



SEU

PITCH

AQUI



Uma apresentação concisa de sua ideia ou projeto pra alguém – seja investidor, cliente, imprensa, etc.



- Um plano de negócios
- Uma palestra
- Uma apresentação institucional

**E
PRECISA**

DE QUÊ?

Carisma



Foco



Objetividade



Domínio Técnico



Engajamento

Empatia





Simple

Short

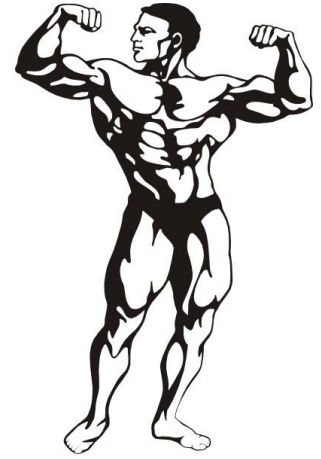
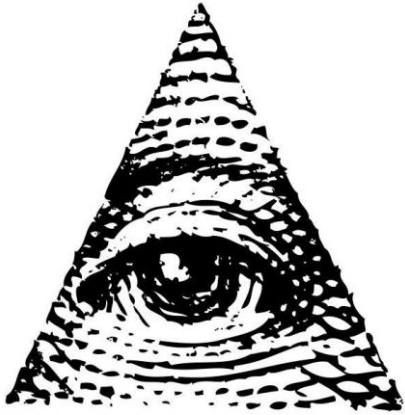
Sexy

Sweet



HACKS

PSICOLÓGICOS

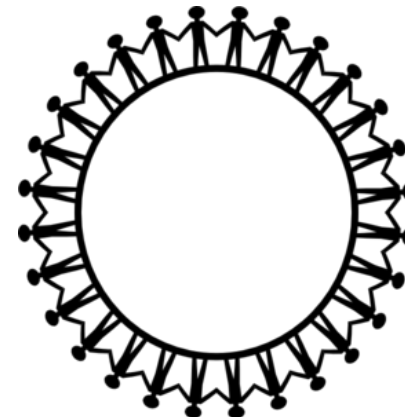
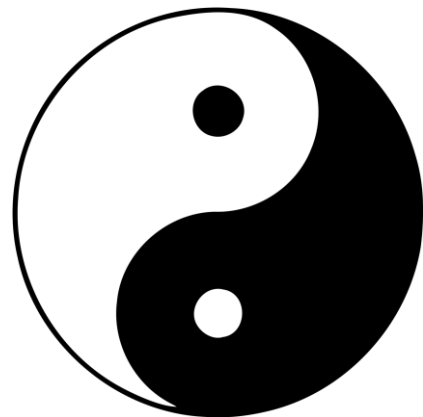
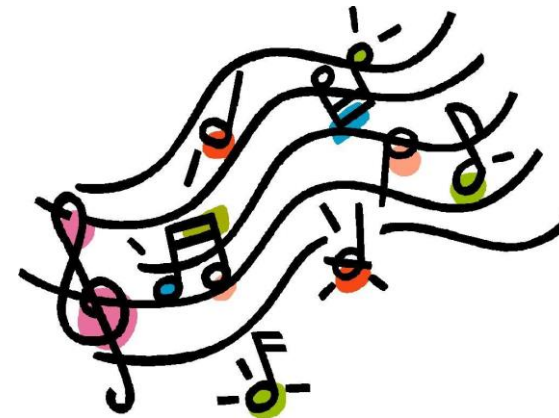
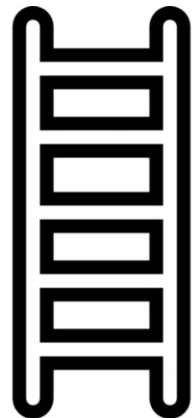






**ELEMENTOS DE
UMA**

NARRATIVA





Qual a sua história?



Nome/Projeto

OPORTUNIDADE
DE INTERESSE

Entrevistas e
Observações

Canvas

PERSONAS

Jornada
do
Usuário

Hipóteses
e Testes

Produto
Mínimo
Viável

Próximos
Passos



What is foursquare?

Think: part friend-finder, part social city-guide, part social-game. Foursquare is a mobile application that helps you keep up with your friends while using game mechanics to encourage and reward users for experiencing new things.

In it's current form, foursquare is a website, an iPhone application, an SMS service and an API.

To users, foursquare is a tool used for finding friends, navigating the city and rewarding oneself for discovering bars + restaurants + good times.

To brands and advertisers, foursquare is a platform that both encourages and rewards customers for participating in experiences that take place in the real world

Foursquare is a privately-held, two person startup based out of NYC.

Thursday, December 15, 2011





Thursday, December 15, 2011

Checkins Earn Points

Every checkin is worth points...

- +5 pts for discovering a new place
- +2 pts for going out two nights in a row
- +4 pts for four-stops in a night
- +6 pts for bringing six friends
- etc...

"Mayors" are those who check-in most often at a given place. It's not uncommon to see users battling back and forth over mayorships.



Thursday, December 15, 2011

Tips

An experiment in “social city guides.”

No matter where you are, we'll show you recommendations from other users that are within walking distance.

We stay away from Yelp-style reviews and instead encourage users to create Twitter-style recommendations: “Go here, try this”.



Thursday, December 15, 2011

lead generation will be our primary revenue model

foursquare has the ability to drive customers to local business. We're already seeing this behavior with user-generated foursquare tips and way in which venue have started co-opting foursquare "mayors" as a mechanism for rewarding locals.

By combining the utility of what's nearby with a service that rewards users for reporting their location, we have a unique opportunity to offer metrics for local advertising: "an offer was shown and X% of users responded within 3 hours".

...

Incremental revenue steams will come from sponsorships (of points, badges, etc) and from resale of data aggregated from user behavior.



Thursday, December 15, 2011

incremental revenue steams

foursquare is a platform for rewarding users for experiencing things in the real world.

Sponsored badges: Check-in at three Starbucks and unlock a Dunkin' Donuts badge that can be redeemed for a free hot chocolate. Checkin after 3am and unlock the "Red Bull Late Night" badge for your efforts.

Redeemable Points: Points can be tied to both Checkins and To-Dos. Users who hit a range of music venues, gallery openings or museums can be awarded points that can be collected or traded in for physical goods, concert tickets, donated to charity (etc) in the same way as AmEx Rewards, Coke Points or frequent flyer miles.

Banner placements: Targeted by user activity (busy Friday night), geography or checkin history (everyone below 14th Street) or standard age/gender demographics.

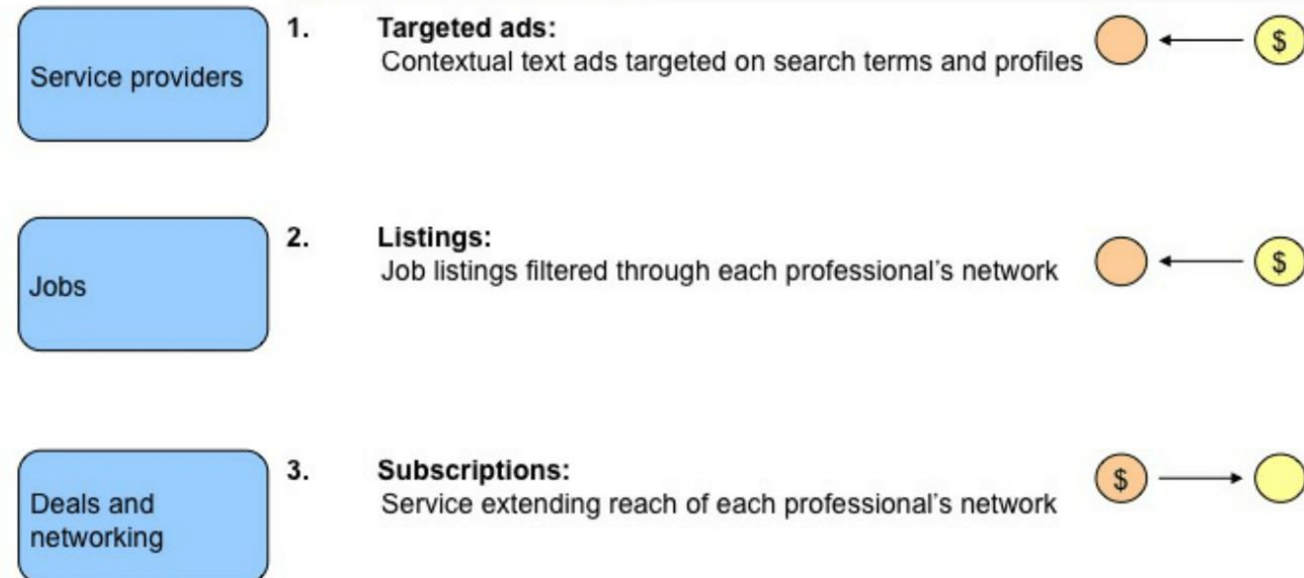


LinkedIn Is Professional People Search 2.0



Professional people search includes 3 key components

LinkedIn premium services



August 2004
CONFIDENTIAL

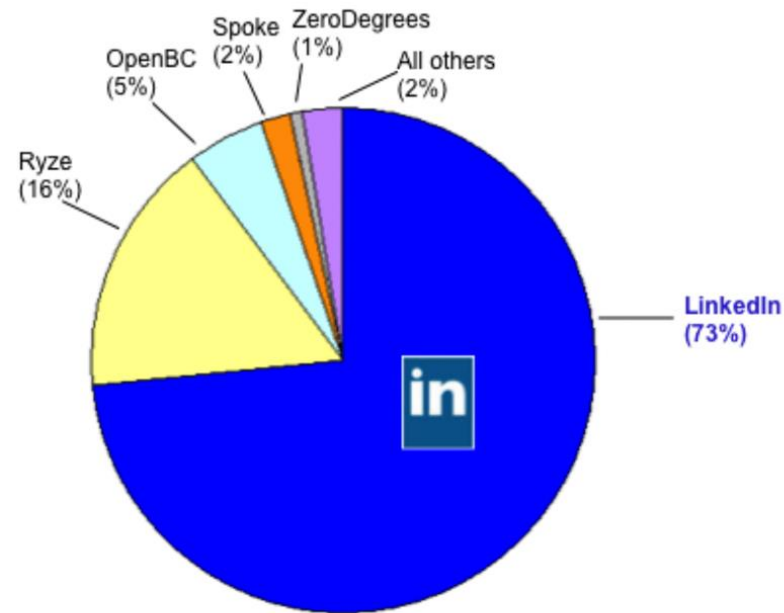
The problem: There is no effective, trusted way for professionals to find and transact with each other online

- Selecting service providers from yellow pages fails
- Selecting employees from resume databases fails
- Reaching professionals through directories fails

August 2004
CONFIDENTIAL

LinkedIn Has Grown Its Lead

Registered users of online professional network tools
August 2004
(Total = 1.2 Million)



LinkedIn has highest rate of adoption

LinkedIn's share has increased from 54% 6 months ago to 73% today

Tipping point effects mean LinkedIn's share will continue to increase

Non-LinkedIn numbers are estimates based on best available intelligence

August 2004
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Strong Results With Less Than \$4 Million Spent



Large user base

930K+ white-collar registered users
29K+ weekly user growth rate
23M+ unique email addresses uploaded

Groups

50+ Groups live
20+ new Groups launch per month
300+ Groups in pipeline

High-quality users

22% of users are CxOs/senior execs
100+ countries
130+ industries

Desktop (not promoted)

6K+ IE toolbar installs
18K+ Outlook toolbar installs
2.5M email addresses uploaded via toolbar

Increasing usage levels

20% of old users log in per month
1M+ user searches per month
20M+ total member page views per month

Business development

DirectEmployers Association
American Express OPEN (at contract)
10+ new inbound opportunities per week

August 2004
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Revenue Is Near-Term

| | Pricing plan (preliminary) | Launch timing |
|---------------------------------|---|--|
| LinkedIn Universal Service | <ul style="list-style-type: none">Remains free (large user base is key revenue-generating asset) | <ul style="list-style-type: none">Already live |
| 1. InLeads (Search ads) | <ul style="list-style-type: none">CPC pricing set by free market auctionCPM pricing \$3-\$10 depending on categoryEOI (lead generation) pricing \$25+ | <ul style="list-style-type: none">1/05 |
| 2. Opportunities (Listings) | <ul style="list-style-type: none">\$79 per listing (remains open for 30 days)Price levels increase post-2005 | <ul style="list-style-type: none">11/04 |
| 3. Network Plus (Subscriptions) | <ul style="list-style-type: none">\$5.95 per month or \$59.95 per yearPrice levels increase post-2005 | <ul style="list-style-type: none">1/05 |

August 2004
CONFIDENTIAL

Series B Brings LinkedIn to Operating Profitability in 2005



5-Year Financials \$ Thousands

| | Historical | Conservative projections | | | | |
|--------------------------|------------|--------------------------|------------|-------------|-------------|--|
| 5-YEAR FINANCIALS | 2003 | 2004 | 2005 | 2006 | 2007 | |
| Total active users (EOY) | 81,801 | 1,594,188 | 3,889,445 | 6,195,065 | 9,317,487 | |
| Revenues | \$ - | \$ 261 | \$ 7,292 | \$ 22,697 | \$ 54,088 | |
| Expenses | \$ (1,271) | \$ (3,997) | \$ (6,973) | \$ (10,644) | \$ (14,119) | |
| Cashflow from Operations | \$ (1,271) | \$ (3,736) | \$ 319 | \$ 12,053 | \$ 39,969 | |
| Cashflow from Financing | \$ 4,679 | \$ 9,750 | \$ - | \$ - | \$ - | |
| Net Cash Position (EOY) | \$ 3,408 | \$ 9,422 | \$ 9,741 | \$ 21,794 | \$ 61,763 | |
| Headcount | 11 | 36 | 69 | 93 | 112 | |
| Operating Margin | N/A | N/A | 4.4% | 53.1% | 73.9% | |

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Business and Tech Team Has Strong Track-Record



Reid Hoffman, CEO

- Former EVP and Founding Board Member, PayPal
- Investor in Friendster, Ironport, Six Apart, Vendio et al

Sarah Imbach, Chief of Staff and VP

- Former SVP Operations, PayPal

Allen Blue, VP of Product

- Former Director of Product Design, SocialNet.com

Jean-Luc Vaillant, VP of Engineering

- Former Director of Engineering and Software Development, Logitech, Spotlife

Konstantin Guericke, VP of Marketing

- Former VP of Marketing, Presenter, Blaxxun

Eric Ly, CTO

- Founder and former CTO, Netmosphere (sold to Critical Path)

Matt Cohler, Director of Corporate Development

- Former top-ranked analyst at McKinsey, marketing at AsiaInfo, published in HBR

Technical team with experience at Apple, Cisco, Hotwire, Citigroup, Sprint, TIBCO, VERITAS, et al

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Problem

2

Price is an important concern for customers booking travel online.

Hotels leave you disconnected from the city and its culture.

No easy way exists to book a room with a local or become a host.

Solution

3

A web platform where users can rent out their space to host travelers to:

**SAVE
MONEY**

when traveling

**MAKE
MONEY**

when hosting

**SHARE
CULTURE**

local connection to the city

Market Validation

4

630,000

on temporary housing site
couchsurfing.com

17,000

temporary housing listings on SF
& NYC Craigslist from 07/09 – 07/16

Business Model

7

We take a 10% commission on each transaction.



Competition

9



Competitive Advantages

10

1st TO MARKET

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

HOST INCENTIVE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

LIST ONCE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

EASE OF USE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

PROFILES

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

DESIGN & BRAND

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Integer nec odio. Praesent
libero.

A modern, minimalist elevator lobby with dark, textured walls and a light-colored floor. Two elevators are visible. The elevator on the left has its doors open, revealing a dark interior with a staircase and a handrail. The elevator on the right has its doors closed. A cylindrical trash can is positioned between the two elevators. The text "ELEVATOR PITCH" is overlaid in white, bold, sans-serif font on the lower part of the left elevator's opening.

ELEVATOR PITCH

A blurred background image of a business meeting. In the foreground, a person's hands are visible, holding a silver pen and a white document. In the background, another person in a blue suit and striped tie is partially visible. The overall tone is professional and focused.

Agora é com vocês!

*VOCÊS TERÃO ATÉ 10 MINUTOS
PARA FAZER SEU PITCH