

TOPTIP APP LAUNCHES TO MAKE RECOMMENDATIONS PERSONAL AGAIN

Tuesday 4 February, 2020

London-based startup Useful Interruptions Ltd today announced the launch of its recommendations app TopTip, designed to help people get the perfect recommendation for whatever they need.

Whether it's an activity for the kids, something to do on holiday, a book, a restaurant, a recipe, a podcast, a plumber, TopTip works by connecting you with the right person to give you the answer you need, whether they live in the next street or on the other side of the world.

'People are fed up with hunting for recommendations on review websites and social media and getting a thousand supposed answers with no way of knowing what's fake, what's real, and what's right for them,' said David Kausman, CEO and cofounder. 'TopTip makes recommendations personal again, but with the power of the internet behind it. Ask your question on TopTip, about anything you need, and our algorithm will find the people in our network who can give you the answer that's right for you.'

Chef and food writer Yotam Ottolenghi is a fan and early supporter of the venture. 'Our experience in testing shows that food recommendations are a big part of the flow on TopTip,' said Kausman. 'We couldn't ask for a more inspirational figure than Yotam from the world of food to be part of the TopTip family, not only as a backer, but as someone who actively uses the app to share his own recommendations.'

Like all great ideas, TopTip grew out of personal experience. Kausman and cofounder Asdren Zhubi knew hardly anybody who was satisfied with the way recommendations work online. It was time-consuming, uncertain and often ended in disappointment. They knew they could do better.

According to BrightLocal, 92% of people use online reviews, but 95% believe some of those reviews are fake. On average, consumers feel compelled to access no less than 10 different sources before they are confident enough to make a purchase.

On TopTip, you're connected immediately to likeminded people. You can see their entire history of recommendations and you can follow up their tip with questions to make sure it's right for you.

TopTip also gives users a constant feed of recommendations in their interests. They can save the ones they like, make notes for themselves, post their own recommendations, and follow people whose tips they like the most so they never miss out on what they're saying.

'TopTip is about getting recommendations you'll really use,' said Kausman. 'Everything you need in one place.'

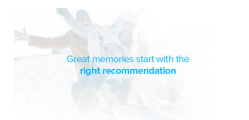
TopTip is a new recommendations app that enables people to get the perfect recommendation about anything they need by connecting them with likeminded people. Cofounded by London entrepreneurs David Kausman and Asdren Zhubi, TopTip aims to change people's lives by helping them get more out of the things they do. TopTip is available free to download on:

App Store - <https://apple.co/3b4HsbL>

Play Store - <http://bit.ly/toptipplaystore>

For more information, press only, please contact press@toptip.io

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E. asdren.zhubi@toptip.io

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