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Orinda Startup Blazes Its Way into the Retail App World

By Sophie Braccini



From left: Peter Jackson, Darby Anderson, Sandy Breber, Erin MacEwen, Jake McGuire and Paul Martinelli.

Photo Sophie Braccini

Sandy Breber loves to shop, but she is also efficient and on top of things, so she wants her receipts, reward and gift cards, her coupons, to be organized and at her fingertips when she needs them; and preferably accessible on her phone, the one device she never leaves home without. No wonder Breber is one of the three founders of Ziploop, Inc., the Orinda-based company which launched a new app four months ago that digitizes and manages receipts, coupons, and promotions.

The local startup must be responding to a real need because it has already attracted more than 10,000 users and gets a new user every couple of minutes, according to Ziploop's CEO Peter Jackson. Ziploop does everything Breber wanted, and more – and it's free to download and use.

Ziploop is part of the new world of cloud-hosted, digitized shopping documents. Other apps include Gyft, Lemon Wallet and OneReceipt. The idea arose during a conversation between Breber, a former managing partner at Anderson Consulting, and fellow Orindan Peter Jackson, an entrepreneur with previous success in business endeavors such as Granit System; his first company, based in Lafayette, had 7,800 employees when he sold it, and Orinda-based Intraware was a software delivery and maintenance service that grew to \$3 billion on the Nasdaq.

The third member of the trio is Paul Martinelli, code writer extraordinaire, who has partnered with

Jackson before.

The three wanted to develop a service based on super-cheap Cloud storage and smartphones. "And that's when Sandy entered," says Jackson. "She said that retail is a mess, that people keep getting papers (receipts, coupons) that end up in their purses (or wallets). They need them for returns, proof of purchase, warranties. Plus you get a variety of things in the mail; and it is going to take five or six years for all that to become digital." Jackson recalls that at this point in the conversation Martinelli proposed the idea of taking an image of everything you have in your purse and using an app to sort it and organize it.

Ziploop also features tags that users can create to track purchases by category. Breber keeps track of what she spends for each of her kids. She also loves the 'safe' space where people can store items that are important to them in the long term. "You can use it to store bills for big ticket items, or to keep different purchases together as part of a larger project," she says.

And Ziploop is not only for women, even though Breber wanted to give it a non-aggressive look with soft colors – but no pink. In fact, Home Depot records are among the most frequently stored.

Dan McNerny is an early user of the application. "I like to keep my receipts organized and have them available if I need to return something," says McNerny who

shops at sporting goods establishments, surf shops, Target, or the Apple Store, "I keep my reward cards there as well because it is easy and simple." McNerny noticed that some retailers can send receipts to email addresses, and so he gives them his Ziploop email, and keeps everything organized by category in one place.

Since the app is free, the company needed a revenue stream. According to a Deloitte Consulting LLP study, "The Dawn of the Mobile Influence," "... customer behaviors are changing profoundly ... Consumer adoption of mobile is growing at an exponential rate;" the same report also notes that, "(among) consumers who are 25–34 years old: 65 percent own a smartphone and 68 percent use it to help with shopping in a brick-and-mortar retailer." Having reward cards, time sensitive promotions, and targeted rebates sent directly to customers' cell phones made sense; this is where Ziploop makes its money.

"It costs companies 0.40 cents to a dollar to send loyalty cards or coupons in the mail, and they don't know what the response rate is," says Jackson, "but if you opt in and like five stores, then they will populate your rewards (directly in the Ziploop account) and we would charge them only 0.10 cents. And you will only get what you want."

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

business briefs

Clinical Psychologist Jennifer McCollum, Ph.D.

37 Avenida de Orinda, Orinda

www.bayareawomenswellness.com

(925) 386-6037

Jennifer McCollum has come full circle. The Campolindo High School graduate who earned her Ph.D. from Temple University in Philadelphia and completed her postdoctoral fellowship at Stanford's School of Medicine, is expanding her practice, Bay Area Women's Wellness, to Orinda. She started her practice four years ago in Menlo Park, providing behavioral medicine for women. McCollum works with women who are struggling with perinatal depression and anxiety (which includes the more commonly known postpartum depression), maternal stress (assisting moms in coping with the stresses and challenges of motherhood), infertility challenges, medical illnesses, behavioral changes (such as weight loss), and general wellness/life challenges. The mother of two continues to work part time in Menlo Park. "I am also on the medical staff at Stanford Hospital and an affiliated clinical instructor with the university," says McCollum, who specializes in "evidence-based treatments – treatments that have been shown to be effective through scientific research studies, in particular, cognitive-behavior therapy," she says. "My work is collaborative and goal-oriented." The clinical psychologist does not contract with any specific insurance group and people wanting to work with her do not need a referral. She will discuss goals to be reached and the frequency of the visits. McCollum is also starting group work to address different topics: weight loss, behavior change, maternal stress (for mothers of children 12 months and younger), and a life value group.



Jennifer L. McCollum, Ph.D. Clinical Psychologist in her new Orinda office Photo provided

Jennifer Perlmutter Gallery

3620 Mt. Diablo Blvd, Lafayette

www.JenniferPerlmutterGallery.com

(925) 284-1485 f

In early February Jennifer Perlmutter opened her first gallery in Lafayette, on Mt. Diablo Boulevard, across from Diablo Foods. The contemporary abstract painter works on-site and exhibits her work there. To deepen the art experience, she also plans to offer classes, demonstrations, book readings, and other events at the gallery. "I've been working out of a studio for almost 15 years, and it's enabled me to create some very strong work. But it's also been limiting," she says. "The gallery allows me to connect with people face to face and tell the story behind each piece. It's a different way to dialogue through art." Perlmutter works in the rear studio, enabling conversation and access to the artist's process. Different events have already been planned such as a poetry reading/book signing in March and a family interactive nature event planned for April. Perlmutter will offer classes such as the Spring Break Art Camp for kids ages 9-12 from March 31 to April 4. Check her website for details. There is a ribbon cutting ceremony scheduled at 5 p.m. Thursday, March 6 at the gallery.

Refuge Community Church Celebrates 4-Year Anniversary

155 Moraga Road, Moraga

www.refugecommunity.org

(925) 942-1000

Refuge Community Church was founded four years ago by Pastor Ron Johnson, who rented a space at the Veterans Memorial Building in Lafayette. The church was then moved to its current location at 155 Moraga Rd., close to the Lafayette/Moraga border. For the fourth anniversary of its founding, Refuge will be hosting a private showing of the new motion picture "Son of God" – scheduled to be released Feb. 28. Festivities will start at 9:30 a.m. Saturday, March 8 at the Rheem Theatre. The event is free and open to the public. For information, visit www.refugecommunity.org.

News from the three Chambers of Commerce

Lafayette

Monthly mixer at Lafayette Physical Therapy from 5:30 to 7 p.m. Wednesday, March 12 at 3468 Mt. Diablo Blvd., Suite #B110. Free for chamber members.

Moraga

Chamber mixer at 5:30 p.m. Tuesday, March 25 at the Serbian Cultural Center.

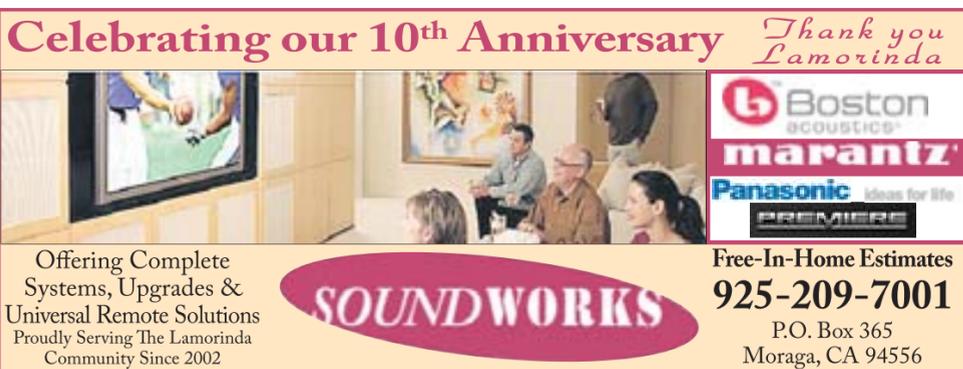
Orinda

The Orinda Chamber of Commerce in collaboration with Tommy T's Comedy Clubs will host the fifth "Live at the Orinda" event March 7, with doors opening at 7 p.m. The line-up includes: returning stand-up comedian Kabir Singh (Kabezy); Shea Suga, who's been incredibly successful in the Bay Area; Cody Woods, one of the most hilarious and talented comedians today; Ellis Rodriguez, a favorite at comedy clubs including the Improv, Laugh's Unlimited, Tommy T's, PepperBelly's, and the Laugh Factory; and Kirk McHenry who blends all of his life experiences together into a storytelling brand of comedy that has been described by some as Bill Cosby with a Richard Pryor twist. Advance tickets are \$35; \$40 at the door. For information, visit orindachamber.org or call (925) 254-3909.

Celebrating an Anniversary?

If your business is celebrating a significant anniversary (5, 10, 20 years or more ...) send us a photo of your business, the owner(s) or the staff with specific information about your business and what you're celebrating, and we'll include it in an upcoming issue.

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If you have a business brief to share, please contact **Sophie Braccini** at sophie@lamorindaweekly.com