

Drync, LLC announces "Drync Wine" - mobile "Lifestyle" solution for the iPhone

Company Information

URL of Release

prmac.com/release-id-3782.htm

Category

Mobile Application

Tags

User generated wine reviews

Model

Currently iPhone App Store fees

Company URL

www.drync.com

Contact info

Jodi Goldstein
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Development, Co-Founder
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Total customers

Not Disclosed

Key Mgmt Team

Brad Rosen, CEO

Funding

Not Disclosed

Founded

2008

Key Partners

- Disclosed - Wine.com.
- Noted by Vintank - Content from Cellartracker.com and Snooth.com

Analysis Summary

Neutral to Positive

on Drync, LLC's announcement of their iPhone application. While a mobile platform will be incredibly crucial to the future of wine sales, particularly to millennials, how a producer's selection is made available and how this helps drives sales is unclear mainly because of data portability issues (which are beyond Drync's control).

Market Impact: LOW

This is one of multiple applications available on the iPhone and the impact to wine sales only comes when producers can publish content once and reach the most users. This application doesn't enhance a producer's or consumers reach in any significant way.

| User Interface | Consumer Value | Winery Value | Innovation | Team | Company Viability* |
|---|---|--|---|---|---|
|  |  |  |  |  |  |

*VinTank rates all start-up companies 1 out of 5 possible points for company viability.

VinTank Position

Vintank Position: Neutral to Positive

We are taking a neutral to positive stance on this announcement by Drync, LLC. While targeting a very desirable market, millennials, with a robust tool for wine drinkers, Drync is not the first product to market. The key to the success of many of these "wine tasting note" solutions will be their ability to address the mobile user. Drync lays out a roadmap to support multiple platforms across multiple networks, a strong positive in our opinion.

A robust feature set including the ability to attach photos to notes is interesting as well. Although it remains to be how the "social" aspects of wine tasting are integrated into the platform, i.e. how you share your notes and whether this drives additional sales for wineries. Drync has "geotagging" (i.e. automatically add GPS information) and "friend" sharing built into the platform.

Adoption will accelerate as the content is tested and proven/disproven to be robust. At the end of the day, the success of these applications and their usefulness to the end user will be their content' both quantity and quality. How this and other applications like it integrate content they don't already have is the key. Drync appears to be integrating multiple third party sources of information (from what we can ascertain there is data from Snooth, Cellar Tracker, and Wine.com. A main concern to the industry still lingers - there is no unified way to get wine information into the various platforms and Drync (or their partners) have sophisticated enough matching technology to ensure that no duplicates exist. In one of our common tests, we used Luna Vineyards (www.lunavineyards.com) as a sample. The resulting search returned 2006 Luna Vineyards Sangiovese and 2006 Luna Sangiovese; the same wine but with different notes associated with the user reviews.

Positives/Concerns

Positives:

- ☀️ iPhone recently became the best selling mobile phone so this is a good choice for broad adoption. The roadmap including multiple mobile platforms is also key to adoption
- ☀️ Feature set includes notes, pictures, and pre-populated content for lookup.

Concerns:

- ☀️ Buy function limited to Wine.com, CellarTracker.com and Snooth.com
- ☀️ No search for exploration (show me all the wines that rated more than 90 with a price point of \$20 from Australia)
- ☀️ If this and other mobile platforms don't have a strategy for one-to-many wine entries-to-web services then the impact to wineries (that don't have the resources to syndicate their content multiple times) will be minimal and potentially negative (if too many of these outlets are created).

- ❖ The expansion to other luxury goods could easily de-focus this startup from solving the problem the wine industries are looking for in a mobile platform - publish once, sell anywhere.
- ❖ Adoption will be determined on what content is present and with any startup this will be a concern. Competitors either have a time to market advantage on content (Wine Snob) or are established (Wine Enthusiast).

Winery Recommendations

No interaction necessary.

Drync Recommendations

An iPhone note taking application is wonderful but programs outside the wine industry like Snaptell (<http://snaptell.com/>) demonstrate the power of Mobile applications coupled with camera tools. To the extent that a person can expedite matching wines for notes, research, or buying seems to be feature that should be strongly considered to extend the power of this application and thus its usage. An increase of partner selling vehicles would also be strongly recommended. Such partners include the wineries themselves, key retailers, marketing agents, other wine shopping comparison engines, and wine ecommerce platforms.