



PlanJam is...

an online activity-planning tool that transports users from their desks, chairs and screens to the real-life scene. It transforms the passive online search through a powerful personalized interactive experience, solving that age-old ambiguous jam, "What should we do today?" **PlanJam** can help plan anything from a romantic dinner with a picturesque view to a thrilling experience of skydiving and everything in-between. **PlanJam** is packed with city-specific suggestions with endless possibilities including tips from "those in the know", placing you directly in "the scene" in your own backyard or someone else's.

The **PlanJam** tool empowers every user to create a unique plan, personalized by the type of planner (scene), desired experience, time of day and location (metro), generating a point-to-point itinerary with a map and driving directions, time and cost estimates with plan sharing and review options.

History

Initially launched in June of 2006, the idea of **PlanJam** was envisioned by co-founder Ron Zvagelsky during his senior year as a business major at USC. With the support of founding partner, Eugene Gimelberg, **PlanJam.com** became a reality in a few short months. During its infancy, the website gained enough feedback to re-launch in November 2006 with new content and features. In early 2007, the duo brought on dotcom veteran Lainie Liberti, to help re-strategize the user experience and build the site into a brand. As the users increased in numbers, the website re-launched with major changes in January 2008 with a new look and feel and improved functionality.

Where we are going

As of January 2008, the current traffic to the **PlanJam** site has grown to 250,000 unique visitors a month. The team continues to focus on growing traffic by adding new Metro content areas monthly and aggressively enlisting new community tastemakers as contributing writers. Additionally, new activity listings continue to be added on a daily basis. In the coming months, additional membership capabilities will be rolled out. In addition to the current site features, the **PlanJam** team is working on a unique ad-serving program and "white-label" capabilities.

Partners

Ron Zvagelsky, Co-Founder, CEO
Eugene Gimelberg, Co-Founder, CTO
Lainie Liberti, Creative Director, CMO

Contact

1557 S. Beverly Glen Blvd #206
Los Angeles, CA 90024
310-927-5212
info@planjam.com