



Scrubly Backgrounder

Scrubly History

Scrubly was born out of Bob Thordarson's frustration with having a completely messed up set of contact data. The people in his address book were beautiful, but his data sucked as there were duplicates everywhere. The story goes back to around 1990 when Bob first started keeping track of his contacts electronically using ACT contact management software. Bob learned, unfortunately, that managing his contacts electronically was a utopia that required a huge amount of servicing to keep it looking pristine. Though an electronic address book was messy, like a capitalist economy, it was also the most efficient and best tool available. The way Bob boldly used his Address Book was like a one way express contact funnel where lots poured in, mixed around with all his other contact records but he never quite made the time to keep it clean. Over the years Bob's ADD definitely won out over his opposing OCD'ness.

Add in multiple contact management software migrations and upgrades across ACT, Goldmine, Salesforce, Outlook, Mac and Gmail where data never perfectly transitioned from one platform to the next, Bob's contact mess only grew more acute. There's also that little latest-mobile-phone-purchasing-addiction Bob has with migration attempts every nine months or so and you can quickly understand that Bob's address book was an unruly mess of duplicates, half entries and assorted email addresses needing to be merged with other contacts.

With his amazing development and design team at BluCapp, Bob badly needed to scratch his own itch. In March 2010, with the help and feedback from BluCapp's enthusiastic SyncAcross beta users, he set out to build a standalone address book cleanup tool. Many of the algorithms needed to build Scrubly were already coded in SyncAcross, the team just had to peel them off and build the site, design new UI/UX flows and beef up the logic used for determining contact duplicates and conflicts. By the end of May 2010, the BluCapp team launched the first version of Scrubly to the world supporting clean up of Outlook, Mac, Gmail and Google Apps address books.

BluCapp, Inc.

Scrubly is a product of BluCapp, Inc. headquartered in Seattle. Our team is spread across this amazingly flat world including India, Philippines and San Francisco. We love making great software for real people. At Scrubly, we believe that if it's your information, we want to help put you in control. Our mission is to help people take back control of their information and make it simple and easy to cleanup, merge and quickly remove contact conflicts so you can live a happier life!

Management Team

Bob Thordarson, CEO (Chief Entrepreneurial Officer)

Bob Thordarson is a pioneer in the mobile and wireline Telcom marketplace, co-founding and successfully selling wireless and wireline businesses in North America. He is passionate about the entrepreneurial potential and value delivery inherent in the SaaS business model and firmly embraces the massive client to web integration happening worldwide across desktop, web and mobile devices. Bob sits on several start-up advisory committees and is on the board of directors of Etelos(ETLO) a SaaS platform company.

Bob was the Co-Founder and CEO of Consumerware, Inc. The Company designs, develops and markets consumer CPE products to the major wireline carriers in North America. Ranked #4 and #8 respectively in 2000 and 2001 as the fastest growing technology company in the state of Washington. Consumerware shipped over 4 million Caller ID devices to the major RBOC's from 1998-2004 generating combined sales of \$52 million over that period. Sold a portion of the company in 2004 to ParkerVision (PRKR) and spun out the remainder to form [Cequint](#) a leading innovator of mobile enhanced Caller ID services and technologies.

Ashvin Savani, CTG (Chief Technical Genius)

Ashvin is founder and CEO of Flashbrain India and is an expert in web application architecture and has been working within the Flash platform for more than 9 years. He is an Adobe Community Expert and Adobe Users Group Manager. Ashvin and his team head up application architecture, service deployment and kicking out great code.

Advisors

Jonathan Sposato

Co-founder and CEO, Picnik
www.picnik.com

Adrian Hanauer

General Manager, Sounders FC
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Andy Liu

Co-founder and CEO, BuddyTV
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Andy Sack

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