

# Tech In The News

## Assignment: Product Hunt

Step One:

[Read This News Article](#) – Or at the bottom of this document

Step Two:

Create a Word document, and write the 5 W's: Who, What, Where, When, Why

Step Three:

[Click into this Website.](#)

Research and navigate to five (5) products websites.

For each product list:

- I. Name of product.
- II. Name of website it linked to.
- III. What the product/service is.
- IV. What it does.
- V. What it costs.

Add this information to your document.

Step Four:

Now.....create a product or service that would be approved/accepted by Product Hunt. Why is your product/service unique? This is the fun part.

Add this information to your Word document.

Submit Your  
Assignment :

ProductHunt\_YourName

To Mr. Amerikaner  
Using:

eMail or GDrive

## Business

# Product Hunt offers you the zeitgeist of tech boom every day

By **MICHELLE QUINN** |

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Maybe you have use for Heal, a mobile app that connects people with doctors who make house calls, sort of an Uber for health care.

Or Mindie, for making your own seven-second music videos. Or Borro, an online lending platform that uses luxury cars, antiques and jewelry as collateral.

And then there is the Xoo, a designer belt that charges your phone battery while keeping your pants up.

ADVERTISING

These products and thousands of others can be found on Product Hunt, an online site that acts as a hub for new apps, websites and other creations. It is not a review site or a place to find the top 10 apps for your iPhone. It's something bigger — a window into the feverish creative activity happening every day in tech.

Product Hunt is the brainchild of Ryan Hoover, who acts as the cheerleader for entrepreneurial creativity, a sort of Allen Ginsberg to the startup generation.

A little more than a year old, Product Hunt recently secured \$6.1 million from Andreessen Horowitz — the San Francisco company's biggest investment so far — and this month was honored as the best new startup of 2014 at The Crunchies, the tech industry's Oscars. There are now Product Hunt meetups worldwide, as far away as Istanbul and Singapore. Since its inception, nearly 14,000 products have been featured on the Product Hunt homepage.

“If you are the early adopter type and love to discover new products, Product Hunt is a great place to see what people think is cool,” said Dan Kaplan, a marketer.

Some of the products that appear on Product Hunt are not going to change the world or even find a market. Both Yo, the mobile app that lets one text “Yo” to others, and Send Your Enemies Glitter, a service that did exactly what it says for \$9.99 a pop, were featured on the site and quickly gained fame. So was Ethan, an application created by someone named Ethan who would answer any question sent to him.

But if it was all laughs, Product Hunt wouldn't grow as it has. It has become a place to drop in on industry insider conversations on product design or marketing. New technology by big companies like Google are also on the site.

Here's how it works: Anyone can post a product to be reviewed and Product Hunt has a group of entrepreneurs and product enthusiasts that curate the top choices. Anyone on Product Hunt can “upvote” products a la Reddit, which will send them higher on each day's list. Many days include several hundred new offerings, and the products' creators frequently jump into the discussion around his or her invention.

At the end of the day, the community's votes determine the day's top products, which Product Hunt publishes in an email newsletter before 8 a.m. Pacific time the next morning. The community and Product Hunt staff also curate “collections,” groups of similar kinds of applications or technologies around a theme such as parenting, running, reading and many more.

On Product Hunt, the useful is mixed together with the frivolous. Two handy products I found are Unsubscriber for Gmail, for unsubscribing to all the email lists I'm on, and Point, a Chrome extension that allows one to send someone a link to an article with comments already embedded in the margins.

Product Hunt's major achievement has been opening up Silicon Valley's closed network a bit more to outsiders. While there is a steady flow of products coming from the San Francisco, New York and Los Angeles regions, up to 45 percent of submissions are coming from outside the country, said Erik Toreberg, a member of Product Hunt's founding team.

"If your product is cool, you don't have to be in San Francisco," he said. Product Hunt now "is the place they come to present. It's the runway."

That's what happened to Ashwinn Krishnaswamy, who was working on Point with friends in Audubon, Pennsylvania, 35 miles outside of Philadelphia.

"We weren't too involved in the tech space," he said. "We didn't have friends who could make introductions to us."

But in August, one of his investors, who is based in Detroit, pitched Point to Product Hunt, and the site was one of the day's biggest hits. Point attracted up to 4,000 users in a 48-hour period after being featured on the site, and Krishnaswamy and his friends were able to find a mobile app developer.

"Product Hunt very quickly is able to lend credibility to founders and those who don't have connections in the valley," he said, "just on the basis on the quality of the product and the idea."

The company is planning on moving into other subject matters, such as Product Hunt for video games. And there has been speculation it may one day accept advertising.

For the average user like me, there is a risk that Product Hunt becomes too big and unwieldy as it expands, also a concern for insiders looking for the next hit. I like its "collections," but even they could be organized by general topics making them easier to browse.

Of course, the biggest danger to Product Hunt is the product fire hose could start to run dry, leaving little to hunt. But given the excitement globally about technology and creativity, I'm guessing that won't happen anytime soon.

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