

## Company Information

### URL of Release

<http://blog.snooth.com/2009/06/01/snooth-launches-iphone-application/>

### Category

Mobile Application

### Tags

User generated wine reviews, location based service

### Model

Unknown for iPhone app

### Company URL

[www.snooth.com](http://www.snooth.com)

### Key Mgmt Team

Philip James, CEO  
 Mark Angelillo, CTO  
 Adam Levin, Marketing Director  
 Gregory del Paz, Community Manager  
 Mike Solomon, Creative Director  
 Chris Carpita, Senior Engineer

### Funding

\$2.3M (TechCrunch)

### 2008 Revenue

Not disclosed

### Total customers

125,000 registered users

### Founded

2006, launched 2007

### Key Partners

Wine & Spirits  
 Inertia  
 11,000 stores in 50 countries (through various content feeds)

## Snooth Launches iPhone Application

### Analysis Summary

#### Neutral

While a mobile platform will be incredibly crucial to the future of wine sales (especially point of purchase sales), particularly to Millennials. However the mobile applications need to have strong clean data and/or useful services that make it easy to leverage the information that is meaningful to consumers and allows connection with the trade and wineries.

#### Market Impact: LOW

This is one of multiple similar applications available on the iPhone. Until Snooth gets greater retailer penetration for its location based services, this application has less usability, innovation and value than other iPhone Apps focused on user generated reviews.

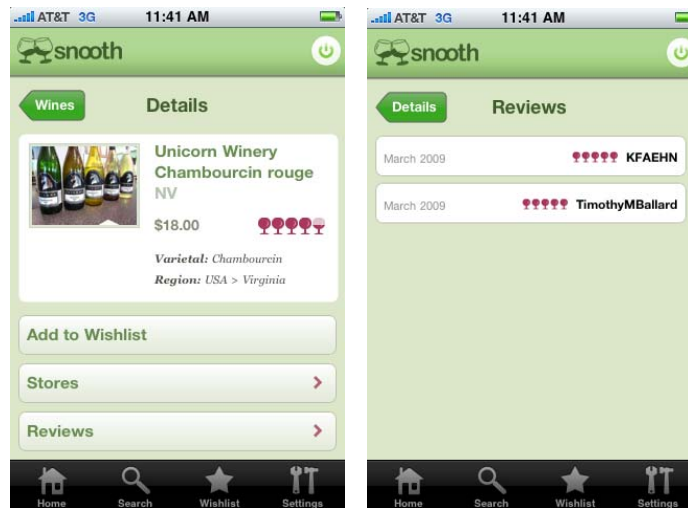
User Interface	Consumer Value	Winery Value	Innovation	Team	Company Viability*
					

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

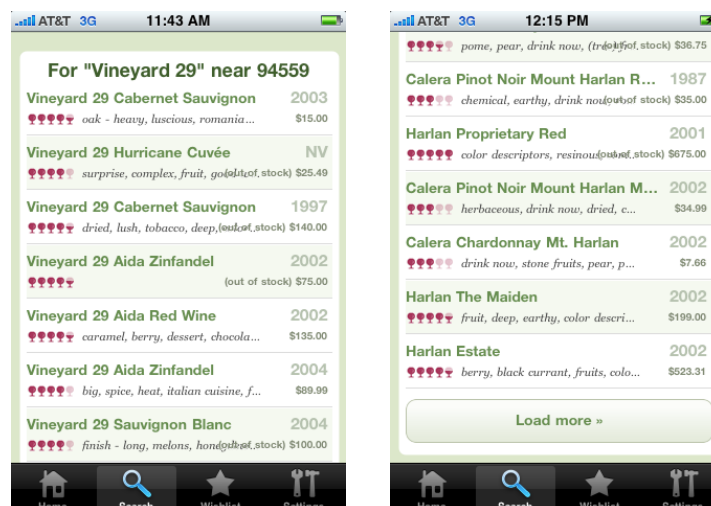
## VinTank Position

### VinTank Position: Neutral

While the Snooth application shows promise as the first location based service for wine retail locations, its foray into the mobile space was not extremely strong or innovative. It's differentiation from the other 12+ user generated wine review sites was minimal. Other platforms (like Drync.com) have stronger feature sets and UI than Snooth's application and include more social network aspects such as being able to "Tweet" your notes. Our biggest issues were tied to our continual observations of Snooth's data integrity and understanding of the logic of how they present the wine results. This was especially true of the Best Under \$20 homepage of the application and Search. Wines were not in price, producer, or varietal order and the reviews of some wines had only one or two reviews (and without any notes). It was hard for us to distinguish why some products were considered "Best Under \$20" with only these challenges. Example below.



Search results seemed to be sorted by reviews but were not sortable by year, varietal, reviews, producer or "out of stock." Examples below:



The UI was good except as it relates to displaying wine products, and “back” activities (especially in search). Getting back on search was cumbersome and going back on other areas (Best Under \$20) brought us up to the top of the screen and was frustrating as we lost our place exploring their merchandised offerings.

We also had challenges with the lack of retailers and wineries that the location based services led us to (admittedly our search origin was from Napa Valley (94559) but no wineries or retailers were easily findable despite this having the one of the largest concentrations in the United States if you consider SF Bay Area.

## Positives/Concerns

### Positives:

- ✿ Snooth’s application is the first retailer location based service for the iPhone (we are very positive on the attempt)
- ✿ Direct integration with Snooth user account
- ✿ Free

### Concerns:

- ✿ Total retail partners make the application only useful where Snooth has significant retailer penetration. Snooth only surfaces data from approximately 11K of worldwide stores. Since there are approximately 250K US retail outlets, Snooth only penetrates a small portion (especially since the 11K are spread across 50 countries and it is unknown how many are US based and where)
- ✿ Snooth’s iPhone release will be competitive to partners trying to utilize their API to build mobile applications causing possible channel conflict
- ✿ Data integrity

## Winery Recommendations

No interaction above their relations with Snooth.com as recommended in our Wine Social Media Report – ([http://www.vintank.com/VinTank\\_SocialMediaReport.pdf](http://www.vintank.com/VinTank_SocialMediaReport.pdf)).

## Snooth iPhone Recommendations

- ✿ Data integrity
- ✿ Better UI especially regarding Search functionality and tasting notes
- ✿ Sorting tools to help narrow and define searches
- ✿ Key social media functions (Facebook, Twitter, et al)
- ✿ Focus on location as a function of the tool to help consumers find Snooth partner stores near them