About You.com
A trusted search engine that summarizes the web for you.

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You.com (YCM)

Stakeholder(s):
Richard Socher: CEO

Vision
You find what you're looking for faster

Mission
To summarize the web

Values
- Trust
- Personalization
- Privacy
1. Searches

*Help users find what they're looking for faster*

Your searches — You.com helps you find what you're looking for faster than ever. We prioritize real results over paid content and ads to ensure that you can trust the integrity of our results. A whole new interface will allow you to get to the content you seek faster and build your own curated knowledge base.

**1.1. Prioritization**

*Prioritize real results over paid content and ads*

**1.2. Knowledge Bases**

*Allow users to build their own curated knowledge base*
2. Purchasing

*Summarize purchasing research*

Your purchases — Tired of researching dozens of sites when making a complex or expensive purchase? You.com summarizes the research for you - without the fake reviews. You.com provides trustworthy reviews from real users and experts, pros and cons and more - saving you time and money.

2.1. Reviews

*Provide trustworthy reviews*
3. Summarization

_Sift through information and provide CliffsNotes® for the internet_

Your AI — The Internet is full of amazing and useful information but also junk, fake reviews, biases and unhelpful ads. You.com developed Artificial Intelligence that helps you sift through it all by providing you CliffsNotes® for the internet. Our AI provides helpful summaries for any query, allowing you to see different points of view.

3.1. Points of View

_Allow users to see different points of view_
4. Privacy

*Protect users' privacy*

Your privacy — Want to protect your privacy? You.com puts you in control. You choose either a personalized experience or a truly private one. Either way, You.com never sells your data to advertisers or follows you around the rest of the internet.

4.1. Choice

*Enable users to choose either a personalized experience or a truly private one*
5. Values

Enable users to give back and live their values with ease

Your values — You.com helps you give back and live your values with ease. You can decide which causes you want to support and we provide you with the right tools. You.com also makes it easier for you to search and shop according to your values.

5.1. Causes

Enable users to decide which causes to support

5.2. Tools

Give users tools to support causes

Administrative Information

Start Date:  
End Date: 
Publication Date: 2020-12-15  
Source: https://you.com/  
Submitter: 
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