

Spenz the “Where did your money go” application launches as a finalist at TechCrunch Disrupt 2011

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New York, New York – With generation Y gamers in mind, Spenz is a new free web and mobile application designed to help them track where they spend their money and provides incentives and rewards to help them stay on track with their savings goals.

Spenz beat nearly 1000 companies that applied to TechCrunch Disrupt this year in a judging process that included several mock presentations to various senior executives after being selected based on only an initial five minute application video. Justin Hein, Founder of Spenz said: “It was grueling but ultimately rewarding that the judges view Spenz with the same enthusiasm as our investors and team do”. Spenz is the only Canadian company competing in the Disrupt Battlefield.

In the finalist round, Spenz is judged by an impressive panel of judges:

- Jon Brod, President of AOL Ventures and COO of Huffington Post Media Group.
- Susan Lyne, CEO of Gilt Groupe Inc.
- Stephen Messer, Vice Chairman at Cross Commerce Media
- David Tisch, Managing Director at TechStars

Going well beyond the standard features of a traditional budgeting app, **Spenz** has opted to build-in tracking of purchasers’ frequency and patterns so it intuitively presents you with the tags you want, when you want them allowing for most data inputs in less than three seconds. This breakthrough addressed one of the biggest issues with most budgeting applications in the marketplace, input time. **Spenz** is also anonymous; it doesn’t require your credit card number, banking information or even your name. Lastly, Spenz is built with incentives and rewards to ensure users stay on track with their budgets helping them modify bad habits and save more!

To help users on the go, **Spenz** is not just a mobile app but also instantly backs up everything a user does onto the **Spenz web** at www.spenz.com. **Spenz web** includes everything that Spenz mobile does with greater flexibility and more features, including enhanced data reporting.

As it officially launched today in New York at TechCrunch Disrupt, **Spenz** is now available for free in the Apple App Store and online at Spenz.com. **Spenz** is now in development on additional mobile applications for the other major platforms including Android and Blackberry.

About Spenz

Spenz is an angel-supported tech start up based in Toronto with offices in the Ryerson University *Digital Media Zone*. Since it began operations in November 2010, Spenz has created the Spenz mobile and web applications as well as won first place in the Battle of the Apps competition. The company is currently in discussions with major institutional funds and venture capital firms in both the US and Canada regarding additional investment rounds.

About TechCrunch Disrupt

TechCrunch Disrupt NYC 2011(<http://disrupt.techcrunch.com>) is TechCrunch's second annual conference in New York City attracting over 1,500 leading technology innovators and investors and over 150 new startups. The format combines top thought-leader discussions with new product and company launches. Morning executive discussions debate the most timely disruptions in media, advertising and technology. Afternoons host the Startup Battlefield where 25 new companies will launch for the first time on stage, selected to present from more than 500 applications received from around the world. Another 100 early-stage startups will exhibit in Startup Alley. TechCrunch will award a \$50,000 grand prize along with other award recognitions at the conclusion of the conference. The conference is May 23-25, 2011, at Pier 94 located at 711 12th Avenue (at 55th Street & West Side Hwy) in Midtown New York.

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Businesses interested in understanding and reaching customers through Spenz should contact Sales@Spenz.com