

PENZU

Where millions of thoughts are kept private.



Company Name:

Penzu

Owner:

Alexander Mimran

Headquarters:

Toronto, ON, Canada

Industry:

Online Journaling

Major international markets:

Australia, Germany, Hong Kong, New Zealand

Website:

www.penzu.com




Remember that diary you used to record your deepest secrets as a kid? President and founder of [Penzu](http://www.penzu.com), Alexander Mimran, found a way to bring those “Dear Diary” musings to the digital space. Penzu, the online journaling platform started as a small idea in 2009 and has now grown into a lifestyle embraced by a million people across 170 countries, including Australia, Canada, India, Japan and Germany.

Online journaling for a lifetime of memories

When Alexander Mimran wanted a place to keep his thoughts safe on the web, he found that the options available to him weren't ideal. Online journal solutions were clunky, bloated or not geared for private writing and Mimran knew a better alternative could be made. After a year of working evenings and weekends to create his product, Penzu was launched in 2009.

The online diary and personal journal app focuses on privacy first; a safe place to jot down your thoughts anywhere, any time. Entries are password protected in an online account, and individual entries can be locked with military-grade encryption to ensure they remain your thoughts alone.



“Canada has every reason to be at the forefront of global business. We have a tremendous amount of talent and resources to make this happen. Over 2 billion people are online today, and that number is growing fast. That levels the playing field immensely, and gives anyone in any country the opportunity to reach a wide audience – globally. PayPal has obviously helped us do that and I’m sure it can help others too.”

- *Alexander
Mimran*

Dear Diary

Penzu began with a vision to be the most popular digital alternative to pen and paper. It wasn’t long before individuals picked up the digital pad to jot down their thoughts. Songwriters use Penzu to remember song ideas as easily as marketing consultants use it to keep on top of lists. Now, Penzu is a popular choice for anyone looking for a modern-day locked notebook which lives in the cloud and doesn’t require a hiding spot.

Penzu has even found a home in the classroom, where teachers use it to better manage their students and keep track of documents and assignments. “Classroom journals” are given a unique class code which students can use to add the journal to their personal account. Through Penzu Classroom, teachers can review work and give grades, create assignments for some or all of their students, manage students and entries and so much more.

Growing, one memory at a time

With more than a million subscribers in 170 countries, Penzu has grown with all of the stories that their users capture from across the globe.

“Penzu wouldn’t be where it is today without the ability to sell outside of Canada. PayPal gave us a simple and secure payment platform which powers the majority of our business. We can safely and quickly accept payments and easily transfer money across borders. We would be missing out on a global growth opportunity if we didn’t use PayPal,” says Alexander Mimran, president & founder, Penzu.

PayPal plays a central role in ensuring that payments are simple and user-friendly for all involved. “Much like PayPal, our focus is on building products that delight our users and meet their needs,” adds Alexander. “In many countries where credit cards aren’t widely used or safe to use, PayPal is the leader in online transactions.”