

Introduction to @mytweetmark!

Bilal Ahmed

CEO/Founder

<http://www.mytweetmark.com>

<http://www.homecook.me>





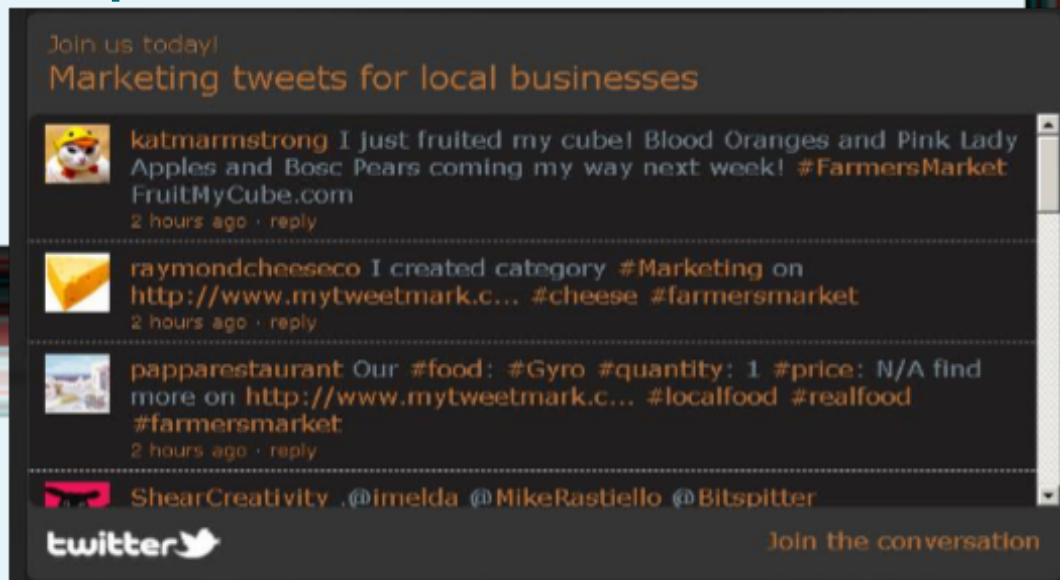
Markets



- @mytweetmark:
 - Twitter for business users
 - 25-30 Million targeted business users
 - Social media management system
 - Analytics and Services
- @homecookme:
 - Over 6000 farmers' markets in US
 - \$1 billion industry, 16% growth in 2010
- Competition:
 - Flowtown, foodzie, (Pacific Coast) PCFMA

Execution Plan

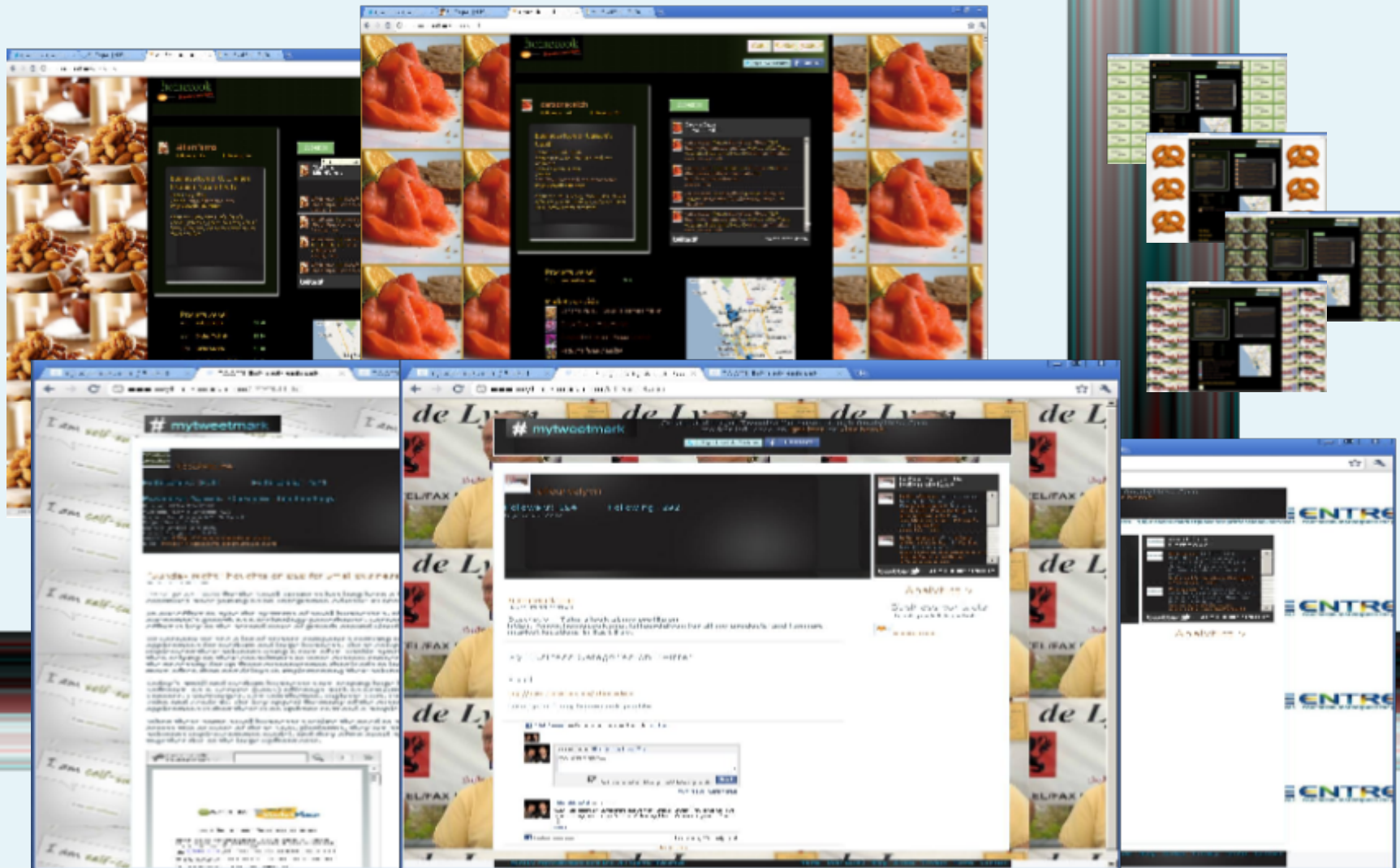
- Intellectual Property: Farmers' markets tweets & work-flow for local businesses
- Revenue Driver: \$30/month subscription
- Scalability: Less hardware overhead with subscriptions business model.



Customer Traction

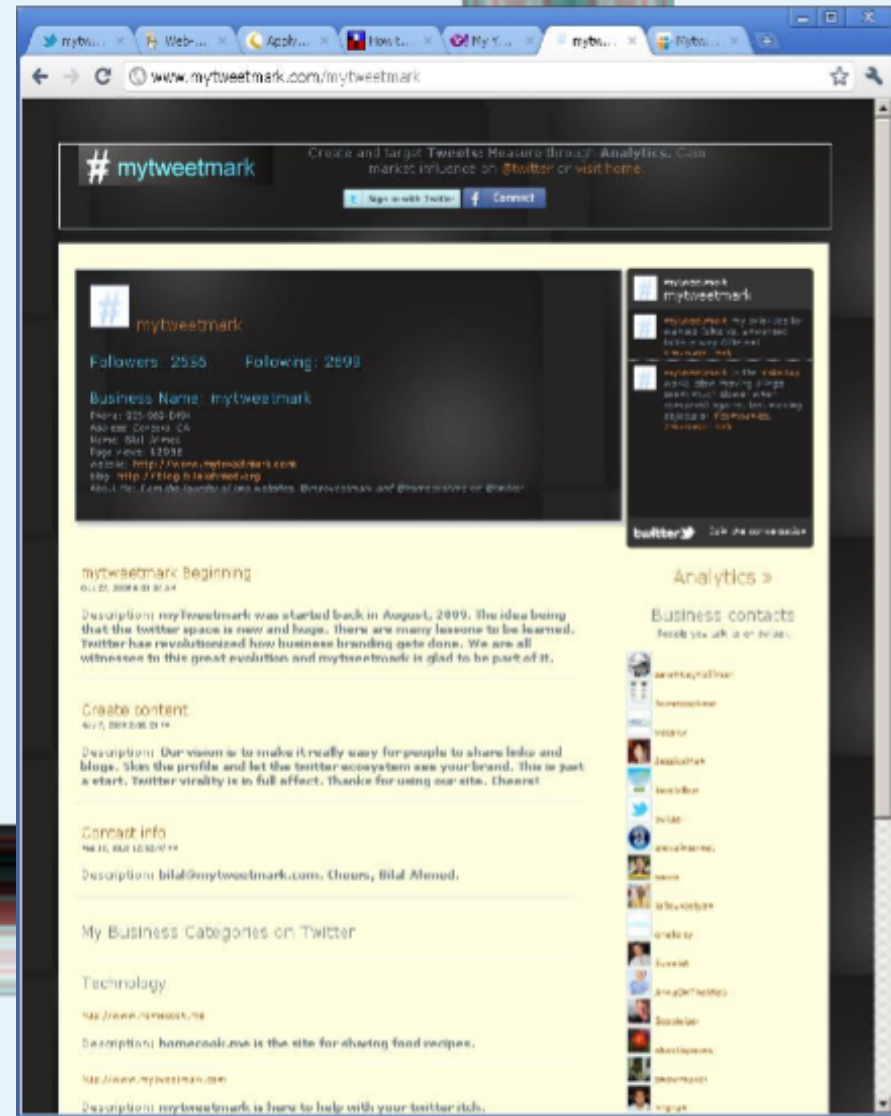
- Revenue: So far free; now offering \$30/month subscriptions or refer-a-friend
- # of Customers: 150 customers in over 130 farmers' market in Northern California
- Sales approach: First month free, then \$30/month
- Sales cycle: Recurring monthly revenue
- Customers very happy! Social media and software development is very expensive!!

Business customer profiles



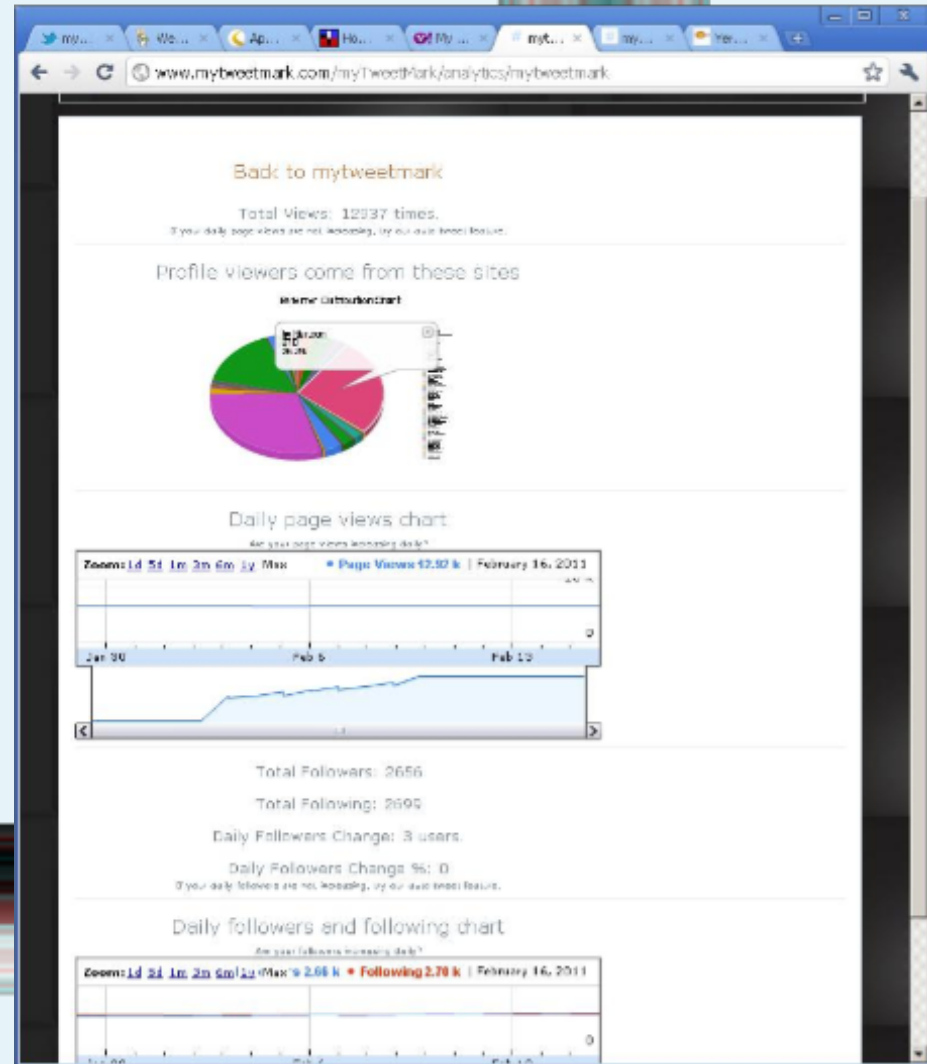
@mytweetmark features:

- Business profile
- Auto tweets
- Contacts management
- Content: blogs, bookmarks and hashtags
- Profile custom skins



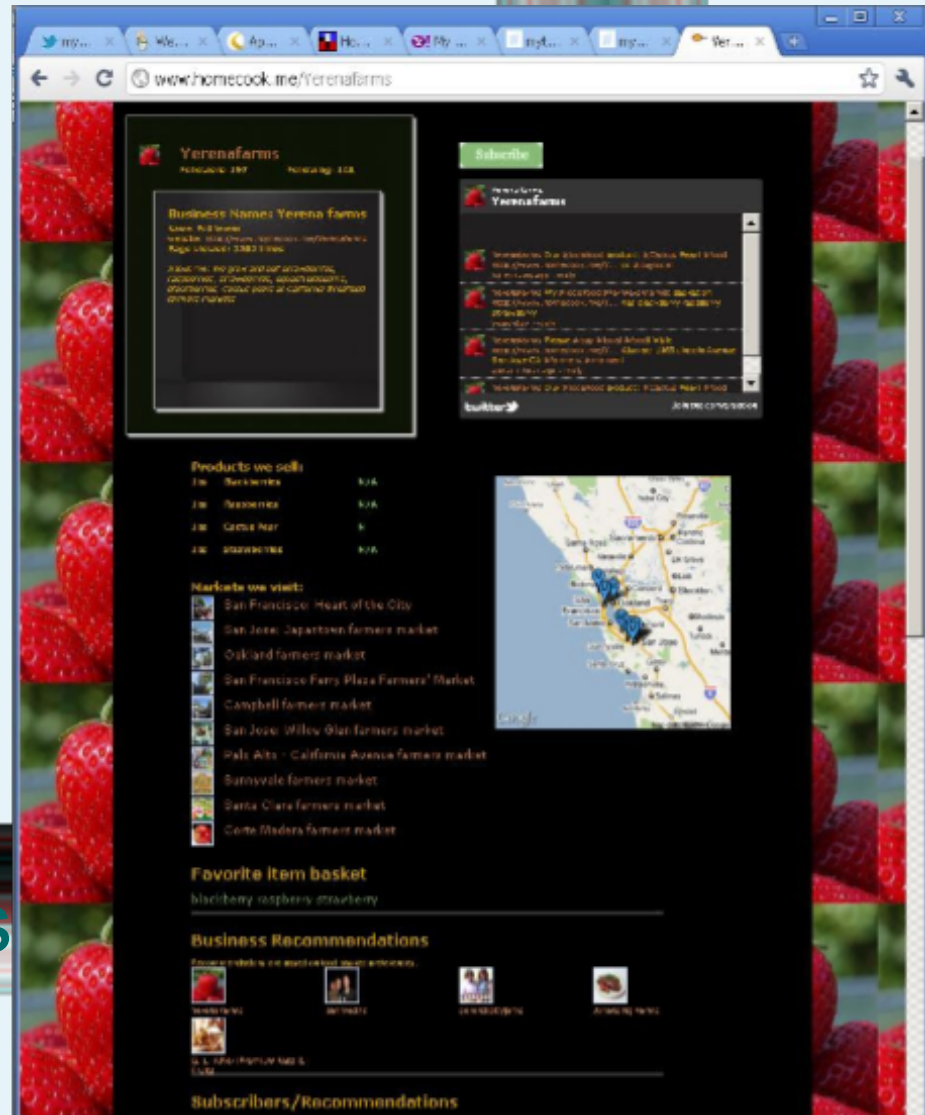
@mytweetmark features:

- Analytics
- Daily page views
- Reference destinations analytics
- Google charts
- Tweet analytics



@homecookme features:

- Farmers' markets
- Content: Blogs, bookmarks and recipes
- Google maps and directions
- Business profile
- Profile custom skins
- Products/prices



Management Team/Board of Advisors

- Bilal Ahmed:

- CEO/Founder.
- Previous companies: *IBM, Novell, Lockheed Martin, hi5.com and bebo.com.*
- *15 years in Bay Area, California, software.*

- Advisors:

- Steve Hoffman, founder *founderspace.com*, CEO *thinkhuge*
- Akash Garg, Co-founder *hi5.com*, CTO *bebo.com*

Revenue Projections

- 2011:

- 100 biz subscriptions at \$30/month = \$36k +
USDA grants (October) = \$300k = 360k

- 2012 (includes USDA grants):

- 200 biz subscriptions at \$30/month = \$72k +
1000 user subscriptions at \$1/month = 30k =
102k + USDA 300k = 402k

- 2013 (includes USDA grants):

- 1000 biz subscriptions at \$30/month = 360k +
10000 user/consumer \$1/month = 300k +
USDA 300k = 960k

Investment

- Pre-money: \$2M
- Seeking \$500k; 960K revenue in 3rd year
- Fill 1 engineering & 1 business for 2011; market product & advertising.
- Current Burn rate: \$6800/month
- Exit:
 - Flowtown, foodzie, foodspotting, yelp, urbanspoon, google, aol, twitter