

EXHIBIT 11

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From: Dave Morin </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=DAVE MORINCB4>
Sent: Monday, May 07, 2007 10:07 AM
To: Ami Vora
Subject: Re: dev platform msging

Would love to.

-----Original Message-----

From: Ami Vora
To: Dave Morin
Sent: Mon May 07 10:01:40 2007
Subject: RE: dev platform msging

I'm avora@facebook.com for aim (though I'm usually not on).

Let's grab some tea today if you get time.

-----Original Message-----

From: Dave Morin [mailto:davemorin@facebook.com]
Sent: Monday, May 07, 2007 12:00 AM
To: Ami Vora
Subject: Re: dev platform msging

Wahoo! :)

Did you have a good weekend? Also, do you have AIM?

Dave

On May 6, 2007, at 10:34 PM, Ami Vora wrote:

> Thanks for the feedback, Dave. Let's talk about this tomorrow --
> finally, we might have a chance for an actual meeting :) .

>

> -----Original Message-----

> From: Dave Morin [mailto:davemorin@facebook.com]
> Sent: Friday, May 04, 2007 1:13 AM
> To: Ami Vora
> Subject: Re: dev platform msging

>

> hey ami,

>

> thanks for putting time into this, i appreciate your insight. here are
> some of my comments. here we go, lets get a discussion going:

>

>> What is the Facebook Platform?

>> The Facebook Platform gives any developer the ability to build
>> applications that plug into Facebook. With Facebook Platform,
>> developers can build applications that incorporate information that
>> users choose to share with their friends.

>

> made some changes.

>

>> Because a user's applications can be seen and added by her friends, a
>> valuable application can spread virally through the Facebook network,
>> quickly installed by millions of users.

>

> We need to be more clear in this message. What is a valuable
> application? Valuable applications, in my mind, are those which are
> virally engineered the most effectively. So, we need to more clearly
> articulate that a developer has the opportunity not just to make a
> "cool" or "valuable" application, but that by leveraging the social
> graph, they can actually engineer the virality of their application.

>

>> The combination of Facebook's powerful technology, social data, and
>> viral distribution model make Facebook a unique development platform,
>> enabling developers to be on the cutting edge of technology while
>> having an impact on millions of users.

>

> I don't like the words "cutting edge" for some reason. but other than
> that this is good.

>

>

>> Top Messages:

>

> Here are a few of the top messages which are being worked on for
> Mark's keynote and that have been inherent in platform strategy since
> the beginning, just for reference. Most of the sub-points are too
> conceptual to be included in messaging, but worthy of note. The 3 top
> level messages are likely to be what comes out in the new developer
> site, as well as in mark's keynote (even if slightly semantically
> different):

>

> Facebook Platform is THE (world's most advanced) social platform.

>

> What does it provide?

>

> Deep Integration

> - Facebook Platform is the next big Platform, an evolution of other
> great platforms such as Google Maps, Salesforce, and Mac OS X.

> - You now have multiple integration points including: profile, feed,
> and frame.

> - Facebook Platform allows you to create deep application experiences
> which are vastly superior to widgets.

>

> Vast Distribution

> - Leverage network effects available in the social graph.

> - Harness the power of social option value.

> - Now you too can virally engineer distribution throughout the social
> graph.
>
> Monetization (build a business)
> - We won't shut you down.
> - We encourage you to build a business, and we will even support you.
> (fyi: in the interim we won't shut anyone down for using google
> adsense, etc)
> - Coming soon...revenue share.
>
>> With the Facebook Platform, you can build applications that keep
>> users in touch with what's important to them.
>
> This isn't entirely clear to me what this statement means. "what's
> important to them" seems ambiguous. what do you mean by that? i think
> we need to be more clear.
>
>> Because a user's applications can be seen and added by her friends,
>> your application can spread virally through the Facebook network,
>> quickly added by millions of users.
>
> Here I think that we need to be very clear that this is something that
> the developer has an opportunity to engineer. Viral distribution
> doesn't just happen, it is engineered. Or, we should shift this
> message to highlight the ways in which we are going to help viral
> distribution. Such as allowing feed integration, notification, and
> email integration.
>
>> With Facebook Platform, you've got access to a new kind of data -
>> social data, which enables you to build applications that are
>> relevant to users.
>> The combination of Facebook's powerful technology, social data, and
>> viral distribution model make the Facebook Platform a unique
>> development platform.
>
> I like both of these messages a lot. I think I like the second one
> best.
>
>> With 21 million users and 40 billion page views per month, Facebook
>> is here to stay.
>
> amen.
>
>> Whether you're developing for an enterprise or your circle of
>> friends, the Facebook Platform gives you everything you need to build
>> relevant applications today.
>
> i don't think we can use the word enterprise, but i think business
> would be ok. we're going to start doing some platform deals with the
> likes of ibm and others that are pretty important in the "business"
> space. but i don't know if we want to call out enterprise.
>

>> [35] partners, from Apple to Digg, have already created a variety of
>> applications to capitalize on the social context the Facebook
>> Platform provides. Now you have access to the same Facebook Platform
>> technology.
>
> Here's the social context message :) I don't think Mark will go for
> "capitalize" and I'm not sure if that is the message that we want to
> send out into the market. It is more that these developer's apps have
> been empowered by the social context that Facebook data has now
> created...
>
>> The Facebook Platform offers deep integration with Facebook, enabling
>> you to create applications that fit seamlessly into the
>> 6th-most-trafficked site on the Internet.
>
> Changed a few things here, but love this message.
>
> Thoughts?
>
> Dave
>
>
>
>