THE STORY

pmeets, where publishers meet subscribers

Idea to connect publishers and subscribers together via apps.

First publisher comes on board. Awesome!

Special packages for VWOs and NPOs.

Mar 13   Jun 13   Sep 13   Dec 13   Mar 14   Jun 14   Sep 14

Portal and Android app ready and tests were completed. Ready to go!

iOS app deployed! Publishers can now reach almost all smartphone users.

Updated privacy policy to adhere to Personal Data Protection Act (PDPA).

Today, we would like to share the story of pmeets, a broadcast service based on mobile App Messaging.

How does the idea of pmeets come about?
Back in 2013, I was receiving plenty of spam marketing SMSes and there was no effective way to unsubscribe from tuition centres, property agents, etc. Not only me, but most of my friends were 'victims' too. The industry wasn't regulated back then so there weren't much consumers could do. I asked why should we put up with these irritating messages? Why can't I receive useful information only from organisations that I am interested in? Being a software developer, I started to work on a prototype. After 4 months or so, I got a portal and Android app working and that was the start of pmeets. Eventually we added an iOS app to

Key Facts on pmeets
Born: April 2013
Creator: Sing Tat
Location: Singapore
Type: Web Service, Mobile Apps

reach out to more smartphone users.

Initial draft of pmeets logo

So, the premise of pmeets is choice?
pmeets is about the freedom of choice; freedom for subscribers to choose who to subscribe to. In this era of shortening attention span and increasing information overload, consumers not only want relevant information but they also want it at the right time. It is like the art of being a skilled comedian - capturing the audience by saying something relevant and timing it. This is where publishers have to adapt. Quality of information trumps quantity anytime.

Who are the publishers and subscribers you are referring to?
In general, publishers are any organisations who have information to disseminate. Examples include schools, education centres, training institutes, retailers, etc. Depending on the context, subscribers can be parents, students, working professionals, consumers, prospects, etc.

What is so special about pmeets? There are other messaging apps like WhatsApp or LINE out there and they are free.
Most messaging apps are for peer-to-peer communications but pmeets is different because it is designed from scratch for one-to-many communications. Imagine sending an announcement to 100 recipients using WhatsApp. If one person replies, 100 phones (including yours) will ring. That is distracting, inefficient and compromises privacy. On the other hand, pmeets has highly effective features to help publishers track read statuses and collate responses. Moreover, pmeets can also reach non app subscribers via email!

"pmeets is about the freedom of choice."

- SING TAT

What is the business model of pmeets?
The Android and iOS apps are free to install. We charge publishers a fee to broadcast messages and attachments. We have special packages for Voluntary Welfare Organisations (VWOs) and Non Profit Organisations (NPOs). This is our

Some names we considered before deciding on pmeets:
Appcast (broadcast)
Appdate (update)
Appnounce (announce)
App Mailing List (AML)
Apptify (notify)
Apphive (beehive)
AppNews
Appunity (community)
Appromo
App Msg Platform (AMP)

The logo of pmeets shows a vibrant community of publishers and subscribers coming together to interact

pmeets comprises of a portal, an Android app and an iOS app

way of giving back to the community.

Why can't the service be free?
Ultimately, we are running a business and we need to generate revenue. We don't wish to mine or sell user data so we have to impose a fee on the publishers. Ads could also be another avenue to explore in the future.

Why Android first?
Frankly, it has to do with costs. For iOS app development, you need to pay an annual subscription to Apple in order to promote your apps in the App Store but for Android, you only need to pay a one time fee for Google Play. You also need a Mac to develop iOS apps (you didn't hear hackintosh from me, but that is time consuming) whereas you can just use any Windows laptop and open source IDE (e.g. Eclipse) to develop Android apps. Finally, there is also the cost of the handset(s) involved.

Now that there are less spam SMSes since the Do Not Call (DNC) Registry under Personal Data Protection Act (PDPA) is in effect, wouldn't that make pmeets irrelevant?
No, in fact it is ever more relevant as a lot of us are carrying smartphones now and apps are our way of life. Broadcast services based on App Messaging actually address some of the shortcomings prevalent in Email and SMS broadcast and even peer-to-peer messaging apps. There is so much potential and we hope publishers can give us a chance to demonstrate the benefits.

More drafts of pmeets logo based on letters. The top one was originally adopted in Android App version 1.0

Sing Tat is currently the CEO of Maven Technologies Pte Ltd and he is actively involved in all aspects of pmeets. Contact him at http://maventechnologies.com.sg/contact.html for any queries or share your comments.