SquareOne

Founded by 3 Dartmouth students who saw a need . . .

by Branko Cerney D'13

Despite its idyllic location surrounded by the serenity of New Hampshire mountains and forests, Dartmouth can get very busy and even overwhelming at times - as I'm sure you all know very well. Last year I found myself in such a busy spell when I was selected to head the business operations of The Dartmouth as its Publisher. As anyone who has held a directorate position within the paper can attest, the commitment is often equivalent to full time employment.

Because the legacy of BlitzMail lives on, a major chunk of work and communication on campus happens via email. I therefore soon found myself thoroughly inundated with email messages, several hundred new ones every day. To my great frustration, emails reach the inbox without much rhyme or reason. It is a big information dump, and the only organization is chronological, which is of little help, because important time-sensitive messages get intermingled with Facebook and Groupon emails. Of course, you can set up filters, but those are incredibly cumbersome to create and maintain, not to mention the fact that they don't really synch well across devices at all. What the user is left with is the constant "checking my email" hassle, lest something important gets missed.

And then I realized that many, many more people must have the exact same problem, and decided I wanted to try and create a better way to interact with email. I sketched a concept for an email application that would presort all messages into zones based on different areas of the users communication life, to enable the user to get a bird's eye view of the inbox and prioritize. I was able to find two amazing co-founders for the project on campus: James Mock '15 is in charge of software development, and Sang Lee '13 is the user interface designer. We have worked on the project for about 6 months now and are about to release a public beta version of our pilot product, and iPhone app. You can read more about us in the following recent article published by Nibletz.com: http://nibletz.com/2012/11/dartmouth-startup-square-mail-personal-email-assistant/

Please email me at branko@dartmouth.edu if you'd like to be a beta tester, give us feedback, or simply connect and chat!