



mytweetmark: Executive Summary

Pitch:

Become the leader in Social media management systems; local food and wine for small businesses. 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. Promote your local food business and farmers' markets with @homecookme. Attract Northern California wineries with @winehomeme.

Company:

mytweetmark was founded in January 2010 by CEO/Founder, Bilal Ahmed. Social media advertising and spending is on the rise. mytweetmark utilizes advanced twitter techniques to market local businesses with tweets. Promote your local food business and farmers' market with homecookme. We have proven growth in Northern California; signed up local businesses in over 150 farmers' markets. We are now looking to grow and sign up businesses all over United States. Create online winery and wine cellar with @winehomeme.

More Info:

Bilal Ahmed - CEO/Founder

<http://www.mytweetmark.com>

<http://www.homecook.me>

<http://www.winehome.me>

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

<http://twitter.com/mytweetmark>

<http://twitter.com/homecookme>

<http://blog.bilalahmed.org>

Business Strategy/Opportunity:

Twitter is a very easy product to use and very hard product to understand. It is a very powerful,

yet a new ecosystem that is great for business branding. Twitter is free and tweets can be used for advertising. Compare this to Google or Facebook advertising where users are paying \$2 a click in some cases, just for a visit to their website. @mytweetmark is here to take on this opportunity to supply businesses with a vast range of features, for a monthly subscription fee. We will help educate our customers so that they can use Twitter for their business.

@homecookme uses @mytweetmark and helps local businesses and farmers markets across 150 farmers markets in California and growing. Farmers markets are new to United States, hence most of the small businesses that sell products and items don't have social media, email or Internet access. @homecookme provides virtual farmers markets, Google maps and directions, local business listing with social media Twitter accounts, blog, recipes and many more features. There is large opportunity to have mobile/non-mobile consumer web application for healthy and organic foods from local producers. Farmer's markets is emerging growth market; whole foods and safeway sales are going down. There are no distribution costs between local producers and consumers.

@winehomeme beta is recently launched to attract small wineries all over Northern California.

Unfair Advantage is Team and Expertise:

In my early software days, I worked for Novell, Formtek (Lockheed Martin) and Actuate. Most recently, I moved to hi5.com in 2005 where I built user facing features like photos, music, videos, mobile, friend multimedia cache system and viral. I was one of the first 5 engineers at hi5.com. I have a lot of experience in analyzing/implementing viral growth patterns working closely with co-founder of hi5. I then moved on to work for bebo.com, where I developed viral and analytics features focusing on growth metrics. I have lead many teams in my 15 years career in the bay area.

Target Market:

Small businesses that want to use Twitter to expand their branding, \$25-30 million target users. Farmers markets are \$1 billion business, over 6000 markets and grew 16% in the last year (2009-2010). \$19 billion spent on wine sales in California in 2010.

Product:

mytweetmark features:

- Categorized Content – Organize information links to categories. Write blogs. Hash tag.
- Scheduled Tweets – Daily tweets, turn volume low, medium and high.
- Analytics – View visitor trends and distributions.
- Brand Skins – Customize profile page with brand assets.
- Feed Analyzer – Extract links and contacts from feeds.

- Social Plugins – Integrated with Facebook and Twitter.
- Auto Tweets – Scheduled Tweets to automatically grow influence.
- Business profiles – Custom business profiles.

homecookme features:

- Subscription – Customers can subscribe to businesses.
- Notifications – Customers receive notifications via email or feeds for coupons, deals.
- Content – Businesses can write blogs and recipes.
- Social Plugins – Integrated with Facebook and Twitter.
- Virtual Farmers markets – Directions and Google maps.
- Food products & Items – Define selling product, quantity and price.
- Business profiles – Custom business profiles.

winehomeme features:

- wine cellar - Store your wines
- winery - Create winery profile

Sales/Distribution Channels:

We want to utilize Twitter for marketing. We are utilizing customer development model for early feedback, from Lean Startup. We have been interviewing customers at local farmers markets. The interest has been really great. However, to have a continuous flow of revenue for subscriptions, advertising will be required. Viral marketing engineering and word of mouth are other essential channels. Email campaigns to offer subscriptions.

Competition:

@mytweetmark – cotweet is a recent acquisition by Exact Target and allows Twitter for business. Flowtown recently received \$750k funding when they had roughly 15k business users, advertising model for subscriptions.

@homecookme – foodspotting recently received \$750k funding to further develop their offering for food checkins. Foodzie sells Artisan products for high end social media local businesses that can afford advertising. @homecook demographic is different because we connect directly with the local farmers and businesses through email, phone and visiting farmers markets.

@homecookme approached by foodstockexchange for partnership and/or M&A.

Company details:

mytweetmark founded: 1/2/2010

Employees: 1

Location: Concord, California

Stage: Early, pre-revenue, product fully released.

Key Milestones: Products released with adoption in > 150 farmers' markets in Northern California and Austin, Texas.

Technology: Grails, postgres.

IP: Local food, wine and twitter business patterns.

Business model: \$30/month subscription for local businesses. Non-traffic based (advertising)

\$100/month for wineries.