Refer.me launches at TechCrunch Disrupt

New online platform re-imagines referral, making it simple and convenient for members to make, ask for, and collect quality referrals

SAN FRANCISCO, SEPTEMBER 10, 2012 - Refer.me, a new online referral platform, launches today at TechCrunch Disrupt SF 2012. Refer.me is poised to re-imagine the referral process by empowering people to make, receive, save, and easily access community member's trusted referrals.

"I've been through many life changes over the past 15 years, from moving countries, changing jobs and getting married, to home renovating, having children and starting a business. I was always surprised how poor the existing solutions were for getting expert local information and quality referrals. I started refer.me to fix this problem, because referral has always proved the most reliable way to find the information I needed," said David Beatty, refer.me co-founder.

Refer.me members connect with Facebook or email, and then post questions directly to individuals and to wider communities on a location-based newsfeed. Members can then receive relevant, timely, quality referrals from trusted local experts and personal connections. Refer.me members build reputation scores in areas of expertise through recognition of their quality referrals.

Easily saving and sharing referrals has been a problem until now. Refer.me collections allow members to create, save, curate, share and discover any referral. Other members can tap into the best collections within their location or area of interest, building new communities and compelling content in the process.

For people frustrated with websites where anyone can be a critic and are tired of forums that have become battlegrounds, refer.me is the place to discover what people are actually willing to stand behind, without the noise.

"Refer.me is not about star ratings, earning kickbacks, or personal spam; these things reduce quality and destroy trust. Refer.me is about genuine referral relationships, built on trust, with members putting their personal endorsement behind the referrals in which they believe," said Andrew Primrose, refer.me co-founder.

"Our goal is for refer.me to be the trusted source for any referral, be that a person, place, business or product at any stage in life."

Refer.me is demonstrating its referral platform on Tuesday, September 11 2012 in Startup Alley at TechCrunch Disrupt SF. Disrupt participants can stop by, sign up, and speak with the founders.

-ENDS-

For more information, please contact the founders at press@refer.me

About refer.me:
Refer.me (http://refer.me) is a web based referral platform. Refer.me's mission is to re-imagine referral by making it simple and free for members to make, ask for, and collect quality referrals. Founded by David Beatty and Andrew Primrose in 2012, refer.me is based in Hong Kong, China.

About TechCrunch Disrupt:
TechCrunch Disrupt SF 2012 (http://techcrunch.com/events/disrupt-sf-2012/) is TechCrunch's sixth annual conference in San Francisco. The format combines top thought-leader discussions with new product and company launches. During morning executive discussions, technology-driven disruptions in many industries will be debated. Afternoons are reserved for the Startup Battlefield, where 30 new companies will launch for the first time on stage, selected to present from more than 1,000 applications received from around the world. The winning company will receive a $50,000 grand prize and the Disrupt Cup at the conclusion of the conference. The conference is Sept. 10-12, 2012, at The Concourse at San Francisco Design Center located at 635 8th St. (at Brannan) in San Francisco's downtown SOMA district.