



**SokoSquare.com** is an online service that offers an innovative matching solution for people who want to barter personal and creative services. We connect our users with others in a trusted community who have complementary skills and needs.

SokoSquare users create profiles and list their wants and needs: what they would like to receive as well as what they would like to offer in exchange. SokoSquare will then match them with other users that have complementary interests, enabling them to negotiate and transact their own barter exchanges. For example, an artist barter one of his paintings with an orthodontist in exchange for braces for his daughter. A web developer makes a website for a voice teacher in exchange for singing lessons.

SokoSquare will offer integration with existing social networking sites like Facebook and LinkedIn as ways of tapping into existing social connections to expand the user base of the site as well as to provide a simple way of offering an “identity layer” of social context to foster a sense of trust among users.

## Our Team

### **Lee-Sean Huang** - Creator/Strategy

Second-year student at ITP. Working on SokoSquare as thesis project. BA in Government from Harvard. Experience in interactive design, digital content strategy, and online community building for Human Rights Watch, Avaaz.org, Creative Commons, and Purpose Campaigns.

### **Elizabeth Fuller** - Technology/Design

Second-year at ITP. BA in Communications/Computer Science from UCLA. Developed and designed interactive online content for two major entertainment networks.

### **Catherine White** - Project Manager

Second-year at ITP. Former corporate lawyer. LLM from Cardozo School of Law, NYC. Research assistant (summer 2009) at the Berkman Center for Internet and Society at Harvard Law School.

### **Mayukh Mukherjee** - Finance/Technology

First-year Stern MBA student. Over 5 years of technology experience in the financial services industry.

### **Peter Leonard** - Operations/Technology

Stern MBA graduate. Over 10 years of experience developing software for data-driven internet sites for early stage startups as well as Fortune 100 companies.

### **Livia Cymrot** - Marketing

Stern MBA graduate with strategy and marketing concentration. Over 8 years of experience in international marketing. Currently a marketing manager at Estee Lauder.

## Contact

### **Lee-Sean Huang**

leesean@sokosquare.com  
(602) 326-8250