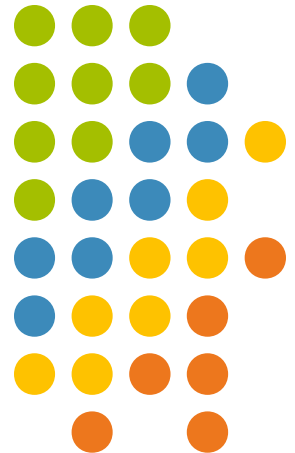




Group Sharing
Made Easy & Secure





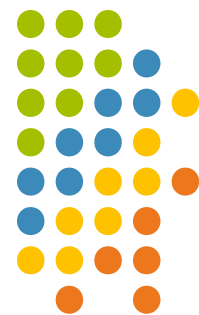
Gee Whiz Labs

- Learning Experiment
 - Web 2.0 software product - KeepandShare.com
 - LAMP technologies
 - Radically low cost structure (< \$200k/yr)
 - Web SEO market-building techniques
- Shows Promise
 - Key growth lines doubling every 4-6 weeks for last 5 months
 - E.g., 15x growth in Google search traffic in 16 weeks



Hypotheses

- 100m adult Internet users
 - Beyond the chasm crowd
 - Reach them directly through groups, viral, SEO, lifestyle & vertical press
- Invert the Silicon Valley (SV) Startup Model
 - Under invest in technology at first
 - Work hard to solve customer acquisition
 - Without \$ & without 'heroin' of tech press hits
 - Design for non-SV user
 - Non-sexy UI & basic functionality
 - Speak the language of middle America busy adult internet users



Ideal Market Characteristics

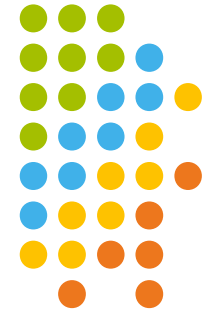
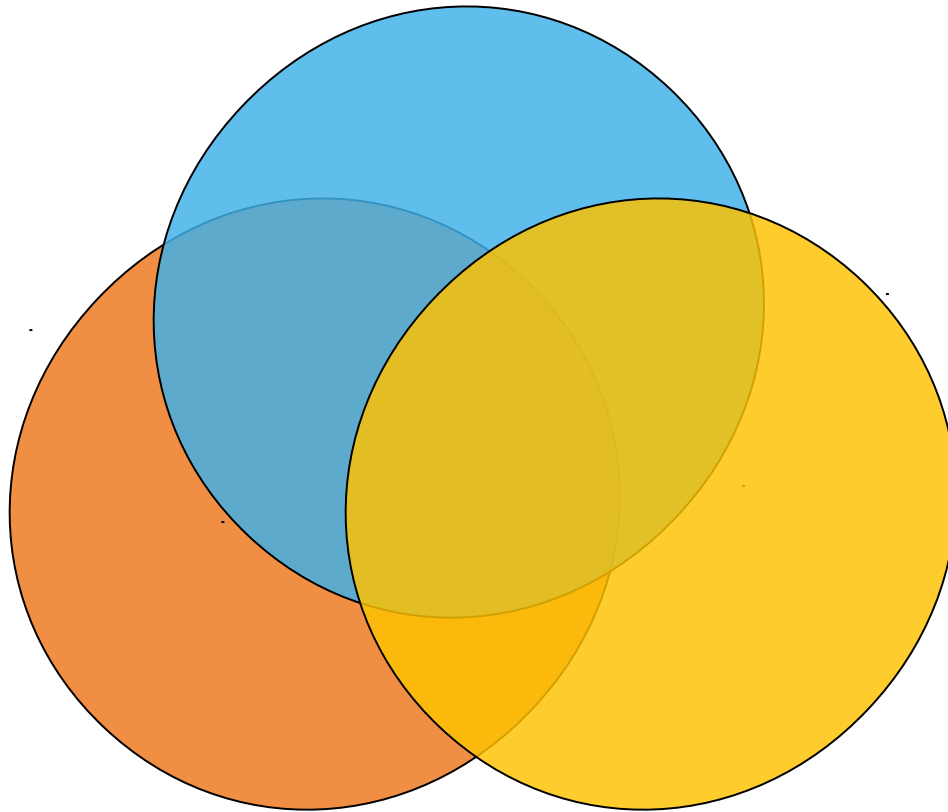
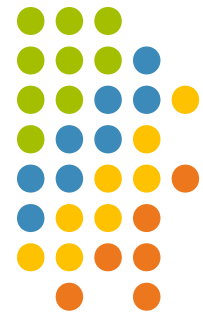
- Large
- Adults 20-65
- Directly reachable without intermediaries
- Diffuse
 - Use the internet to speak dozens vertical languages to reach - Hard for a competitor to attack comprehensively & quickly
- Generates their own content
- Viral-ness of social networks

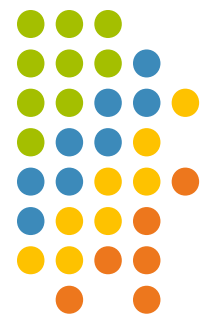


Our Target

- Secure online group sharing
 - Integrated across of multiple data types
 - A sort of ‘private social networking’, or ‘private MySpace’

We all belong to many groups





Public Social Networking

- MySpace, Facebook, etc.
- Putting your persona out there
 - Meeting, discovering
 - Frequent chatting dialoguing
 - Ability to find/meet new people Fluid social dynamics
- Moving through oceans of people and content
 - Tagging and browsing content
 - As a means to meet people, or just for entertainment



Private Social Networking

- We all belong to many groups
 - These groups are relatively static and well defined
 - Sports team, school class, carpool parents, book group, church members, condo association, bridge group, non-profit board, friendship circles...
- We are *not* looking for ways to meet new people
- We want our group relationships to be *efficient*
 - We'd like to stay in-synch and up-to-date with the group



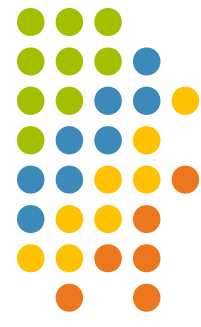
Making Groups Efficient

- How can groups make it as easy for their members as possible?



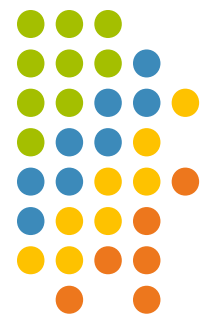
Group Information

- Every group has information
 - Created by some members
 - Referenced by most members
 - Group needs to reference this information periodically
 - Memos, rosters, calendars, directions, lists, plans...
 - Newsletters, meeting minutes, budgets...
 - Legal documents, schedules, videos, photos...
 - Discussions, action items, checklists, agendas...
 - This information is
 - The 'group memory'
 - The glue that binds many busy, distracted people together in a group relationship



Groups Need

- A way to efficiently share group information on the web
 - Share it
 - Protect it
 - Distribute the work of creating and updating it



It's Hard for Groups to Share

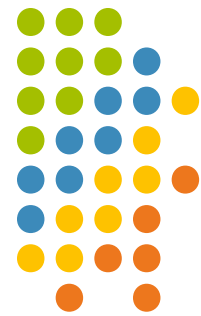
- Email
 - When used for group reference material leads to chaos
 - Email distribution lists accelerate the chaos
- Some information is private
 - Rosters, internal documents, ...
 - www.your-social-security-#-here.com
- Group information is of diverse types
 - Calendars, documents, lists, spreadsheets, photos, PDFs, discussions
- Web 2.0
 - Hundreds of point solutions
 - Sometimes brilliant
 - Unintegrated
 - Inconsistent, incomplete sharing controls
 - Multiple logins, wildly different UIs
 - Must check each disparate tool for new information



Group Sharing Must Be

- Secure
 - Absolutely private unless explicitly shared as 'public'
 - Safety of data center-class security
 - Group information on a PC or laptop *will* be lost, it is only a question of when
- Easy to use
 - *Integrated*: single envelope of group sharing controls
 - Across all information types
 - Single UI
 - Simplicity of browser-based software
 - No install, anywhere-access
- Well organized
 - Single repository avoids losing info on various PCs
 - Easy for members to find information
- Notification-based
 - Make it easy for distracted, part-time members to stay abreast

Introducing KeepandShare



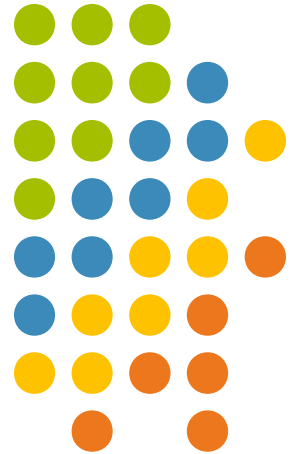
- Web software service for group sharing
 - All you need is a browser
 - Fast, Simple & Secure
- Easy to use
 - Central metaphor of sharing and visiting
- All information is private and protected
 - Calendars, documents, PC files, photos, bookmarks, lists, addresses, discussion threads
 - Yet can be selectively shared with others
- Automatic notification
 - Alert others of all new information and comments



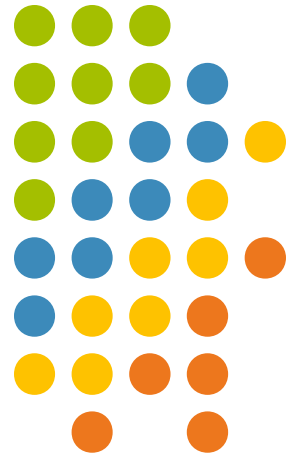
Keep and Share

The screenshot shows the KeepandShare web interface. At the top, there is a navigation bar with the KeepandShare logo, a search bar, and a Google search box. Below the navigation bar, there are tabs for Dashboard, Calendar, Document, Photo, Bookmark, Discuss, List, and Visit. The main content area displays a folder named 'Board Meetings' with a list of documents and meeting minutes. The list includes items such as '2006.09.20 Board Minutes', 'Board Officers', '2004.04.10 BOD minutes', and various BOD meeting minutes and agendas from 2005 to 2007. Each item has an 'Edit' link and a user name 'Meadowstone(edit)'. A 'Print this list' link is also present. At the bottom of the page, there are several advertisements for services like 'Share Desktop', 'Craigslist', 'Web Photo Albums', and 'Kodak Easyshare Printers'.

Demonstration



Status





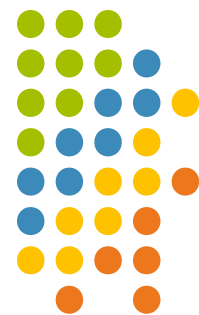
Competition

- 100's of competitors!
 - Every file sharing site
 - Every calendar site
 - Every vertical site (e.g., weight loss)
- But most are point solutions
 - Our unique value is we integrate a group solution across data types



Startups

- Nexo – ‘Free and Easy Online Groups’
 - Perhaps closest, wizard to create group share site
- Airset – ‘Finally a survival kit for busy people’
 - PIM & Synch centric
- Cozi
 - Family centric calendar & list sharing



Customer Acquisition

- Phase I - Prime the Pump
 - Advertising: quickly drove cost/conversion to < \$0.50
 - Advertising not part of business model but available as an 'accelerant'
- Phase II – Organic Search Traffic
 - Build from 1k/month to 500k/month
- Phase III – Viral
 - Verticalize
 - Increase the 'invite a friend' rate to be greater than 1 for 1
 - Increase retention rate



Verticalize

- Attract ‘natural group leaders’
 - Motivated individual
 - Group leader
 - E.g., non-profit board
 - Individual seeking support
 - E.g., weight-loss blog
 - Leader of family event planning
 - E.g., wedding planning



'ACRM' Traffic

- **Attract** Traffic
 - Attracting visitors to the site
- **Convert** Traffic
 - Visitors signing up for an account
- **Retain** Users
 - New account holders becoming regular users
- **Monetize** Traffic
 - Earning money from visitors & regular users



ACRM Status

	Attract	Convert	Retain	Monetize
Status	<ul style="list-style-type: none"> • <i>Solved</i> • Organic: 100k/mo • Ads: < \$0.50 per signup 	<ul style="list-style-type: none"> • <i>Solved</i> • >10% of ad visitors • > 5% of organic visitors 	<ul style="list-style-type: none"> • <i>Too low</i> • 3-5% of signups stay as regular users 	<ul style="list-style-type: none"> • <i>Just starting</i> • Already close to \$1/mo/active user in advertising alone
Next Steps	<ul style="list-style-type: none"> • 500k/mo • Boost viral growth via invitations from 'natural group leaders' • Verticalize 	<ul style="list-style-type: none"> • Increase modestly by attracting better fit of target users • Further tune website & 'offer' • Verticalize 	<ul style="list-style-type: none"> • Target ultimate retention rate of 10-20% • Attract better class of users • Improve ease of use • Easier 'group wizard' & templating 	<ul style="list-style-type: none"> • Add 3 levels premium subscriptions priced at \$30-300/yr • Improve ad targeting & affiliate advertising



2007 Plan

- Development
 - Tune ease of use & viral enablers
 - Q2 – group wizards
 - Q3 – calendar improvements
- ACRM
 - A: grow 100k/mo to 500k search visitors by EOY
 - C: grow 8k/mo to 30k by EOY
 - R: grow 300/mo to 5k by EOY
 - M: profitable at \$20k/mo by early Q4

Questions & Comments

