**Facebook**

Brainstorming:-

Startups usually succeed because of a single major product or business innovation. Google is unusual in that they succeeded because of two major innovations: their core search product, and their keyword advertising business model. Back in 2000, when Google was wildly popular but generating no revenue, the [conventional wisdom](http://www.businessweek.com/bwdaily/dnflash/dec2000/nf2000127_947.htm) was that their business model was uncertain. Then Overture invented keyword advertising and Google adopted the same model. This turned out to be both wildly profitable and also, remarkably, created a better experience for both advertisers and users.

Facebook relies on an old internet business model: display ads. Display ads generally hurt the user experience, and are also not very efficient at producing revenues. Facebook [makes](http://www.huffingtonpost.com/natalie-pace/facebook-ipo_b_1251627.html) about 1/10th of Google’s revenues even though they have 2x the pageviews. [Some](http://excapite.wordpress.com/2010/11/23/how-efficient-is-the-facebook-advertising-revenue-engine/) estimates put Google’s search revenues per pageviews at 100-200x Facebook’s.

The good news for Facebook is there is a lot of room to target ads more effectively and put ads in more places. The bad news is that, if there is one consistent theme in both online and offline advertising, it’s that ads work dramatically better when consumers have [purchasing intent](http://cdixon.org/2009/09/27/online-advertising-is-all-about-purchasing-intent/). Google makes the vast majority of their revenues when people search for something to buy or hire. They don’t have to stoke demand – they simply harvest it. When people use Facebook, they are generally socializing with friends. You can put billboards all over a park, and maybe sometimes you’ll happen to convert people from non-purchasing to purchasing intents. But you end up with a cluttered park, and not very effective advertising.

Some new features we are introducing are as follows:

1-Screen Sharing

2-Group video Conversation

3-Video vs Video

4- Unlike button

5-Profile Ratings

6-Profile Black List

Mind Mapping:-

