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## **Buddy Beers and Appcelerator team up to win the 2010 PayPal X Developer's Conference Hackathon**

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SAN FRANCISCO, USA – Buddy Beers, founded seven months ago in Berlin, Germany, and Appcelerator teamed up to win the 2010 PayPal X Developer's Conference Hackathon on Wednesday, October 27, 2010.

Buddy Beers is a “beer-to-beer” social application that brings one of the oldest, most time-honored social activities online; buying your friend a beer. Leveraging social networks and location-based services, Buddy Beers allows someone to send their friend (or even buy themselves) a real beer in a real bar while providing its partnered establishments with extra traffic and revenue. Buddy Beers was founded by American expatriate and entrepreneur, Travis J. Todd, in April 2010, as a way for Travis and his expatriate friends to maintain relationships with their friends back home. The small company has grown to gain a foothold in the German market and has recently partially relocated to the Bay Area to seek investment and roll-out its American operations.

Buddy Beers founder, Travis J. Todd teamed up with Appcelerator evangelists, Kevin Whinnery and Conrad Fuhrman, over the course of 12 sleep-deprived hours to realize an iPhone app that extends Buddy Beers' core service. Using the innovative Titanium software from Appcelerator the small team was able to bring to life a robust application without ever writing a line of objective C.

“Coming from a web design background, I know absolutely zero Objective C, but using Titanium allowed us to create an iPhone app that I'd been dreaming about for months, in a matter of hours. This is a huge step for Buddy Beers and we couldn't have done it without the Appcelerator team!”

– Travis J. Todd, Buddy Beers founder

Also using Appcelerator's modules the team included frictionless integration of PayPal's Mobile Payments Library allowing the sender to pay for the beer. The crowd favorite was the “bump-to-redeem” feature or “cheers-to-redeem” as the team called it. Using Bump Technologies' library the recipient of the beer only has to “cheers” iPhones with a bartender running the app to verify the validity of their beer voucher.

The slick app landed the team in the top four out of fifteen Hackathon submissions, awarding them with \$1000 in prize money and a sit down with several of the Bay Area's top venture capitalists. Buddy Beers sees this coup as a major step forward in their business model and will undoubtedly lend them clout in their meetings with potential investors. The victory also proved how the Titanium software from Appcelerator can be a very powerful tool in any team looking to build apps painlessly for multiple devices.

