

# TipTop Technologies

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**June 2010**

## My TipTop, SemTech 2010 & the Innovate!100 Pitch Slam




Woohoo! Thanks to all the [TipTop fans](#) voting for [TipTop Technologies, Inc.](#) in [Vator.tv's SemTech Startup](#) contest, we are excited to be chosen as a semi-finalist in Vator.tv's Innovate! 2010 competition at the [2010 Semantic Technology Conference](#) located in the [Hilton San Francisco](#), June 23rd-25th, 2010. You can learn more [about TipTop](#) & meet some [team members](#) at our table in the "Start Up Alley" section on the exhibit floor on Wednesday & Thursday. TipTop founder, Shyam Kapur will participate in a "Pitch Slam" at the [SemTech](#) conference with seven other semi-finalists Thursday, June 24 from 3:30 - 5:45, for a chance to become a finalist in the [Innovate!100 Pitch Slam](#) for top startup companies. Don't forget to drop by our booth and participate in [the Persona Predictor](#) semantic game and get daily 2010 SemTech Conference sentiment trends & social media highlights at [TipTop's #SemTech 2010 Daily Trends & Snippets](#) conference coverage page.

Also, this month TipTop is celebrating its first year anniversary of the birth of its social search & insight engine

[FeelTipTop.com](#) and we are excited to announce the launch of "My TipTop"  at this time. My TipTop will become a core component of [TipTop's vision](#) enabling users to bring any Web content, analyzed through TipTop's semantic engine, under their control in manageable snippets. Anyone can use My TipTop by searching on [FeelTipTop.com](#) & then adding snippets, with people & search content to compare topics, bookmark results and match people's questions (Tops) with others' answers (Tips).

For example, use My TipTop to help make the most of your SemTech 2010 conference experience on or offline:

1. Try some queries on TipTop, like "[semtech](#)", "[semtech2010](#)" or "[semantic conference](#)".
2. While browsing TipTop results, Add useful Tips, piTs or Neither snippets to My TipTop for yourself, a friend or an attendee.
3. To add companies participating in the SemTech 2010 conference, to compare in My TipTop's "Selected Queries" section enter the company name in the search box and then click  in the search results title bar. You can see the last three "Selected Queries" in the left column My TipTop module.
4. Look for "My TipTop" on the left side of the search results page and



click "See all" to go to My TipTop. There, you can sort, browse your "Selected Tips & piTs" and take action.

5. Once on My TipTop, looking at (A) "Selected Tips & piTs" you can add search topics to (B) "Selected Queries" or (C) Add snippets to match people's questions (Add to Tops) with other's answers (Add to Tips).

6. Besides taking (A) the Actions above, you can (B) Sort, (C) Search & (D) View Top Tips & piTs via My TipTop to help compare items & see more details.

7. Share your (A) Selected Searches & (B) Selected Tips & piTs via Email or (C) Match people's Tips & Tops through twitter.

Let [@twitTipTop](#) know how you like My TipTop & make sure you follow the social media buzz for the [2010](#)

[Semantic Technology Conference](#). If you go, please stop by TipTop's table along the Startup Alley & remember to enter your twitter ID in our [Persona Predictor](#) game.

Have a TipTop [Father's Day](#) weekend!

Greg Martin & the TipTop Team

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