

Deal Room Email: mytweetmark@keiretsuforum.angelgroups.net

One Line Pitch: mytweetmark: Create and measure tweets. Measure through analytics. Gain influence on twitter. homecookme: Promote your local food and farmers' markets

Business Summary: mytweetmark is a platform of web 2.0 technologies and services. Create and measure tweets through @mytweetmark. Measure through analytics. Gain social media marketing influence on @twitter. Promote your local food business and farmers' markets with @homecookme. mytweetmark platform is currently being used for local business in over 130 farmers' markets in Northern California.

Have you attended a Keiretsu Forum meeting? If so, when and where?: Yes, Guest at November, 2010 and January, 2011 meetings in Lafayette, California.

Marketing/Space -- Clear problem? Clear pain? Barriers to entry? Competition?: We are offering all United States farmers markets and local businesses monthly subscription at \$30/month. Farmers markets are \$1 billion business, over 6000 markets and grew 16% in the last year (2009-2010). Social media for small business, utilizing twitter projected 25-30 million users.

Execution Plan -- Defensible IP? Solid Revenue Driver? Scalability?: Signup subscriptions at \$30/month from local businesses. Utilize both @mytweetmark and @homecookme products. Social Media IP with tweets for farmers' markets and local businesses. Within a few months of launch, contracts signed with local businesses in over 130 farmers' markets in Northern California.

Traction -- Customer satisfaction? Sales approach? Sales Cycle? Sales Pipeline?: We have currently 50% saturation on average in California Bay Area local farmers' markets. USDA is very happy with our approach and recently a few local food grants are submitted to USDA and ongoing communication through newsletters. We have subscription based business model, easy to prove in other locations, e.g. we are visiting Austin, Texas #sxsw in March for farmers' market and we will sign up local businesses there.

Management Team -- Relevant experience? Track Record? Complete team?: Bilal Ahmed - Founder/CEO

In my early software days, I worked for Novell, Formtek (Lockheed Martin) and Actuate. Most recently, I moved to hi5.com where I built user facing features like photos, music, videos, mobile, friend multimedia cache system and viral. I implemented viral metrics dashboards at bebo.com.

<http://www.linkedin.com/in/bahmed73>

<http://blog.bilalahmed.org>

Board and advisors -- Relevant experience? Track Record? Complete team?: Advisors:

Steve Hoffman - <http://www.foundersspace.com>, CEO thinkhuge

Akash Garg - Co-founder hi5.com, CTO bebo.com

ROI -- Potential ROI, risk and opportunities?: \$30/month subscription from local businesses. Mobile customers (future projection) add \$1/month subscription for local food information and businesses.

Investment required -- Round? Keiretsu Allocation? Proposed deal structure? Are the terms of the deal negotiable or fixed?: \$500k negotiable. Convertible note accepted.

Valuation Information -- What is the aggregate dollar amount of capital invested into the company to date? (Insert funding

Company Profile:

URL: <http://www.mytweetmark.com>

Industry: Internet / Web Services

Employees: 1

Founded: 1/2/2010

Contact:

Bilal Ahmed

bilal@mytweetmark.com

Work: 4156991762

Financial Information (USD):

Company Stage: Full Product Ready

Previous Capital: 0

Monthly Net Burn: 6,800

Pre-money Valuation: 2,000,000

Capital Seeking: 500,000

Additional Information:

Management:

Bilal Ahmed, Founder/CEO

Advisors:

Lawyer:

Accountant:

Investors:

Referred By:

mytweetmark 1771 Laguna Street, #14 Concord, CA 94520 United States	Financials* (USD)	2010	2011	2012	2013	2014	2015
	Revenues	-	336	402	960	-	-
	Expenditures	60	300	300	300	-	-
	Net	-64	36	102	660	600	-

* In Thousands (000) of USD - US Dollar

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history breackdown): Invested private money so far of \$60000.

Are previous investors participating in this round?: no.

Use of funds raised in this round?: Hire team, build mobile presence.

Pre - Money Valuation?: \$2000000

Exit Strategy? : Already great relationships with Foodspotting, foodzie, flowtown. Other yelp, google, twitter, urbanspoon.

Resources needed beyond capital: I have all the leadership, technical, product and marketing expertise needed. Capital and contacts are needed from investors. Hire employees in 2011.

Revenue Potential -- Pricing model? Pricing changes over time? Profitability? Current Burn Rate per month? (insert 3-5 year forecast): Current burn rate/month is \$6,800/month. 2011: 100 subscriptions at \$30/month = \$36k + USDA grants in October \$300k, total \$336000, 2012: 200 subscriptions at \$30/month = \$72k + \$300k + 1000 user subscriptions at \$1/month = \$30k, total \$402000; 2013: 1000 subscriptions at \$30/month = \$360k + \$300k + 10000 user subscriptions at \$1/month = \$300k, total \$960k;