

Hi Sarang,

I wanted to put in text, and in effect formalize, the offer I made to you on the phone. I know you are considering another summer opportunity, so for the sake of comparison, I thought it would be a good idea to lay out what exactly working at LinkMeUp this summer you entail for you.

I'll start by outlining the core aspects of LinkMeUp as a startup and as a product.

Product: LinkMeUp is a music and video messaging mobile application startup. The LinkMeUp app allows users to send and receive songs, music videos, and YouTube clips as "link messages," and respond to, forward, and revisit this media through their in-app inbox.

Startup: LinkMeUp is an incorporated LLC, registered with the Washington Secretary of State as of December 2014.

Motivation: We started work on LinkMeUp after making the critical realization that while users are viewing an increasing amount of web content on their mobile devices, sharing links to videos, songs, and articles remains an unpleasant experience.

Problem: Our product addresses the difficulty and inconvenience of sharing links on mobile phones, a problem that has three facets: 1) poor inter-app linking (a link opened in a texting or messaging app abruptly launches a mobile browser, with no natural way to return to the app), 2) the difficulty of copying and pasting URLs across apps, and 3) the inability to bookmark, compile, or otherwise "save for later" content recommended by friends.

Target Demographic: Though LinkMeUp is useful for all iPhone and Android users, it is especially targeted toward a younger audience (ages 12-22), both in the U.S. and overseas – a demographic acutely involved in discovering and sharing new music, and in generating the *viral* growth of YouTube content.

Differentiation: Pop hits spread largely through word-of-mouth, as it quickly becomes passé to share content with such ephemeral appeal to vast audiences on social networks. As a mobile app optimized for personal messages (instead of one-to-many "posts"), LinkMeUp aims to bring back the excitement and spontaneity of sharing music and other media with friends.

Value Proposition: Korean pop star Psy is known for a single breakout hit – Gangnam Style, the first and to date only YouTube video to break 2 billion views. *Revenues from YouTube ads alone* earned him almost \$2 million dollars – 20% of the total sum he earned from the song, including "iTunes [sales], live shows, endorsements, etc," according to Forbes magazine. YouTube views are thus a critically important metric for artists.

By making mobile link sharing *frictionless*, LinkMeUp would augment viral growth, enabling a song that previously took two weeks to reach 10 million views, five weeks to 50

million views, and more than two months to reach 150 million views to hit these milestones faster. This quantifiable speedup would translate to more views on hit songs, and wider market penetration for lesser-known artists.

LinkMeUp thus brings real value to record labels and content producers, online advertisers, YouTube itself, and Apple (through support of iTunes purchases).

Market: YouTube has over 1 billion unique monthly visitors. SoundCloud, another service that lends itself naturally to mobile link sharing, has 250 million unique global users. By supporting such popular services, LinkMeUp taps into massive, well established user bases.

Platforms Supported: The first version of LinkMeUp was released to the App Store in November, and since then, we have released several updates to our iPhone app. An Android version is also underway, and is scheduled for launch to the Google Play store this summer. We are also planning for a web app that would additionally support sharing links to articles, news, images, and web pages.

Future Plan: Over the next six months, we hope to enhance our core product through creative features, such as a recommendation engine and integration with mobile radio, begin serious marketing and user acquisition, and prepare to raise seed funding.

As I've tried to demonstrate, I've thought seriously about the concept and the product – and I'm very optimistic. The core idea is elegant, and addresses a real gap in current services. We have chat (WhatsApp, SnapChat), music (Spotify, Pandora), and video (YouTube), but no app that combines personal messaging with the bottomless pit of amusing, inspiring, shocking, frightening, tear jerking, and just-plain-weird content that is the Internet. The combination, I foresee, could be truly addictive.

Shamelessly quoting the CEO of a competing service: "I get songs messaged to me daily... It's a great way to start the day... I know we built something good when it is a technology that touches the heart. Getting a song from a friend, my fiancé, or my mother is more than the song — it's a memory, a feeling." (as quoted in Forbes).

I am also incredibly excited about the space that LinkMeUp inhabits. Mobile app development platforms has empowered young people to build services of astounding value, to an extent that I see as unprecedented – decimating the barrier to entry in entrepreneurship in a way that even the advent of the Internet failed to do. Tyler Droll and Brooks Buffington started work on what became YikYak after one college course on iPhone app development. Evan Spiegel first proposed Snapchat for a class project at Stanford; four years out of college, and his company is worth \$10 billion.

Over the past few months, I have been thinking seriously about who exactly I'd want to fill the position of Lead Android Developer, and become essentially the second full-time member of the LinkMeUp team. I came up with the following job description

Android Developer

- Responsibilities
 - Build and release Android version of LinkMeUp to Google Play Store
 - Enhance core product through creative features (recommendation engine, integration with mobile music services, extension to textual media)
 - Help define company direction and facilitate early stage startup growth
- Requirements
 - Experience building complex apps (significant social/backend component) with Java/XML for the Android platform
 - Enthusiasm for (building) social apps that scale
 - Leadership potential and strong sense for user-centric product design
 - Links to: past Android projects, apps you've launched in the Google Play store (optional)

My past experience working with you on our Kinect game for the Microsoft competition has me convinced that not only do you exhibit the technical prerequisites for the position, but that you are a dynamic and inspiring team member with an incredible sense of commitment – a leader by example. I know you have been seriously involved in Android development since then, and that you share my enthusiasm for building beautiful mobile apps with broad popular appeal.

And so...

My offer to you is the role of Lead Android Developer, along with candidacy for the CTO position, which would entail 8% or 30% equity, respectively, vested over three years of full-time involvement with a six-month cliff. This summer, we can decide on which position you see yourself best fitting.

The Lead Android Developer role (later VP of Engineering – Android) would involve 1) the execution and launch of the Android app, 2) building and managing the Android team, and 3) significant involvement in the design and direction of the core LinkMeUp product.

The CTO position would, at this stage, entail those responsibilities, and in addition, a deep involvement in the early-stage growth of the company (in particular, the technical challenges of scaling up), and a strong commitment to building a high-caliber, elite team of engineers. In general, the CTO would be intensely involved in the broad technical problems facing the company, and would be expected to have great insight in to the mobile messaging space, along with a strong sense for the long-term direction of LinkMeUp.

Both positions would involve working with me on user acquisition, getting investor funding, iterating on the product, and executing major launches.

I sincerely believe this could be an excellent partnership – and a great opportunity for both of us. Please let me know your thoughts.