

MSIT Tribune Series**"Getting Real"****Presented by Jason Fried, Co-founder and President of 37signals****Saturday, May 3, 2008****Presentation: 12:30 p.m.**Technological Institute
2145 Sheridan Road, Evanston, IL
3rd floor, M345**Synopsis**

37signals' products do less than the competition — intentionally. Jason believes there's real value and beauty in the basics. Elegance, respect for people's desire to simply get stuff done, and honest ease of use are the hallmarks of 37signals' products. Jason will explain how 37signals lives this philosophy, how the company operates and take questions from the audience.

Biographical Information

Jason Fried is the co-founder and President of 37signals, a privately-held Chicago-based company committed to building the best web-based tools possible with the least number of features necessary. 37signals' products include Basecamp, Highrise, Backpack, Campfire, Ta-da List, and Writeboard. 37signals also developed and open-sourced the Ruby on Rails programming framework

Corporate Summary

37signals develops simple web-based software products with individuals and small businesses in mind. Their main products include project management and collaboration tools, simple CRM, group chat and calendars. 37signals also have smaller products like to-do lists, group writing tools and job boards. The firm was co-founded in 1999 by CEO Jason Fried, Carlos Segura, and Ernest Kim as a web design company with a self-described focus on usability, simplicity, and clarity in design and writing. Additional information is available at the Company's website:

<http://www.37signals.com/>