

# EXHIBIT 3

# Martin Reinfried

3rd

Software Engineer at Incredible Labs

San Francisco, California | Internet

Previous Shinteki, Venture Engineering Group, Excite@Home

Education Stanford University

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www.linkedin.com/pub/martin-reinfried/78/705/95b

## Background

### Summary

Martin has worked as an entrepreneur and software engineer in the San Francisco Bay Area's tech industry for 20 years, and is currently one of the main iOS engineers at Incredible Labs in San Francisco, working in the exciting field of predictive assistants. Their iPhone app, Donna, launched on the App Store in June, 2013.

His previous venture was a slight departure from straight software play, and stemmed from his interest in puzzles and gaming. He was one of the co-founders of Shinteki, created to build large-scale events focusing on puzzles that challenge the mind and interact with the environment. Martin learned about the entertainment industry during Shinteki's attempt to pitch a reality show, and later created events for many companies and conferences in and outside of the Bay Area, including Google, The Lobby Conference and Volvo. He also built an early mobile app on the Palm OS to smoothly run many different event styles.

Before those recent ventures, Martin was a co-founder of Excite in 1993. Excite went public in 1996, and Martin moved from a core engineering position to become the engineering manager for a group of engineers dedicated to launching versions of the Excite portal in several international markets.

At Stanford University, Martin majored in Symbolic Systems, with a concentration in Emergent Artificial Intelligence, and nearly finished a Linguistics degree as well. During school, he held software engineering jobs at Canon Research of America and at SRI.

Martin was born in Switzerland and moved to the US when he was 8 years old in 1979. He enjoys hiking (just climbed Mt Kilimanjaro), is an avid snowboarder, plays bridge, has brewed beer, plays some banjo, loves to read when he has the time, and enjoys family life in San Francisco with his wife Dennise and their 3 year old, Maximus.

Specialties: C, C++, Objective C  
Proficient at: PHP, perl, javascript (node), Java, SQL  
Serial entrepreneur  
Fluent in German

### Experience

#### Software Engineer

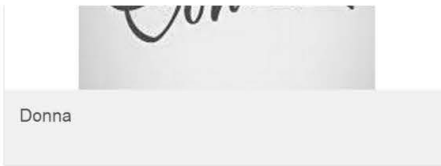
Incredible Labs

August 2012 – Present (1 year 5 months)



Working as one of the main iOS engineers on a personal assistant for the iPhone named Donna, launched on the App Store in June, 2013.





Donna

### Co-founder & Gadget Guru

Shinteki

July 2001 – July 2012 (11 years 1 month)

Created corporate (and public) events in the style of treasure or puzzle hunts. Helped edit video of one of our 24-hour events in Las Vegas into an 85 minute documentary, and spent time pitching a TV show based on the concept. Wrote and maintained software for the Palm OS to run our events. Supported our web site and databases, and oversaw account security.



Shinteki

### Co-founder & Partner

Venture Engineering Group

2000 – 2001 (1 year)

VEG worked with early stage start-ups for equity compensation, from high-level advising to hiring help to in-depth software engineering projects.

### Co-founder, Principal Engineer, Engineering Manager

Excite@Home

1993 – 1998 (5 years)

Wrote and maintained portions of the core document library that read text and passed it to the search algorithms. Did work on supporting text in different languages, and became the engineering manager for a 10-person US-based engineering group focused on Excite International. Worked with producers at our offices in London and Tokyo, and launched version of the Excite portal in several countries.



#### Languages

##### English

Native or bilingual proficiency

##### German

Native or bilingual proficiency



#### Skills & Expertise

- 2 iOS
- 2 Mobile Applications
- 2 Software Engineering



#### Education

## Stanford University

Bachelor of Science (B.S.), Symbolic Systems

1989 – 1993



### Following



incredible

#### Incredible Labs

Internet

+ Follow

### Schools



#### Stanford University

San Francisco Bay Area

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