

@mytweetmark

Bilal Ahmed
CEO/Founder

<http://www.mytweetmark.com>

<http://www.homecook.me>

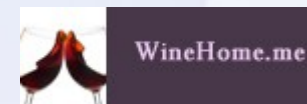
<http://www.winehome.me>



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 & wine business and farmers' markets with @homecookme & @winehomeme.



Market Size



- @mytweetmark:
 - Twitter for business users; 25-30 Million targeted business users
 - Social media management system (SMMS); Analytics and Services
- @homecookme:
 - Over 6000 farmers' markets in US; \$1 billion industry, 16% growth in 2010
- @winehomeme:
 - \$19B spent in wine in California in 2010; California has 2700 wineries. ½ of US

Execution Plan

- IP: Farmers' markets tweets, wine & workflow for local businesses
- Revenue Driver: \$30/month subscription
- Scalability: Less hardware overhead with subscriptions business model.



Customer Traction

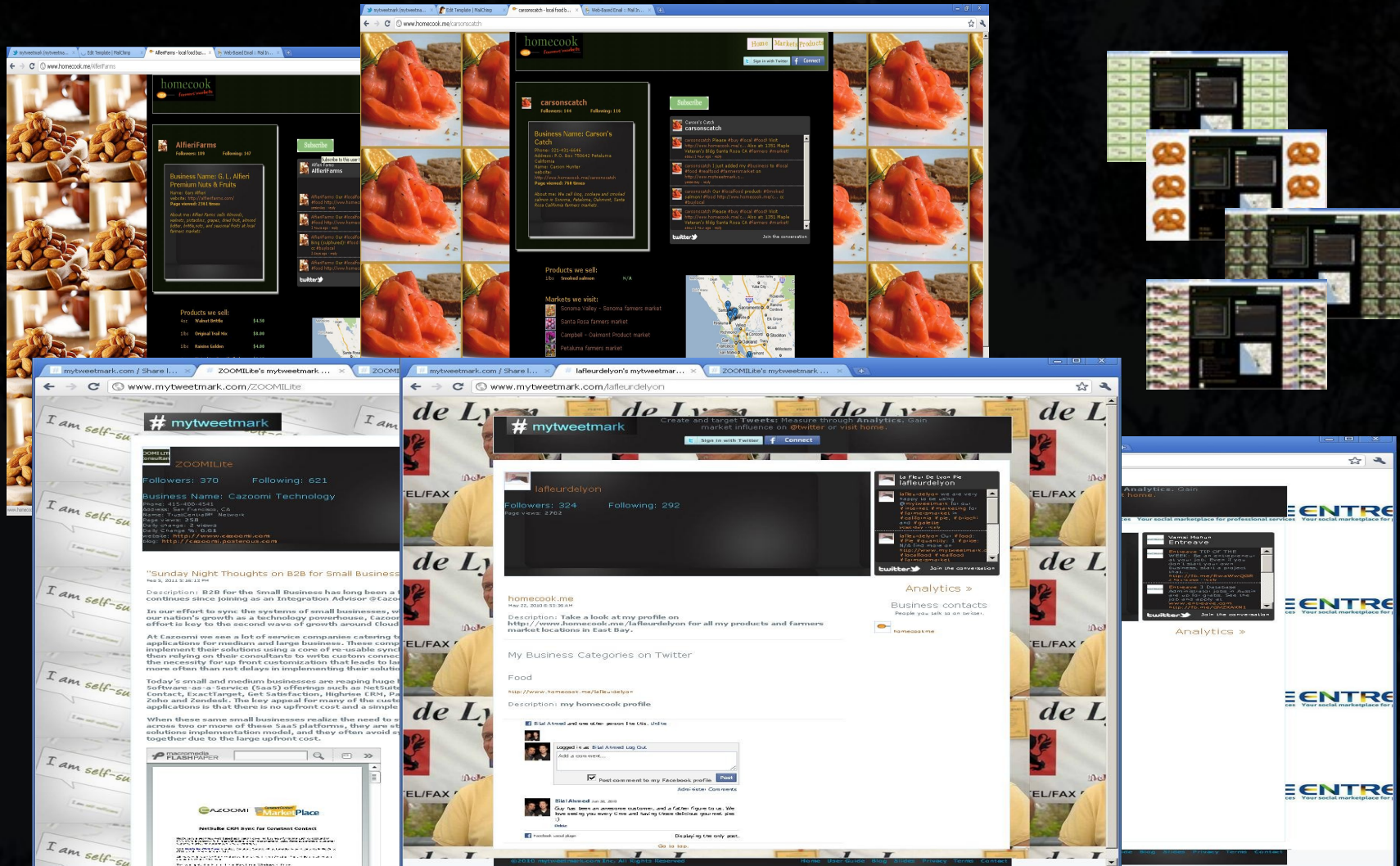
Customers very happy! Social media and software development is very expensive!!

Revenue: So far free; now offering \$30/month subscriptions; email campaigns

of Customers: 200 customers in over 150 farmers' market in Northern California and Austin, Texas

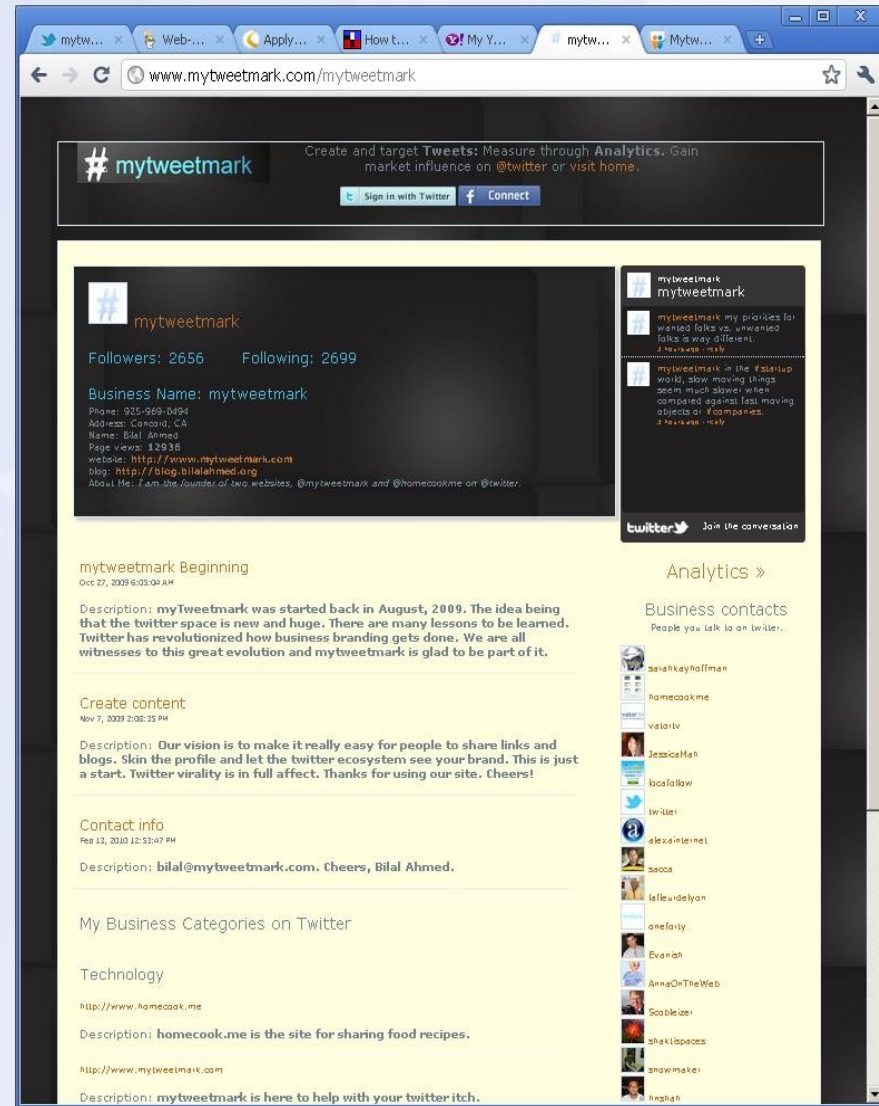
- Over 1000 total local small businesses
- Interviewing wineries for customer development/lean startup

Business customer profiles



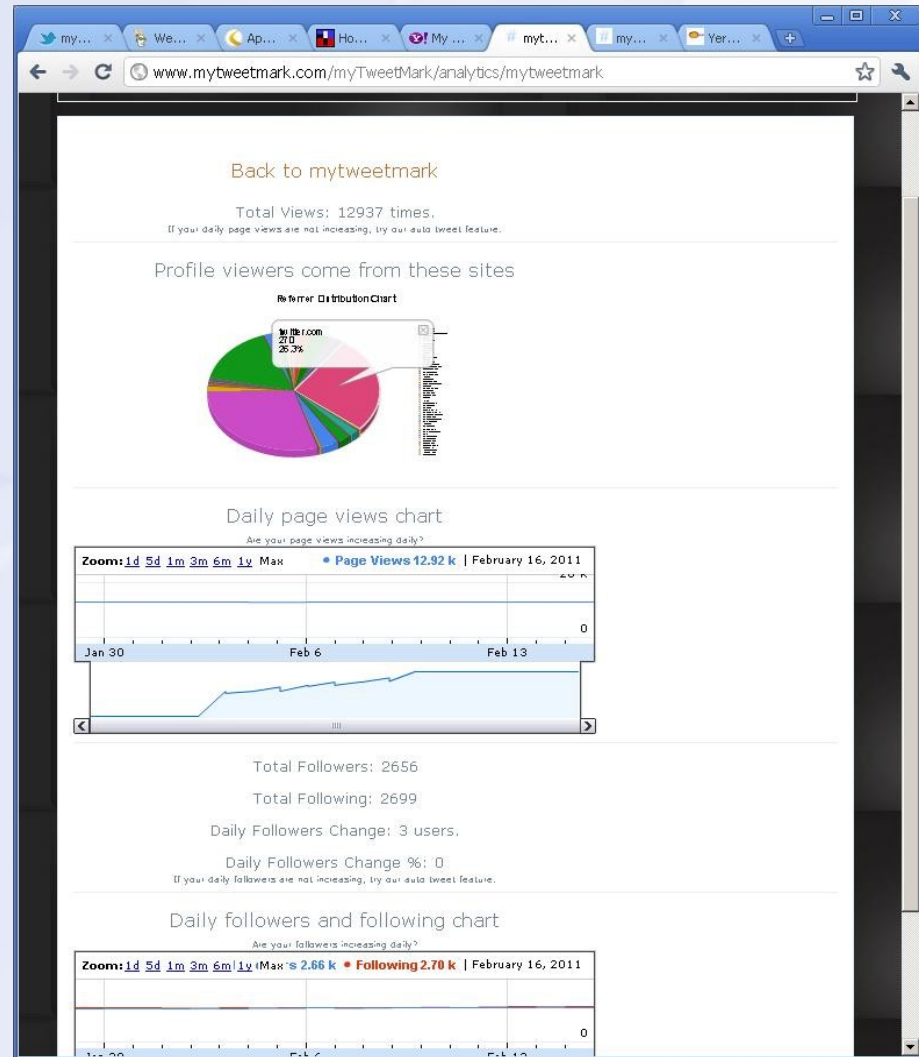
@mytweetmark features:

- 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



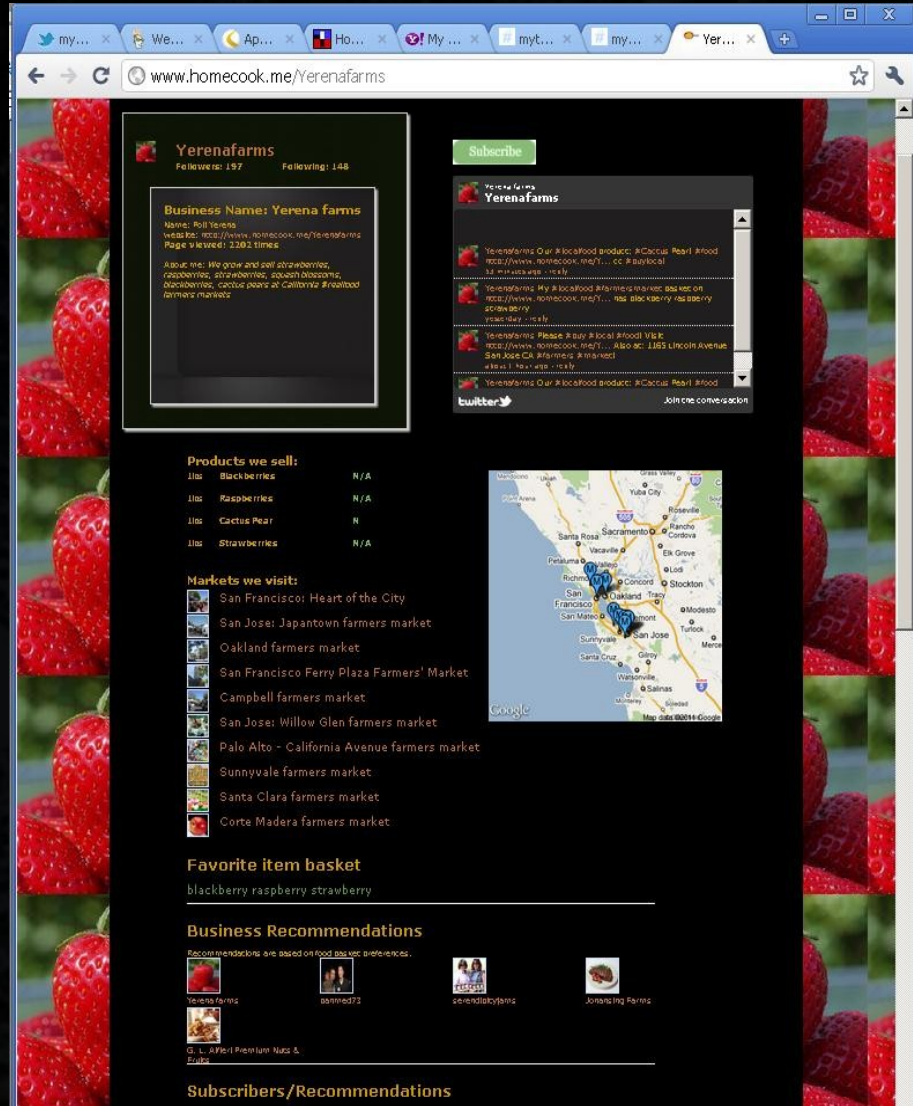
@homecookme features:

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*

Revenue Projections

- 2011 336k
- 2012 504k
- 2013 2m~
- 2014 14m~
- 2015 27.5m~

Investment

- Pre-money: \$2M
- Seeking \$500k; 27.5M revenue in 2015
- Fill 1 engineering & 1 business for 2011; market product & advertising
- Current Burn rate: \$6800/month
- Prior investment: 100k
- Exit:
 - Flowtown, foodzie, foodspotting, yelp, urbanspoon, google, aol, twitter