

Timu Launches Social Media Platform for Amateur Athletes and Sports Teams: Timu.com



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Seattle, June 30 -- Timu today announced the launch of its social media platform, specifically built to solve the communications problems encountered by amateur athletes, sports teams, and their fans.

According to Timu CEO Matt Heaton, "Existing social networks provide disjointed solutions that do not handle sports specific needs, such as player rosters, game results, and statistics. At the same time existing sports offerings provide almost none of the interactivity and engagement expected in today's social media environment. Timu brings together the best of both worlds into one single platform"

Providing the opportunity to athletes, sport teams, and their fans to break down the current barriers to communication, Timu allows people to:

- * Have a social network designed to suit the needs of amateur athletes and teams.
- * Setup a Team Center to manage schedules, rosters, game results, statistics, and team news.
- * Coordinate games and team events through a variety of communication tools.
- * Create athlete profiles to highlight their sporting achievements.

- * Share photo and video highlights online
- * Use social media to interact with the athletic community online

No matter what sport, or at whatever level people play at, they can set up a profile or Team Center on Timu in minutes. Profiles can be customized with information about the their sports, their teams, and their competitive highlights. Photos and videos can be uploaded, and various “widgets” can be added or modified.

Timu also lets people interact as a team, not just an individual. Whether they’re a coach, player, parent, or fan; they can create a Team Center for their team at Timu. Team Centers provide many features like team news, schedules, player rosters, highlights and many communication tools. For softball and baseball they also include a powerful game results and statistics package, which we will be adding to the other sports shortly. All the people associated with the team can be invited to become members of the team center, which then functions as a hub for team communications.

The existing functionality provided on Timu is offered for free while Timu will generate revenue from a variety of future premium services, e-commerce and premium advertising. Timu plans develop the tools that amateur sports organizers desperately want to see executed effectively. From online stores for team paraphernalia and equipment, to the important, and never before well executed, online billing for sport team’s memberships.

About

Timu

Timu launched in 2009 to provide a powerful social media platform to solve the problems encountered by amateur athletes and sports teams. Timu was founded by Matt Heaton, the former CEO and Co-Founder of ActiveRain Corp, the largest social network in the real estate industry.

Source: Timu.com

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