When users connect a service to their Secondbrain library we will persist their content in their library and maintain their relationship over time. Secondbrain also works as a port of entry to the online services ecosystem for many users. Making it easy to maintain a relationship with several online services over time and introducing services to new users creates value for these services as well. The end result is a new kind of Web collaborative system where one platform serves as an intermediary between content and people. Many aggregation sites attempt this, but only Secondbrain provides the right atmosphere and tools for this type of interaction.

Collective: Secondbrain helps users discover good content. All public content from the personal libraries is aggregated into a collective library. Anybody can explore this library and smart algorithms will be applied that recommend content. Value is added through SB's ability to help users find relevant connections and content. Secondbrain is both a suggestion engine and a refined human filtered knowledge matrix.

Global Reach: Over time, as the user base and content library grows, Secondbrain will have a smart index of human-organized online content. The public Secondbrain library is open and easily indexed by popular search engines. This makes Secondbrain a powerful source of relevant content and creates value in the public domain.

Secondbrain Expands, Integrates Facebook and Others

Now building the largest online content library in the world, step by step Secondbrain gains traction toward a powerful dream.

OSLO, Norway - In its quest to create the world's largest and most compelling user generated content library, Norwegian startup Secondbrain further expands on Web functionality and community. Secondbrain's development team made ground-breaking strides to help people discover and organize their online content. The service just counted its 10000 user signup just prior to announcing the aggregation of ten more social media services, including FriendFeed, Facebook, Diigo, Reddit, Mixx, Tumblr, Qik, Goodreads and Behance.

This is just the beginning, as Secondbrain will be adding more services and features each week. The company believes that these new additions will encourage even more people to use its platform to organize content. Unlike services it's been compared to, Secondbrain goes far beyond simple social media aggregation. Instead of just featuring bookmarks, links and screenshots, Secondbrain enables users to develop tag-based collections of content, organize and search through libraries, network with people with similar interests and discover all new content. Secondbrain not only engages community users, but effectively and actively supports those services its users demand. With every incremental addition, the Secondbrain platform becomes more powerful and so do the services it supports.

The Secondbrain platform is richer, more compelling and more effective one than anything else presented by other online aggregation services. Users benefit because their profiles gather content from all social media services they use in a single place, regardless of the format in which this content is presented: text, bookmarks, slides, video, images and sound are all effortlessly integrated within the Secondbrain library. In effect, Secondbrain is a step closer to the true ideals of the Web 2.0 movement, thus transforming a cliché into a reality: the company offers a free, open platform where semantic content from all over the Web awaits a click of the mouse.

Secondbrain can be seamlessly integrated in Firefox, IE and other browsers and aggregates user content from other social sites in real time, without interrupting the user's Web experience. Being perhaps the Web's best candidate as a touted "all in one site", Secondbrain continues to break down barriers for users; "This is what being a true aggregator, library and community is all about" according to Secondbrain CEO Lars Teigen. He also had this to say about the vision Secondbrain is trying to relate to new users:

> *"When people think of a true 21st Century library, they think of all media, all knowledge and ease of access in one convenient place. This is what we are building at Secondbrain, not simply a lifestream or a broken collection of meaningless links, but an actual next millennium library - the largest one of its kind in the world!"*

Launched in March 2007, Secondbrain spent time perfecting its platform in Alpha mode. Ready for the spot light, they launched Beta 2.0 in April 2008 enticing new user signups with what was a very popular and effective contest: Secondbrain's MacBook Air giveaway. Not many startups have gone so far as to reward users for their contributions so richly. Seed funded by Making Waves AS, Secondbrain is now expecting the next series of funding to accelerate its expanded development.

Secondbrain has also cemented its dedication to users with excellent support and prompt response to user feedback. Another Web 2.0 philosophy is alive and well within the Secondbrain community - the notion that user contribution is the key to perfection. The addition of these new services, and even the new landing page design that will welcome the Secondbrainiacs as of today, are all results of this interaction between site administrators and community.

About Secondbrain
Secondbrain was founded in 2007 by Lars G. Teigen - now the company's CEO. Teigen co-founded Making Waves AS - one of Norway's leading Internet business consultancies, and the source of Secondbrain's seed funding.

Secondbrain provides powerful tools to discover and manage content, discover highly relevant content through others and to discover other people through content. Ultimately, Secondbrain's vision is to become the place for All Your Content. For more information visit the Secondbrain website: http://secondbrain.com/.

Second|Brain™

Lars Teigen, CEO

'My dream is to help people have a simple overview of all the content they've ever created or enjoyed. To be able to easily find it again, organize it in interesting and useful ways and share it with their friends."

"Imagine all the documents, pictures, bookmarks, articles you've ever written, watched, clicked or read, easily accessible from your own personal content library."

"Secondbrain is a community built around content, where people can organize, share and discover together. For example, you import all your videos from YouTube and images from Flickr into Secondbrain, and your friends follow all your updates from your personal profile page. This is the simple, elegant idea that our development is based on."

Johan Høgåsen-Hallesby, Product Manager

"Secondbrain adds value to other online services by making them easy to manage through our interface. Also, we believe that over time people are going to use many different online services, some of which will be abandoned. However, since we synchronize all the data into our library, the content will persist and be retrievable in Secondbrain even though you may have stopped using the service several years ago. This reduces the lock in that some users experience when investing in new services"

"People are moving their content creation and consumption to the cloud and are using many different web-services to build a public persona socialized around content. Secondbrain will enable them to manage all this content via a simple interface."

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Lars Teigen is the founder of Secondbrain, the online personal content library. However, founding S|B in January 2006 was not his first startup endeavor. He co-founded Making Waves AS in 2001, which is now one of Norway's leading Internet business consultancies. At Making Waves he worked mostly on strategy consulting and project management. He has Master of Science in Communication from the Illinois State University.

http://lars.secondbrain.com/

Johan Høgåsen-Hallesby, Product Manager of Secondbrain, has a Master of Science in Industrial Design from the The Oslo School of Design and Architecture. During his studies he spent one term as an intern in an early stage start-up in Boston. At Secondbrain he is in charge of product strategy, design and service quality and building the user community.

http://johan.secondbrain.com/

Audun Kjelstrup, student at the University of Oslo, working on a bachelors degree in Digital Media. As an intern at Secondbrain he is community manager and ensures user support.

http://audungk.secondbrain.com/

Second|Brain
™
beta 2

Explore   People

Search everybody's libraries   SEARCH ▾

Sign Up

Organize All Your Content in One Place

Secondbrain makes it easy to manage **all your social media, bookmarks and files** in one place. Organize everything in your library, follow your friends' updates and discover good content.

Get started in 15 seconds

Enter desired username   .secondbrain.com   ● Sign up   or log in

S|B

Collect content
Import your social media accounts, bookmark web pages and upload files.

Organize everything
Search all your content and organize everything into collections.

Share with others
Share your lifestream and collections and discover good content

Featured Users

Katti
Interested in design and user experience.

JK
I write, make music, search for money.

magnebergan
I'm trying to use secondbrain to organize all my work/interests

Lars
Proud Founder/CEO of Secondbrain.com

Recently Joined

n00b
Interested in design and user experience.

New Guy
I write, make music, search for money.

newKidsonTheBlock
I'm trying to use secondbrain to organize all my work/interests

randomuser
Proud CEO and founder of Secondbrain.com

Featured Collections

Music I Like
A collection of my favourite artists and videos.

The Ultimate Papercraft Linklist
My papercraft linklist.

TED Talks
Some of my favorite moments from TED.

eHealth Health2.0
BartCollet on eHealth and Health 2.0

SecondBrain help videos
A collection of Secondbrain tutorials

Recent Collections

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A collection of my favourite artists and videos.

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Recent Items

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Using Secondbrain

Why you will love Secondbrain

How to use Secondbrain

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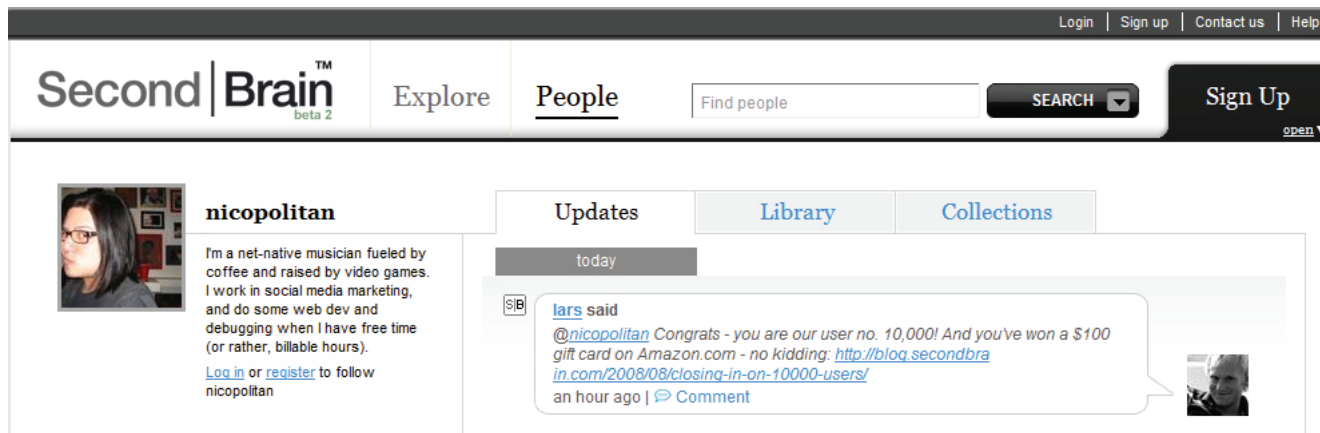
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Previous Press Coverage:

Mashable:
http://mashable.com/2008/06/12/second-brain/
http://mashable.com/2008/04/29/secondbrain-launch-contest/
http://mashable.com/2008/07/03/secondbrain-macbook-air-winner/

Search Engine Journal:
http://www.searchenginejournal.com/secondbrain-social-aggregator/6904/

Techcrunch:
http://www.techcrunch.com/2008/02/25/do-you-need-a-second-brain-for-the-internet/

ReadWriteWeb
http://www.readwriteweb.com/archives/second_brain_organizing_information_chaos.php

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