

Mashbot

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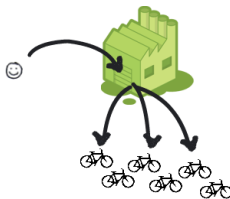
Table of Contents

- 1 Rationale
 - Why it is needed?
 - Who needs Mashbot?
- 2 Similar Products
- 3 Design
 - Architecture
 - User Interface
- 4 Current Status
- 5 Questions?

Why Mashbot?













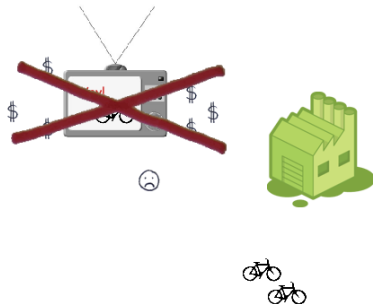














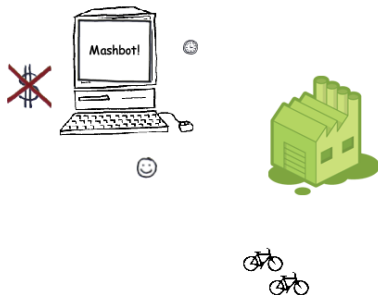


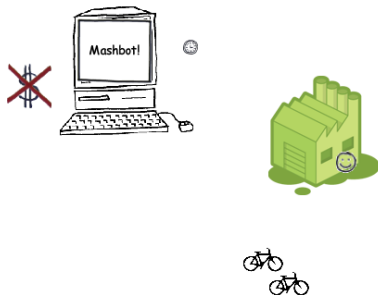


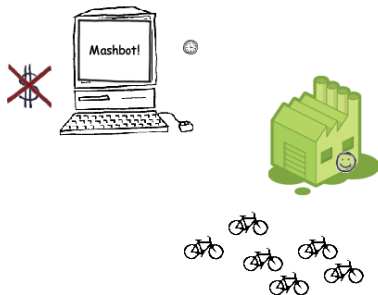


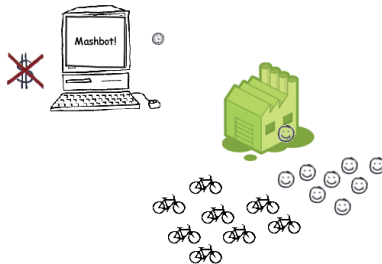


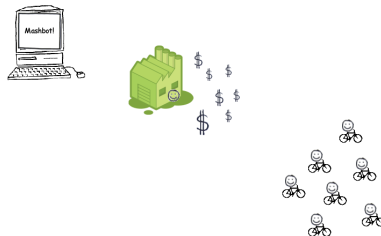












Who needs Mashbot?

Target Customers

- Small Business Owners
- Non-Profits
- Authors

Haven't other people solved this problem?

Salesforce.com

■ Pros

- Interfaces with Facebook, Twitter

■ Cons

- Focused on sales to individual, mostly established clients
- Is focused on customer service instead of marketing

Mailchimp.com

- Pros
 - Campaign Statistics
 - A\B Split Testing
- Cons
 - Only does email

Visible Technologies

■ Pros

- Provides social network monitoring
- Enables engagement in social networking conversations

■ Cons

- Not built for running marketing campaigns
- They seem to be targeting large corporations

Mashbot has a better design

How Mashbot works

- Website
- Two-tiered architecture
 - Campaign Manager
 - Publishing/Aggregation Platform
 - *This decoupling provides reliability and flexibility*

Campaign Manager

- Interacts with social networking sites in a unified way
- Schedules multi-part campaigns and monitors them
- Quick, intuitive interface

Publishing/Aggregation Platform

- Plugin oriented
- Push/pull query architecture
- Allows complex data requests across different services

User Interface

Prototype

Questions?