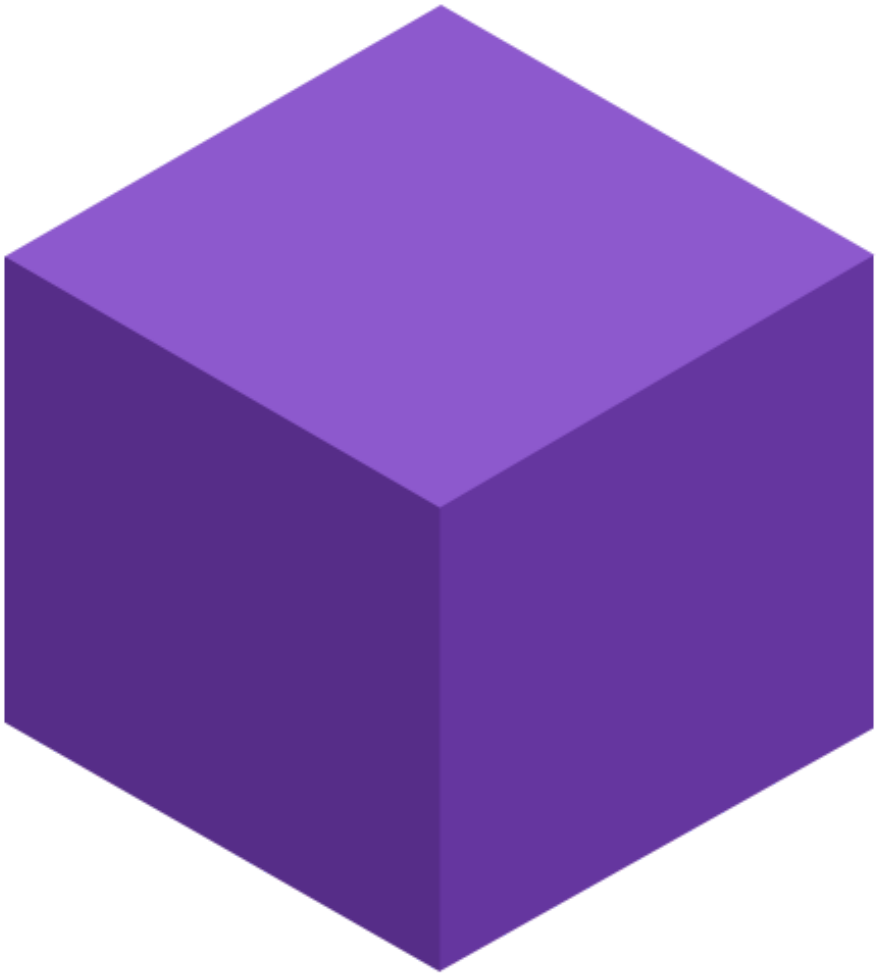


Charles Wahlgren-Sauro | Chapin Bryce | Michael Abbott
Brandon Griggs | Mariana Franzetti | Caleb King

State Of The Internet, as of 2013

People have come to use the internet to connect with each other based on connections made outside the digital world. Web sites such as Facebook, MySpace, Twitter, and LinkedIn have capitalized on this slice of the digital market and exhausted the extent of connections a person can manage. Other sites such as Tumblr, Reddit, Delicious, and Hitrecord have begun to understand that the internet can be relatable through content that isn't shared through friends and that people express personality through shared content with people they don't know. It's currently highly inefficient for users to create meaningful connections through a shared interest in content. Menti will allow users to express and explore their interests through search, enabling them to create and display meaningful connections outside their current sphere of peer influence. Menti encourages connections through a shared interest in similar content through the process of users personally seeking new content that they care about.

The Purpose of Menti

The first goal of Menti is to build a product that enables people to find highly relevant, on demand, content. The second goal of Menti is to quantify peoples' knowledge base, make that information public, and match people based on common level of interest in specific topics through the user's continuous interaction with the product.

Menti

Menti is a product designed to allow users to search for content that has been uploaded to the site by other users and through this form organically generated communities centered around said content. The more specific the content the more enriched each community becomes. Our aim is to allow communities to be generated by each user's search queries in different types of content that each user individually searches for on Menti. Facebook and Reddit have made personal information and generic information accessible, and now with web 3.0 on the horizon, it is time to allow people to search content and build meaningful communities around both personal connections and interests, from, for example, entrepreneurship to dog sledding to acid jazz. Menti will allow users to upload content from the internet to the site and get feedback from people who find the content that the user has uploaded and make continual edits to ever refine the context and usefulness of what that document is, whether it's video, image, article, or blog post.

How Menti works

Search

Menti allows people to seamlessly upload content from the internet that they want to share and contribute so that the users looking for that specific piece of content have access to it. Menti uses a filter box method. There are 10 boxes, each of which can contain 25 characters or less, to build context around the content that is being uploaded to the site so that users searching for content get superior and more specific results to what Google or Redditt currently offer; (these are our direct competitors).

Community

People with similar applied filters will be able to view what each other has looked at and be able to see an overall picture of that person and gain quantifiable insight into how profient said person is in a specific arena of knowledge based on their percentage score and what level said person is.

Community Evolution

Users "level up" by progressively adding context to a specific piece of content uploaded to the site that other people have clicked on and/or by gaining Credit Share through intelligent commenting on individual documents of content uploaded that is then approved by the community through giving credit intelligent contributions to said subject area. *CreditShare is further defined in another section of the summary. The big "OMG" with Credit Share is that it is sensitive to the user who gives it and takes into account that user's supposed expertise in said content that is specific to each document. The more the user has approval from users who are higher levels in a specific area of content that pertains to any subject on the site the more that user's experience bar is affected for that subject area.

Overview of Interface for Menti

When the user loads the application or goes to the website directly he/she will be greeted with a clean interface: cube in the upper left hand corner with a cube that rotates below that is centered on the screen. This is the heart of the interface. The user simply uses his/her fingers on a tablet or smart phone device to rotate each face of the cube to effieciently sort through different types of media. This is far superior to tabs and bookmarking due to its intuitive, playful, way to find content that the user is looking for. The cube will be a tangible object in a virtual space that users should quickly be able to understand and find easy to navigate.

6 Faces:

1.) Main Page

Once the user has applied between 1-10 filters to his/her search and hit enter, the user will be brought to this face. This face houses a slice of each media type and is the quickest way to get information on Menti. However, it is also the least in-depth way to find content.

2.) Video

This face supplies videos that are pulled to the screen based on the selected search filters that are created and individually applied by the user.

3.) Images

This face supplies images that are pulled to the screen based on the selected search filters that are created and individually applied by the user.

4.) Articles/Blogs

This face supplies articles and blogs that are pulled to the screen based on the selected search filters that are created and individually applied by the user.

5.) Live Map

Live Map is the face of the cube that shows data related to where the information that the user is combing through originated via I.P. address and is based on his/her applied filters, regardless of media type. This

map is built from the ground up, i.e., from one user to two users onto an undefined number of users. Each user will have an individual color assigned to him/her based on how the user interacts with the site. This will allow for a colorful snapshot to be displayed that shows how much expertise each area of the world has on individual topics and possibily doucments. We will display this data through color. This will provide a clean, simple, and efficient way of viewing the information stated above in this paragraph. Users who wish to, will be able to zoom in on individual regions of the map of the world and get more precise data that pertains to all that is mentioned this paragraph. Our ability to compile data from all Menti users as they interact with the site will be crucial to making this possible.

6.) Profile

Once the user has entered his/her credentials to gain access to Menti, the user's individual profile will be made available to him/her. This face will contain a simple square box that will be filled in with the current color of the user's cube and will be placed in the upper right hand corner of his/her screen. Centered in the middle of the face will be a timeline showing how the user's cube has transformed colors since the time of joining the site. This will likely be a linear bar with dates put in place along with crucial moments of changed interests. This face will also include a displayed record of all the things the user has explored on the site based on underlying overall subject areas. We haven't decided what this will look like yet. All the information stated above will be shown to the user. Users will have the choice to either keep the information stated above private or public.

Level System (CreditShare Concept) & Additional buttons

CreditShare (CS)

A major problem with the current "like" system, is the inability to account for someone's creditbility. CreditShare (CS) accounts for the expertise of the user rating another user's comments by showing who exactly has given credit to the content and how much credit the communities they are a part of has given him or her. As a user becomes more creditable in certain topics their input will have more weight. Built into CS is a tracker that knows who has watched and liked an artists material and based on that they are given more leverage by having progressively more input when giving a user CS. The more CS a user has, the more weight your input has. This is similar to the real world of music in the fact that if a make name producer likes an artist's music, it will be much easier to get a recording deal.

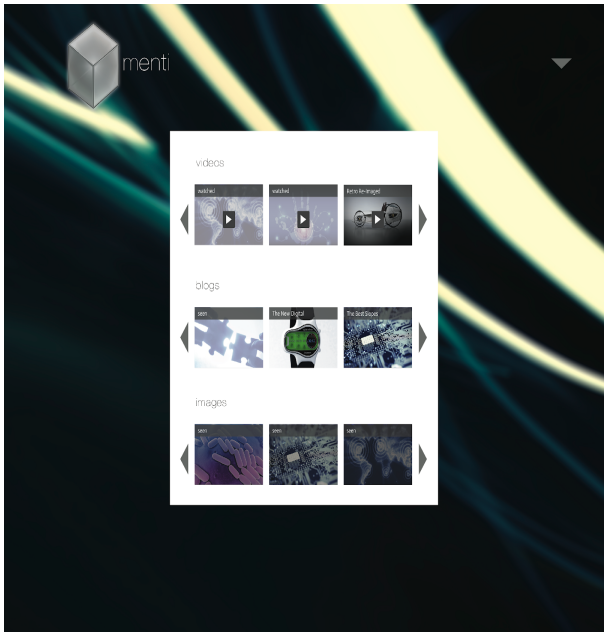
Add Content

In the upper right-hand corner will be placed a "+". This will serve as the location for users to upload content from the internet onto the site. When the user clicks the "+" button a drop down menu will appear. This menu will contain 3 components. 1.) Copy and paste bar for URL. 2.) Directly underneath will be a bar for the user to create filters and may add up to 10 filters that help build context as to what the document is with the aim of being as exact as possible. Each filter must be 25 characters or less. By clicking on this bar and typing the character count will reduce as the user types on the right side of the bar. Once the user is satisfied with the filter he/she simply clicks "enter" to create the filter hence tagging the document. To create another filter the user simply starts typing again on the same bar. To delete filters the user simply clicks on the upper-right hand corner of the individual filters where an "x" is located. 3.)

Directly underneath the filter creation bar is a comment box where the user may add comments to the posted document.

Search & Filter board

This is where the user creates and uses previously created filters to search for desired content. Once each filter is created/reused it will be saved on the board until the user wishes to remove it. Below are two images of what it will look like to have the filter board while in use along with how it will appear when not in use.



Community board

Scoreboard is where users can compare themselves to people who share a similar knowledge set relative to his/her own with regard to a specifc subject. This is done by showing a list of other users' percentage of competency compared to your own on specific topics such as mountain biking, knitting, and window installation, for example, Community board will only reveal comparisons between other users that relate to content you have looked up through filterboard.

Achievements board

Here we will provide a high level overview of our team's proposed business model. A main goal behind advertising is to get people emotionally attached to a consumer product based on some personal connection and maximize the chance of getting them to take action right at the peak of excitement. That said, it makes sense to have product placement be a crucial piece of the equation in our business model. Get a person charged about an idea right as they are at the moment of anticipation that something great is about to happen! The idea for Menti is when a user levels up—advances, give them an "easter egg" by hitting them with an achievement right at the height of their anticipation. Take it one step further by attaching that achievement to a real world reward. Companies such as Kiip and PromiseUP have implemented this model and have shown success!

Halo Bar

Halo Bar is a feature that becomes active once the user has interacted with the site enough to hit a minimum threshold of competency with Menti. This threshold is based on an algorithum written by the makers of Menti. The purpose of this feature is to allow users with similar interests and levels knowledge bases with regard to those specific interests to interact via chat. These could be people the user already knows or more likely people who the user has never met. Halo Bar can be made sensitive to geographical

location based on where the user is currently using the product or, for the most accurate matches, to simply take into account every member of the site who has met the minimum threshold requirements. Once Halo Bar is activated it will notify the user and give them the option under settings to keep it on or turn it off.

Settings

The Setting face contains the ability to change email address and password login information. It also provides users options to be able to further adjust privacy.

Feedback!

While getting a feel for the interface, users will have the option to send us feedback on the product in real-time. Our company email will be provided at the bottom of the filterboard. It will read the following:

Contact us!

<Insert company email here>

Beta

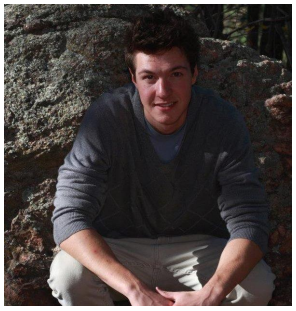
Beta will include a cube with elementary user functionality for light user testing. This phase will include all of the Champlain College and University of Vermont student bodies (approximately 13,000 students). The interface will have all key components included at this stage that will allow for full interaction with the cube itself. We **will not include Live Map**, **Profile, CreditShare, Halo Bar or levels** at this stage of development. **Live Map will hold real estate on the top face of the cube while Profile will be placed on the bottom**. Both faces at this stage will say something to indicate that there will be user functionality presented on top/bottom locations of the cube at some point. **Active components will include** the cube interface with the ability to maneuver the cube in a simple and intuitive manner, along with the ability to add content to the site from the internet while adding comments and filter tags for each document put onto the site. The cube will sort all media types and display content on the appropriate faces of the cube. User testing will lead to feedback and the waterfall effect of development will ensue.

The Team

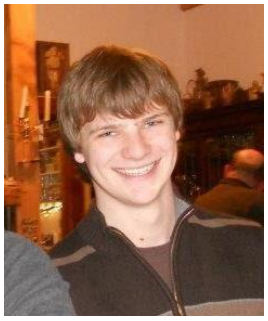
Co-Founders

Charles Wahlgren-Sauro

Eric Wahlgren-Sauro is studying International Business at Champlain College. He actively manages a portion of his family's portfolio doing active stock and options trades. Eric has built and managed a team of 200+ people in association with selling Vemma products to college students. He is currently employed by the Bloomberg Institute as an ambassador representing the company at his college and provides students access to an exam that gives potential employment opportunity upon graduation for students who score well.



Chapin Bryce



Chapin Bryce is studying Digital Forensics at Champlain College. His experience as a Peer Advisor introduced him to Eric Wahlgren-Sauro. Chapin's work experience includes System Administration for The Senator Patrick Leahy Center for Digital Investigation along with development on project TAPEWORM with Michael Abbott. TAPEWORM (www.feedthetapeworm.com) is an automated open source forensics tool that was developed remotely and presented at the 4th Annual Open Source Digital Forensics Conference in Chantilly, VA. TAPEWORM was funded by TASC, a research corporation based in Chantilly, VA. Chapin's prior experience included 6 years at Smugglers' Notch Resort as a Supervisor for a water park facility.

Michael Abbott

Micheal Abbott is a Champlain College Graduate with a Degree in Software Development, Manga Cum Laude, with a certificate in Java and in pursuit of a second certificate in Computer Digital Forensics. Working with Chapin Bryce, he was the Lead Programmer for the TAPEWORM project (www.feedthetapeworm.com). Their remote work has produced two versions of TAPEWORM, version 1 that was presented at the 4th Annual Open Source Digital Forensics Conference in Chantilly, VA, and version 2 which contained user requested updates. Between these two versions, more than 400 copies were downloaded. His passion, integrity, and work ethic derives from his service as a formal veteran Non-Commissioned Officer and Team Leader of Reconnaissance Surveillance and Target Acquisition squad while on active duty.

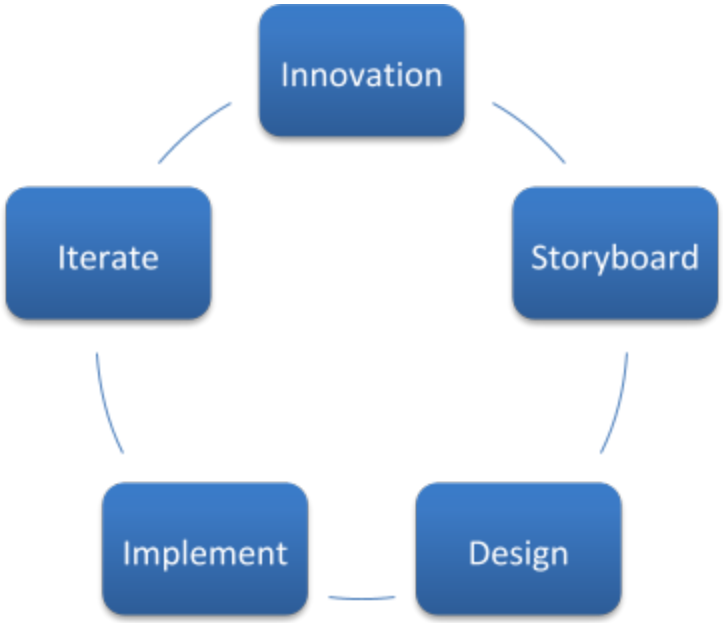
Advisory Board

Robert Bloch- Serial entrepreneur and direct support for the team

Carlos Franzetti- Two time Grammy Award winning artist

Oscar Grillo- Multi-Award winning artist and creative director involved with animated projects such as the Pink Panther and Avatar

Development Process



- Innovation – The idea is conceived
- Storyboard – The idea is then worked out and details about functionality and designs are made
- Design – the storyboard is then designed as an image to create a graphical representation of how it will look
- Implement – The design is then coded and made functional
- Iterate – the implemented code is then tested and evaluated

Milestones

1. 2013 Spring/Summer – Develop first iteration
2. 2013 Fall - Launch to Champlain College. (2,000 undergraduate students)