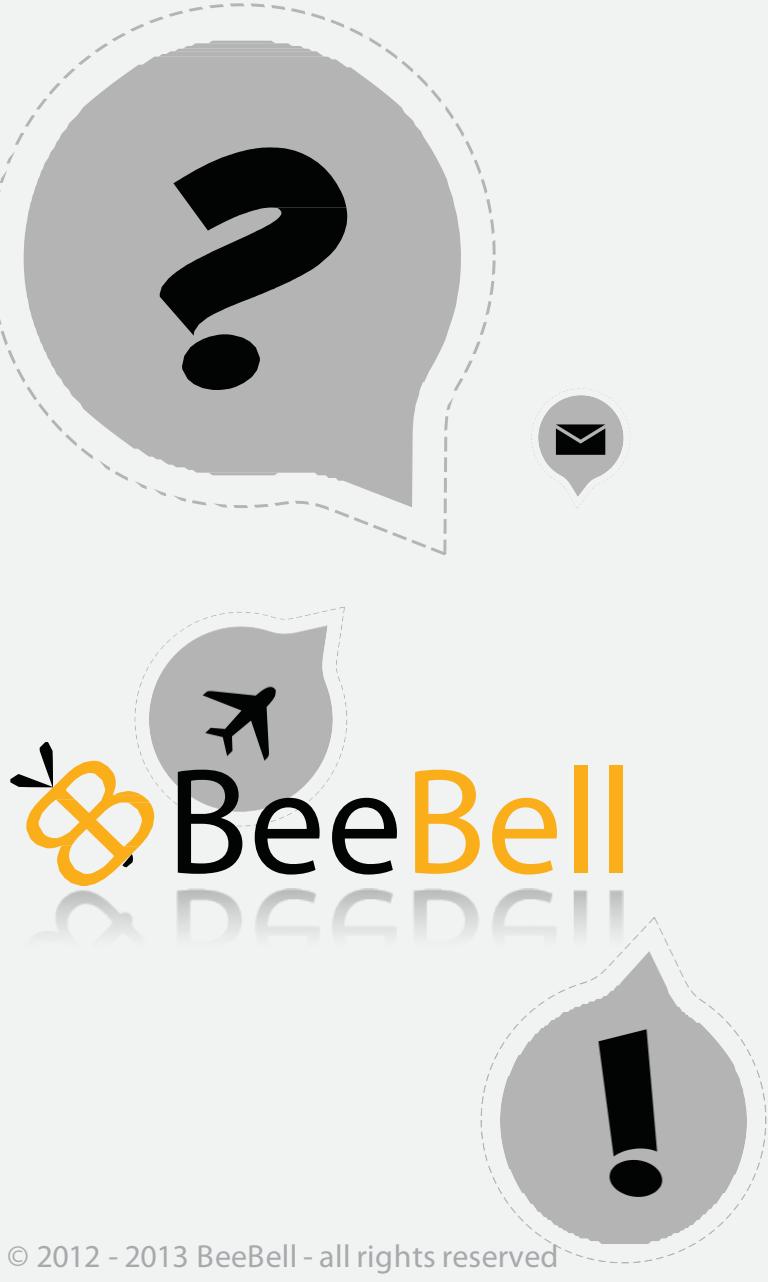


# THE BUZZ AROUND YOU



# The Social Web is evolving...

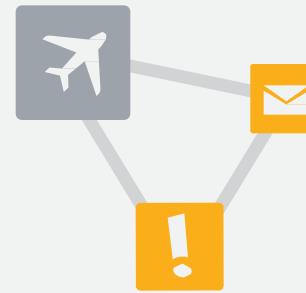
"So far, the job of mapping users' social graphs has been taken up by social networking sites like Facebook and LinkedIn. Meanwhile, interest graphs have been best built by e-commerce sites such as Netflix and Amazon that focus on highly customized recommendations.

**The future of a truly social Web will rely on getting these two types of graphs to work together!"** – David Rogers, ReadWriteWeb

Social graph – Solid  
"Who I know"



Interest graph – Gas  
"What I like"



Interest-based social graph – Liquid  
"Who I know grouped by what I like"



# But the problem remains...

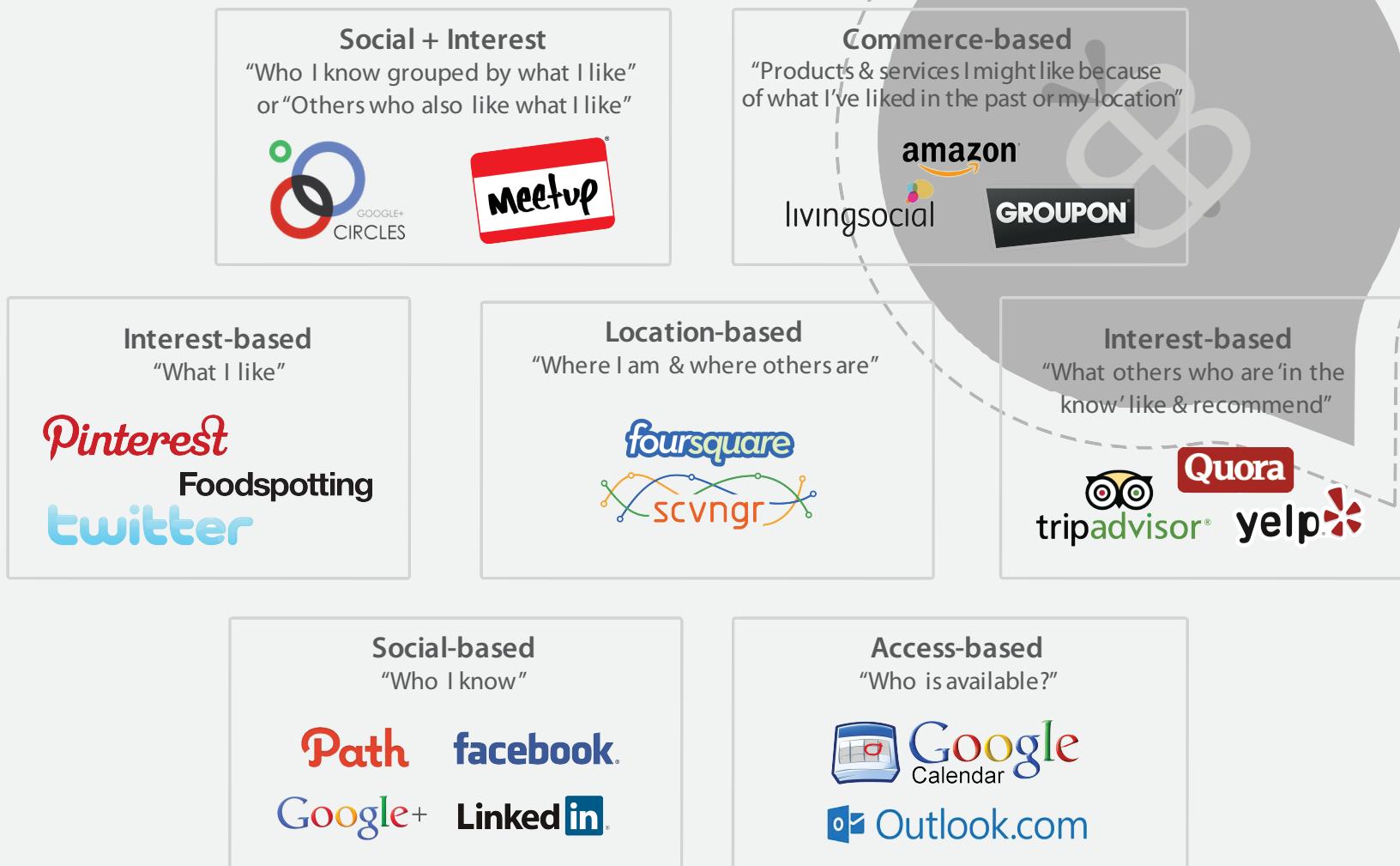
**No social network today provides to its users “appropriate” and timing information.**



**No social network today is able to fully map user on-line life with his off-line reality**



# Therefore current solution solve only part of the problem...



# ...with a lot of work and still lacking dimensionality.



The image shows a Facebook timeline interface. At the top, a post from 'Benjie' on September 2nd says 'come do it in the park with me today!' with a small image of a park and the text 'DOIN' IT IN THE PARK 2012'. Below it, another post from 'Benjie' via mobile on September 2nd says 'Okay...who's here?! — at Doin It In The Park - Golden Gate Park.' with a map pin and a map of the area. A comment from 'Eric' on September 15th says 'My friends band SVTO is opening for MIRV tonight at the new parish in Oaktown tonight. you should check it out.' Below the timeline, there are three separate boxes representing different users' posts:

- Benjie** (September 2): 'who's got a bbq today that i can maybe crash?!?' with 5 likes and 20 comments.
- Benjie** (August 25 via mobile): 'Anyone from the East Bay rollin out to Rock the Bells today?' with 3 likes and 1 comment from 'MissMeek'.
- Jacob** (August 25 at 10:33am via mobile): 'That's hella weak that they're not letting Fourty and Short rock on their own soil...with no excuse or reason'

**Typical User Experience:**  
Benjie uses Facebook to plan his day around his interests and local events:

# Beebell

## Value Proposition



MORE  
CONVENIENT

MORE  
INTELLIGENT

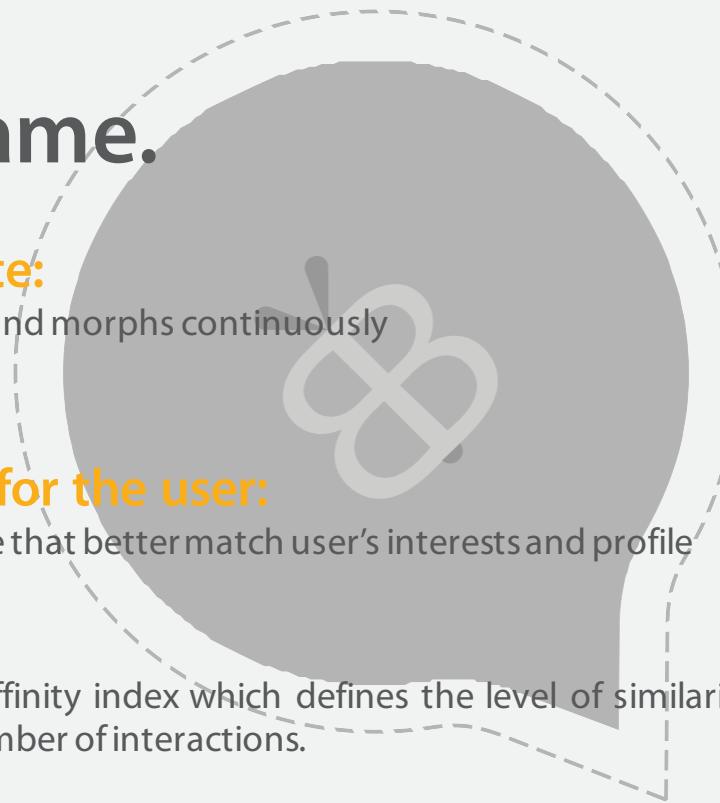
MORE  
FUN

MORE  
MONEY

# Why Beebell and how Beebell will change the game.

## Keep the “dynamic” social network up to date:

BeeBell network is always up-to-date because is liquid in nature and morphs continuously according to changes in context, location and interests



## Find and gather information that are useful for the user:

BeeBell aggregates event from several sources and identify those that better match user's interests and profile

## Measure the trust of a source reliable:

Each user can determine the source's relevance through the affinity index which defines the level of similarity between two users as function of interests, context, location, number of interactions.

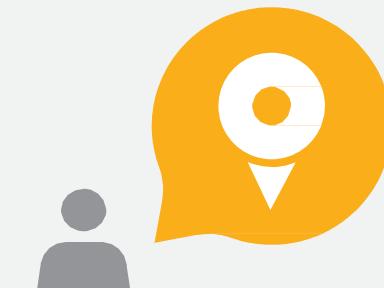
Interest



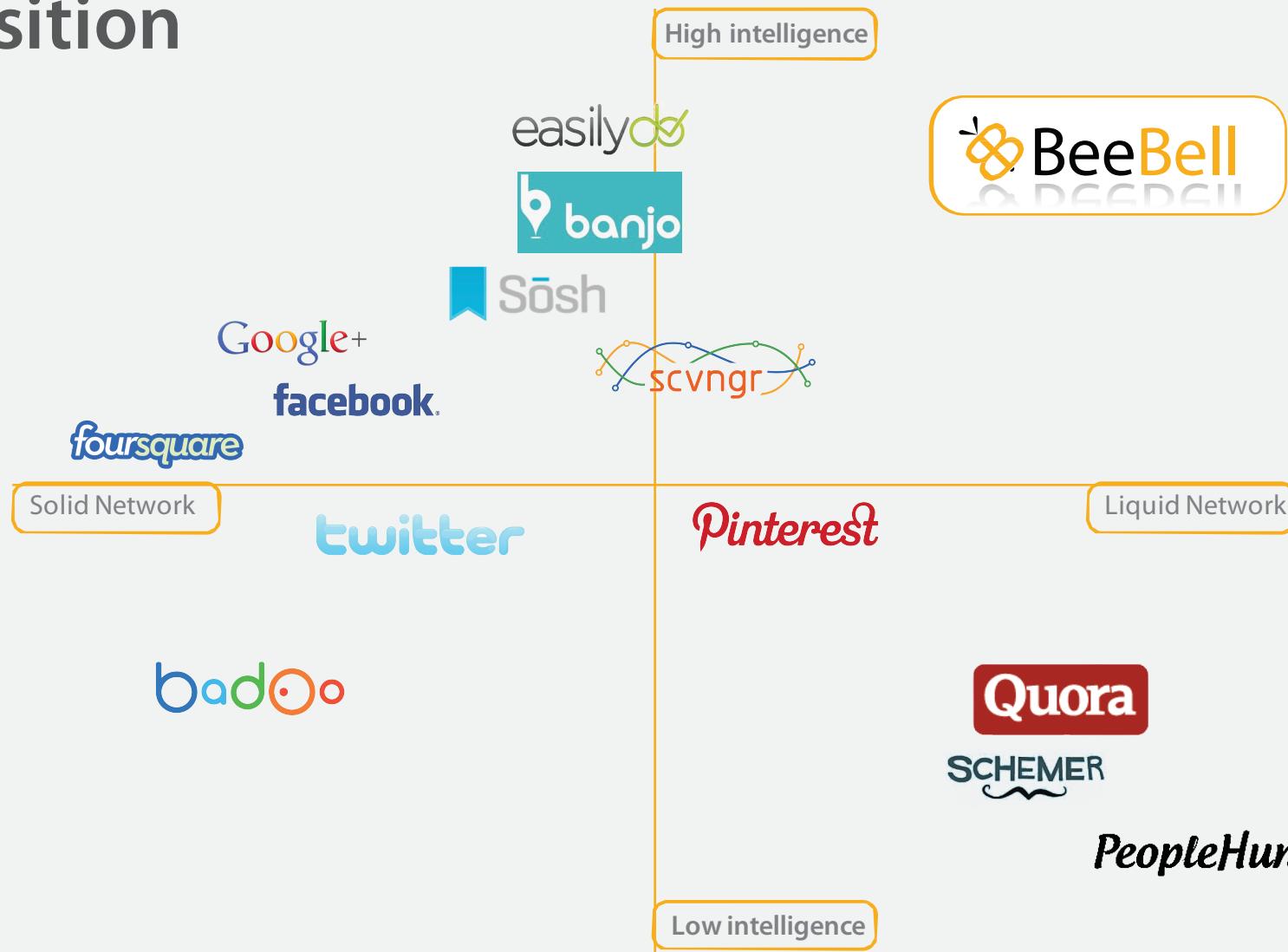
Time



Location



# BeeBell Position



# BeeBell Attributes

MULTI  
DIMENSIONAL

INTELLIGENT

INNOVATIVE



Meet

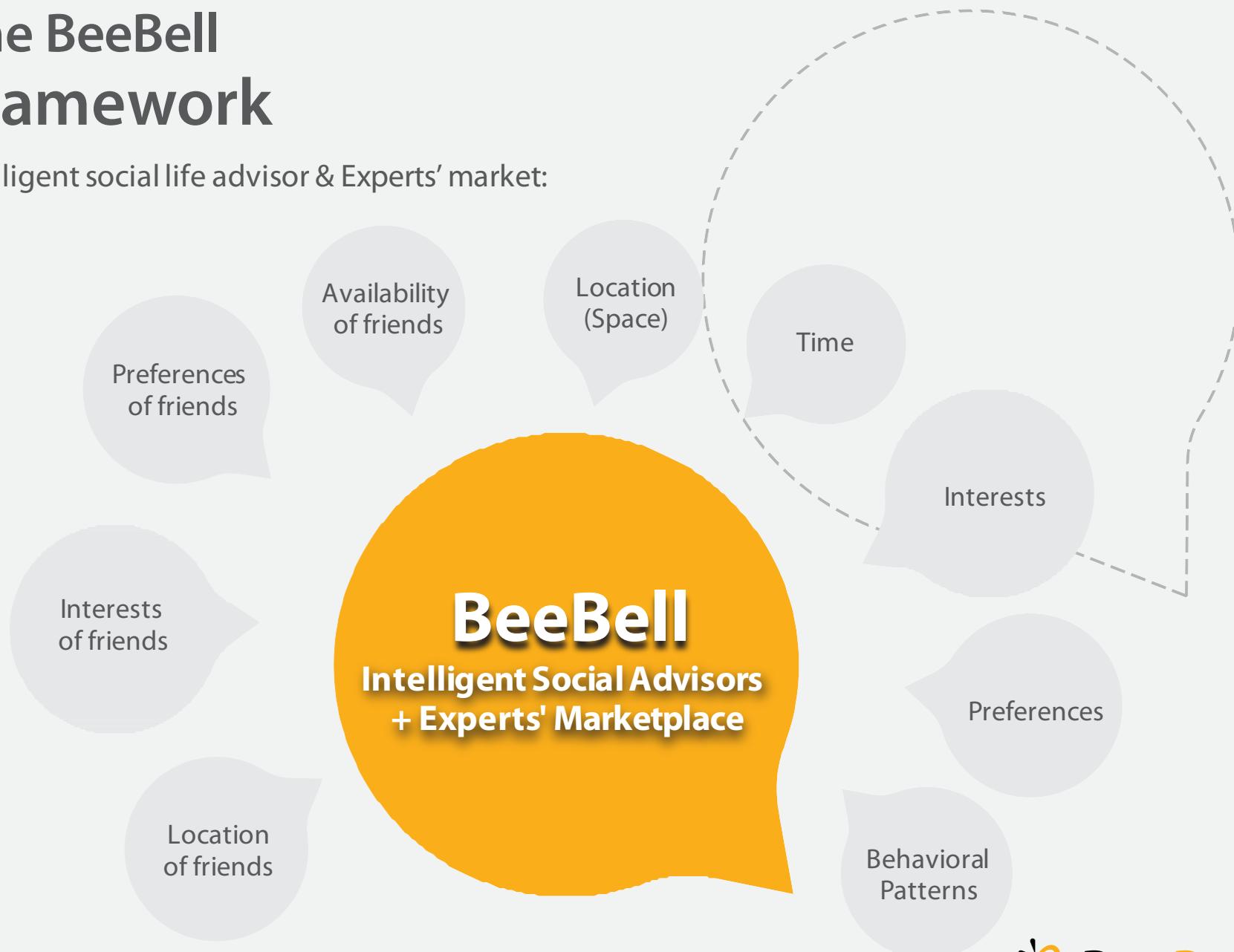
Build

Find

Organize

# The BeeBell Framework

Intelligent social life advisor & Experts' market:



# A BeeBell Use Case

Brooke is traveling to NY for work and arrives early on Sunday. She wonders if there is any cool stuff happening in the city. It was a long flight and the last thing she wants to do is start researching things online!

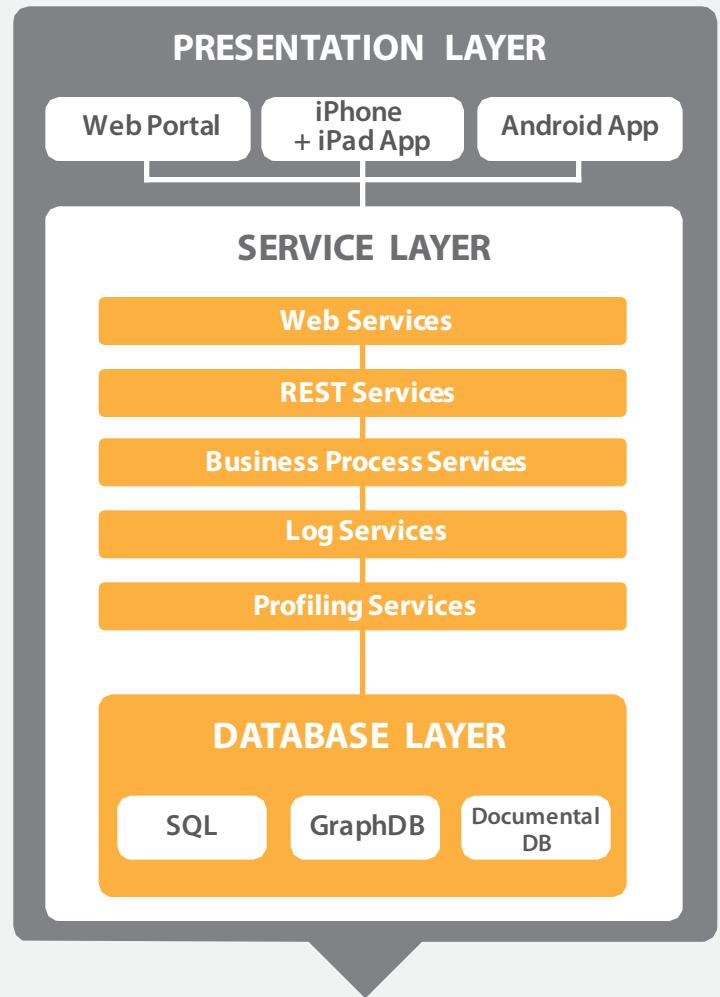


# The Technology: How it works

**Learn, Understand & Update  
Interests;**

**Map Interests over Time & Space;**

**Understand Social Behavior and Friends'  
availability.**



# Monetization: A New 'Social' Business Model

## Build the "Expert" micro market

How much would I pay for great expertise on a location, interest, event?

How much can I charge for what I know or accesses I can uniquely provide?

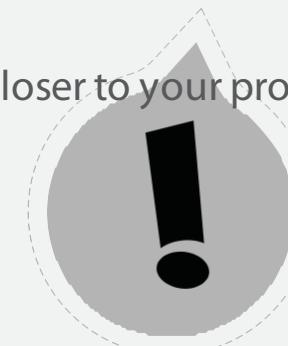
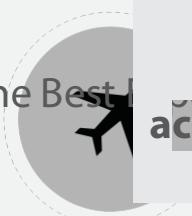
BeeBell will take a % transaction fee

## P2P model

It is a peer to peer concierge service where users can offer **restaurant recommendations, insider tips, or even limited access to popular venues** (restaurants, clubs).

## Beyond Yelp

A **quality rating system and matching system** will ensure the Best Local Expert closer to your profile.



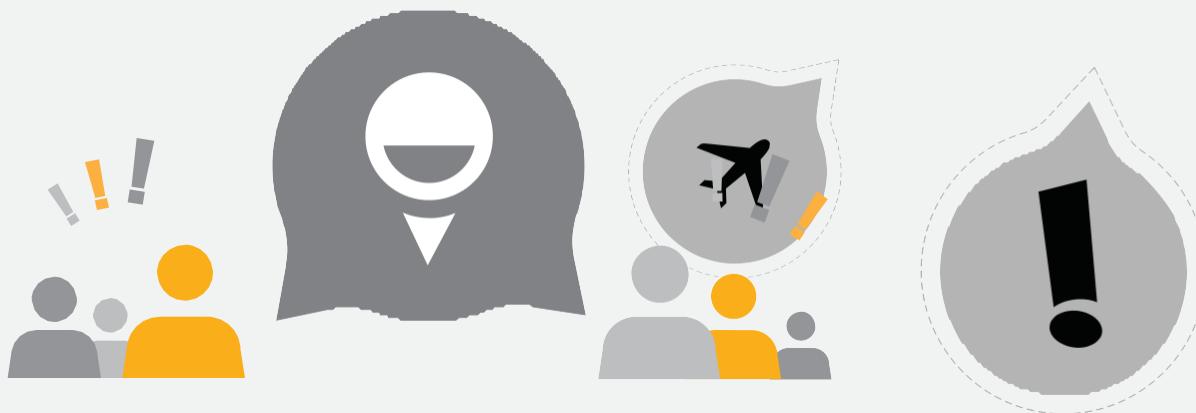
# Traditional revenue channels

## Advertising

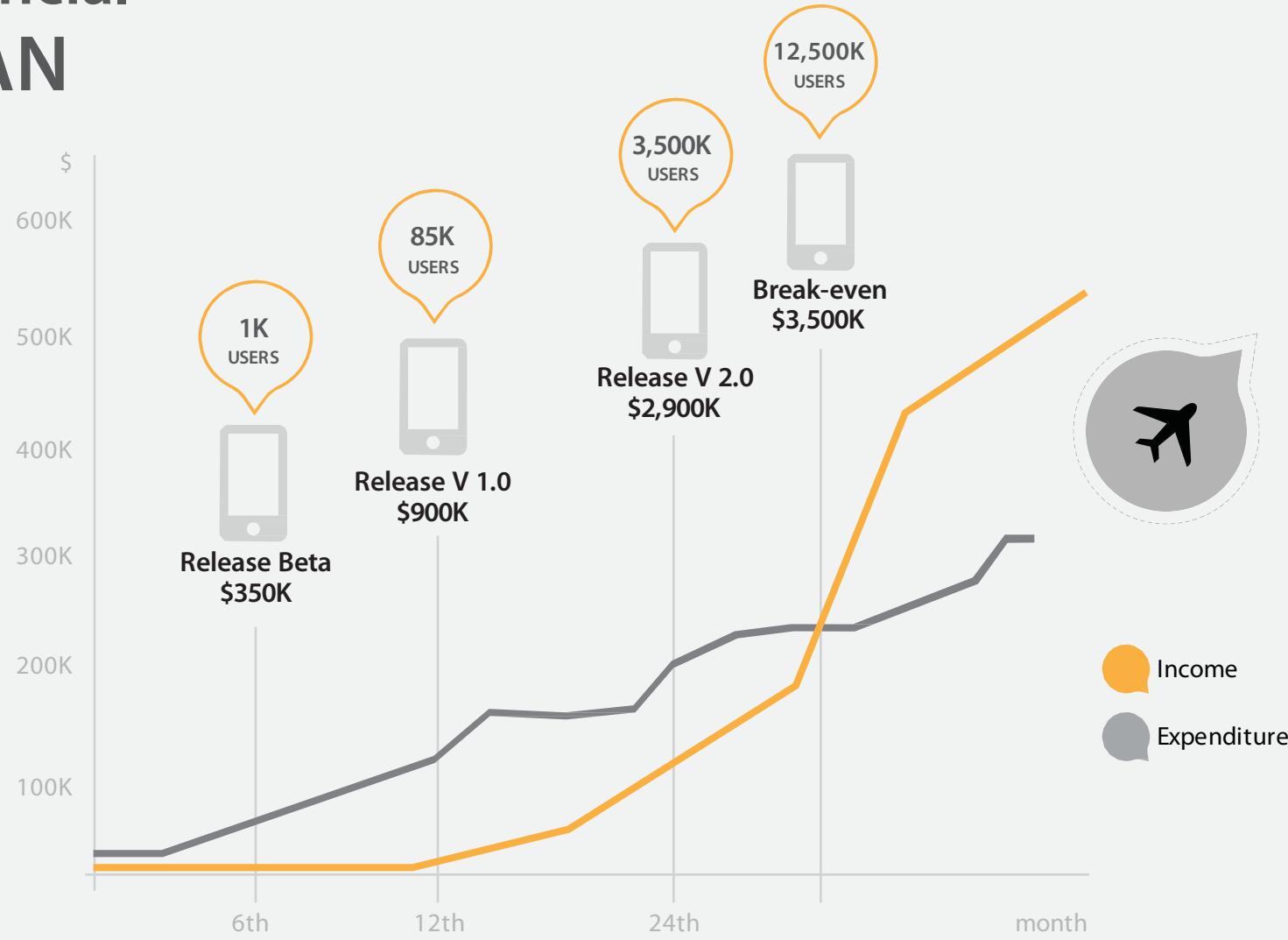
User profiling based on location and interest allows better targeting advertising messages and ad performance.

## Referral fees

Develop partnerships with companies like Groupon, Amazon and LivingSocial whose business models depend on broader, more relevant distribution of their offers.



# Financial PLAN



# Strategy, Product marketing & management

**Cosimo Spera:** Strategy, Vision , Product core IP

**Stefano Diglio:** Product Marketing, Business Development

**Suresh Kannan:** Product Development

**Andrea Ulisse:** Product back-end Architect

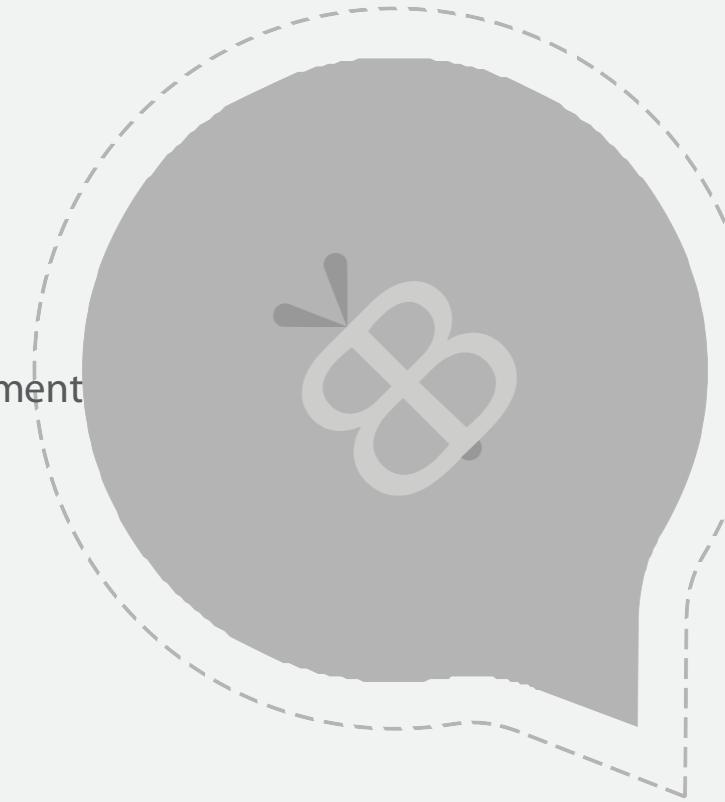
**Stefano D'Alessandro:** Product front-end

**Giuseppe Mosca:** App Developer, Senior Developer

**Manuel Morelli:** UX / UI Designer

**Jerry Petruzzelli:** Legal Counsel

**Advisors:** Zvi Galil (Dean Georgia Tech) , Manoocher Ghiassi (U. Santa Clara).





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# Q&A



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