



»Within the next 200 days, Obama will be out of the game.«

Every day, people around the world make statements like this one. Some, because they know more than others. Some, because they have a firm conviction. The most, because they simply like to speculate about the future. To the point, all these statements have one thing in common: They are forgotten. Quickly, and by all involved. This is especially unfortunate for those who would have ended up being right. Just because everybody loves to be right. And that's where the new web-service Kezera comes into play:

No matter what it is – if you are you sure about how something will turn out sooner or later: Predict it on Kezera. You'll love to end up being right. And being reminded of it.

How does it work?

Kezera is a no-fee and advertising-free platform that enables its users to publish time-bound statements about the future online and to respond to the predictions of other users.

Each prediction starts with a definable timeframe, followed by the actual assertion of the individual user. Together with the publication, a countdown to the »moment of truth« is started. When that point in time is reached, both you and all persons who have agreed or disagreed with the prediction receive a reminder. Through a close integration of Twitter and Facebook you can also announce every new prediction within the two social networks. Thus, Kezera is the first online service to map the most different expectations of the future – ranging from your friend's concerns to topics of public interest.

The site is available as of now under kezera.com, both in english and german language. During the closed beta phase, participation is only possible with an invite code.

Who's behind it?

Kezera was started by designer Max Brandl (32) and developer Max Tafelmayer (32).

Around March 2011, Max Brandl had the basic idea for Kezera and is responsible for concept and design ever since, whilst Max Tafelmayer takes care of the technical realization. Both are working as freelancers in a shared office in downtown Munich. They officially launched the service in April 2012 as a stand-alone project. External partners or investors are currently not involved.

Counterpart

If you have questions or would like to request an invite code for press purposes, please contact:

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