

20 years

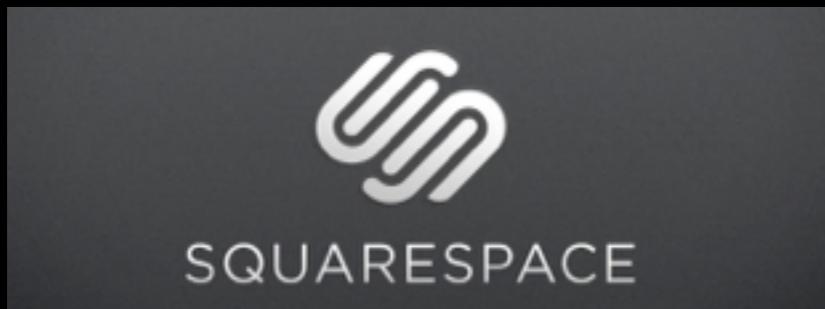
Need

- Small business owners can make changes to their website content.
- Small business owners can hire someone to change their website design.

Competition



ubiquitous

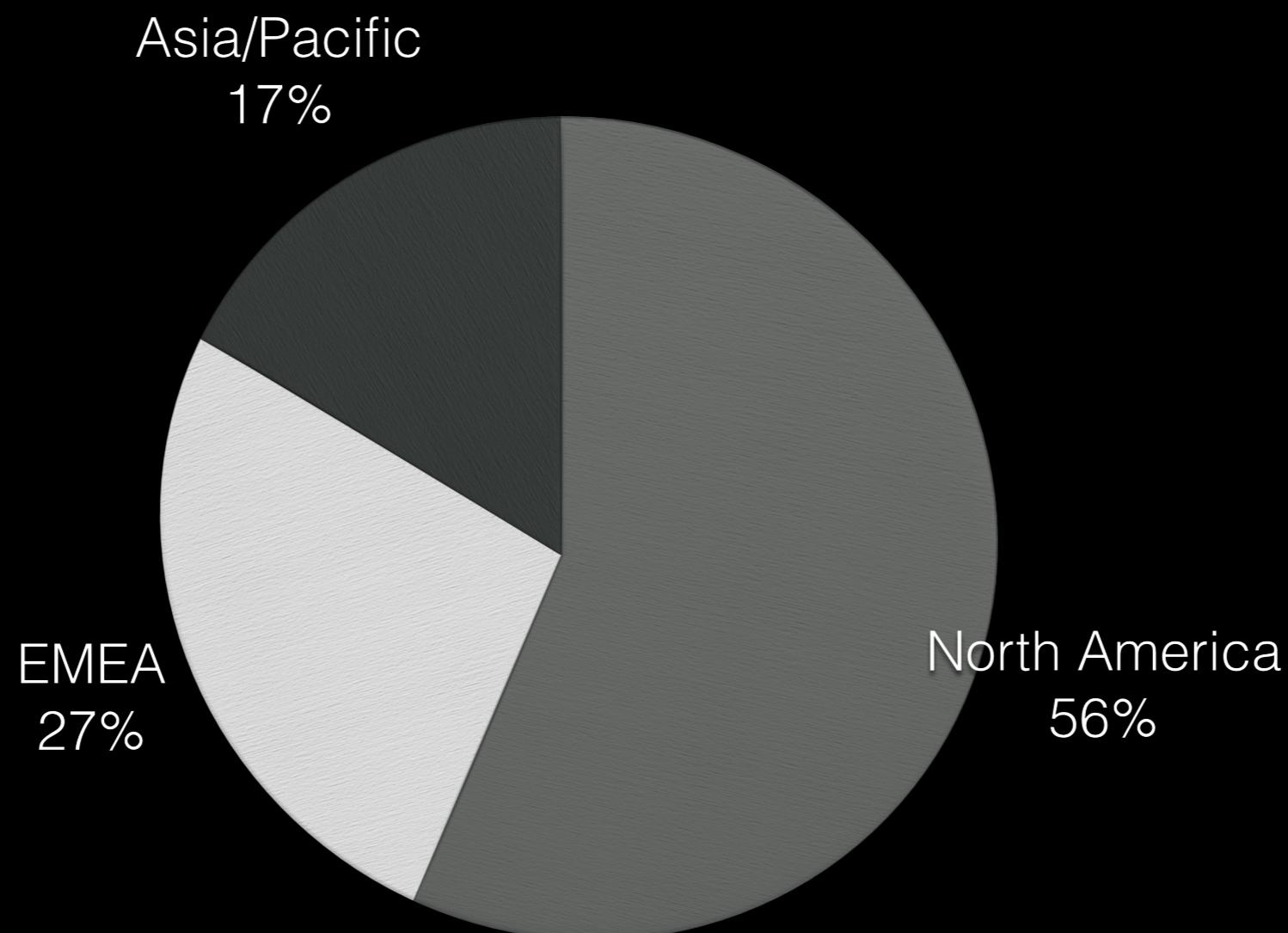


commerce



drag and drop

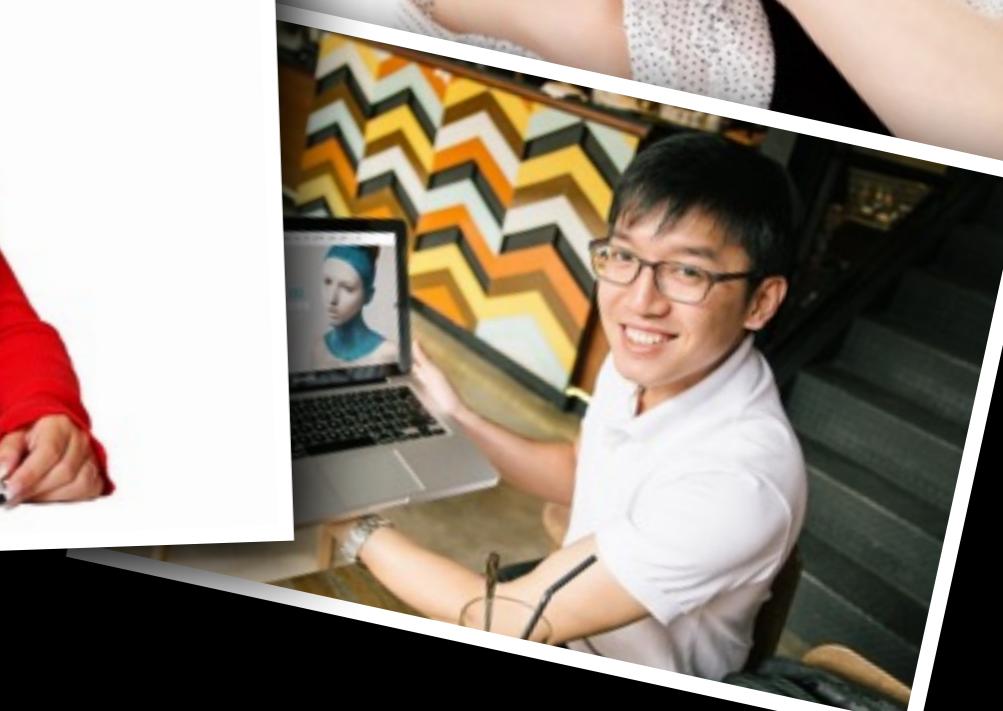
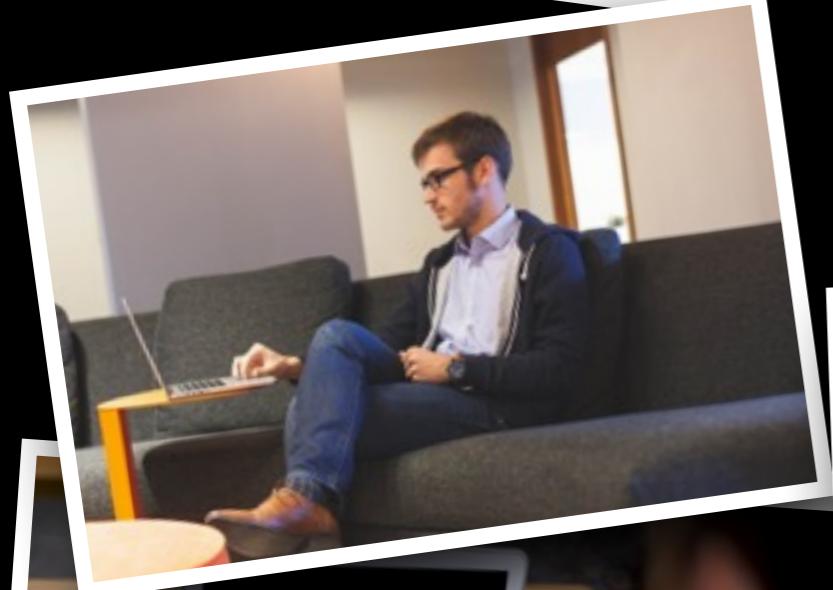
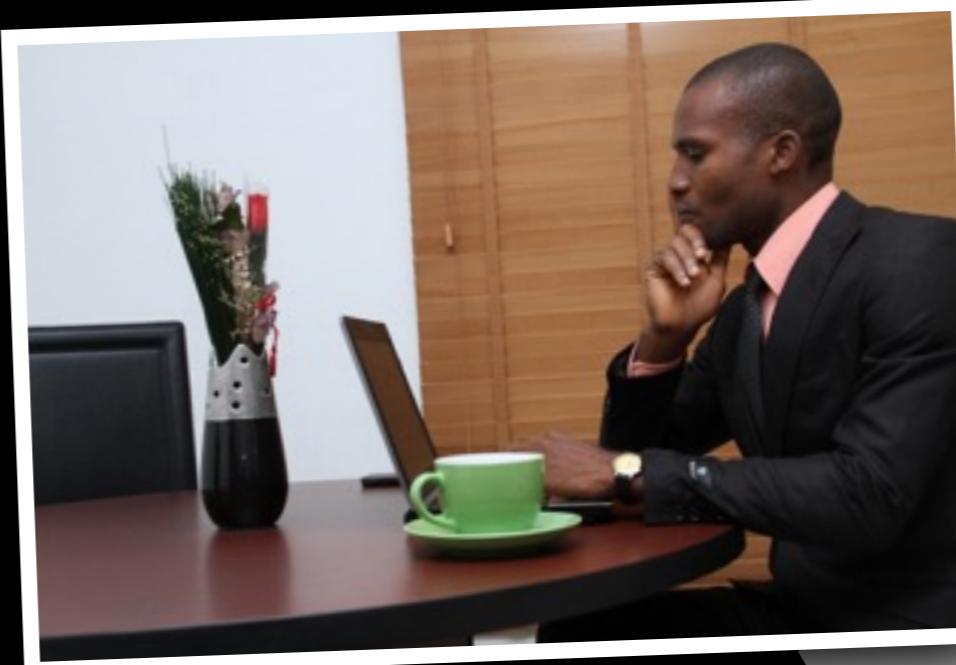
\$1.4B Market





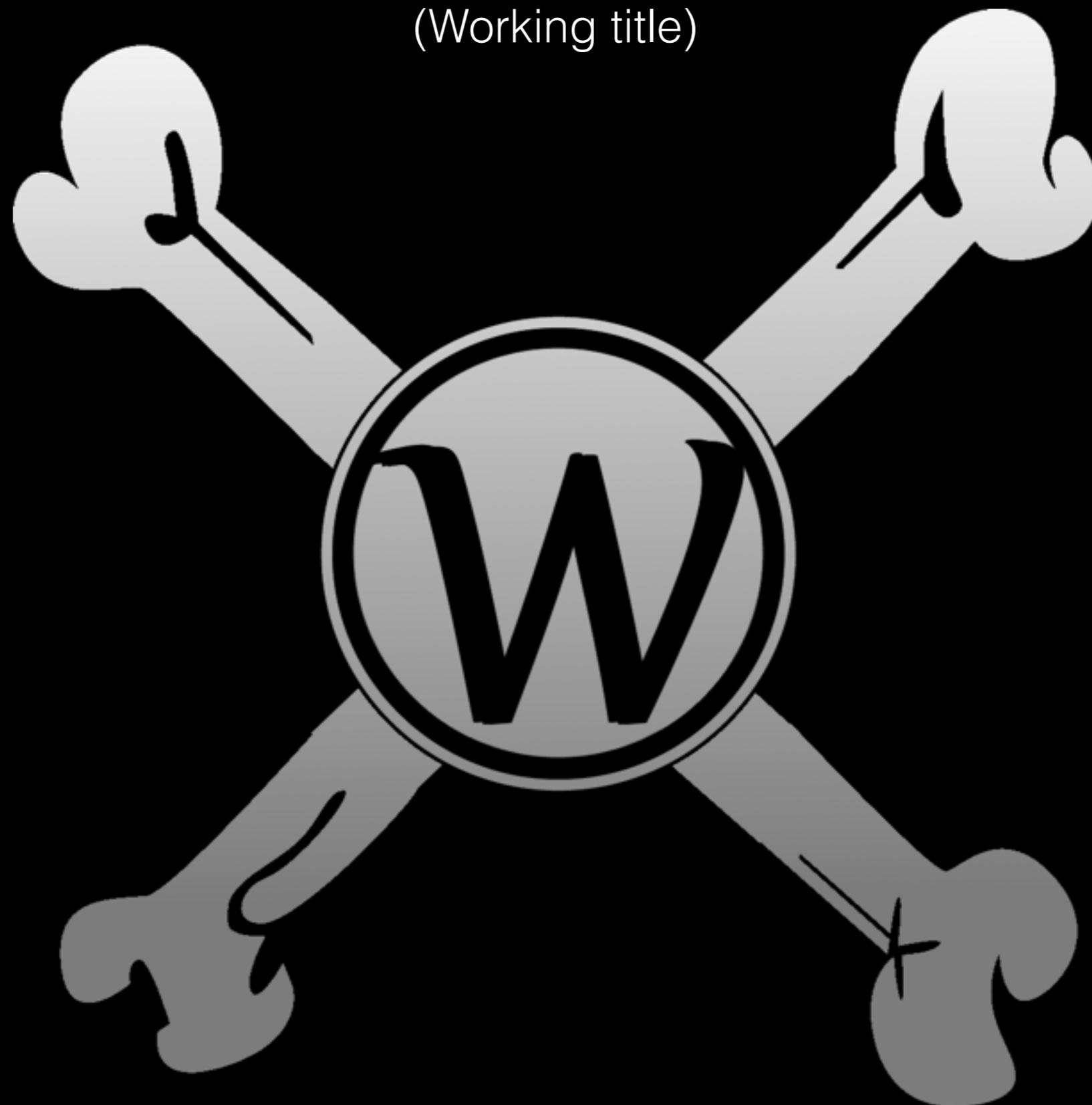
Most small businesses don't have websites
driving **results**

What if we empowered 7.5M small business owners?

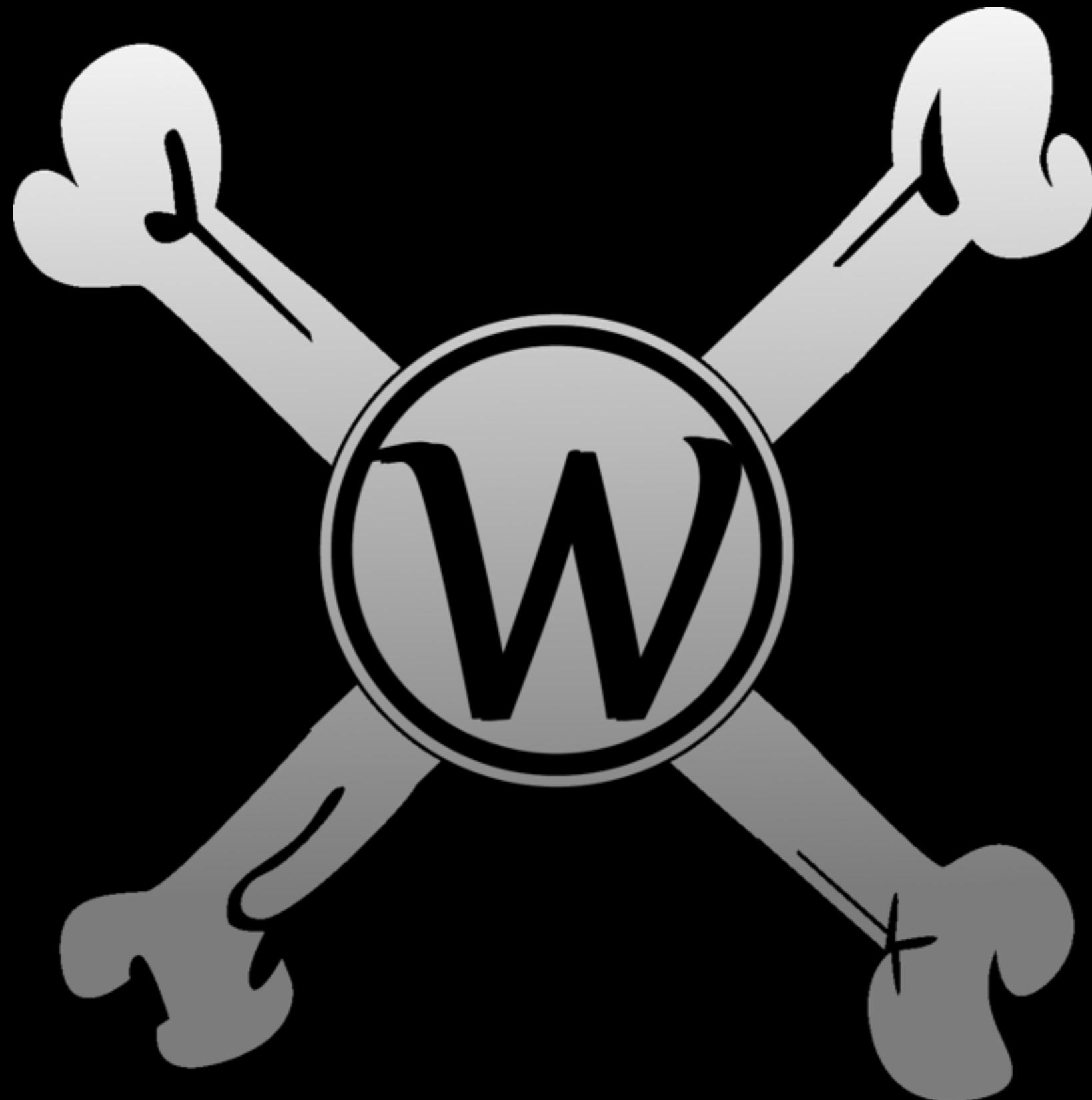


Death to WordPress

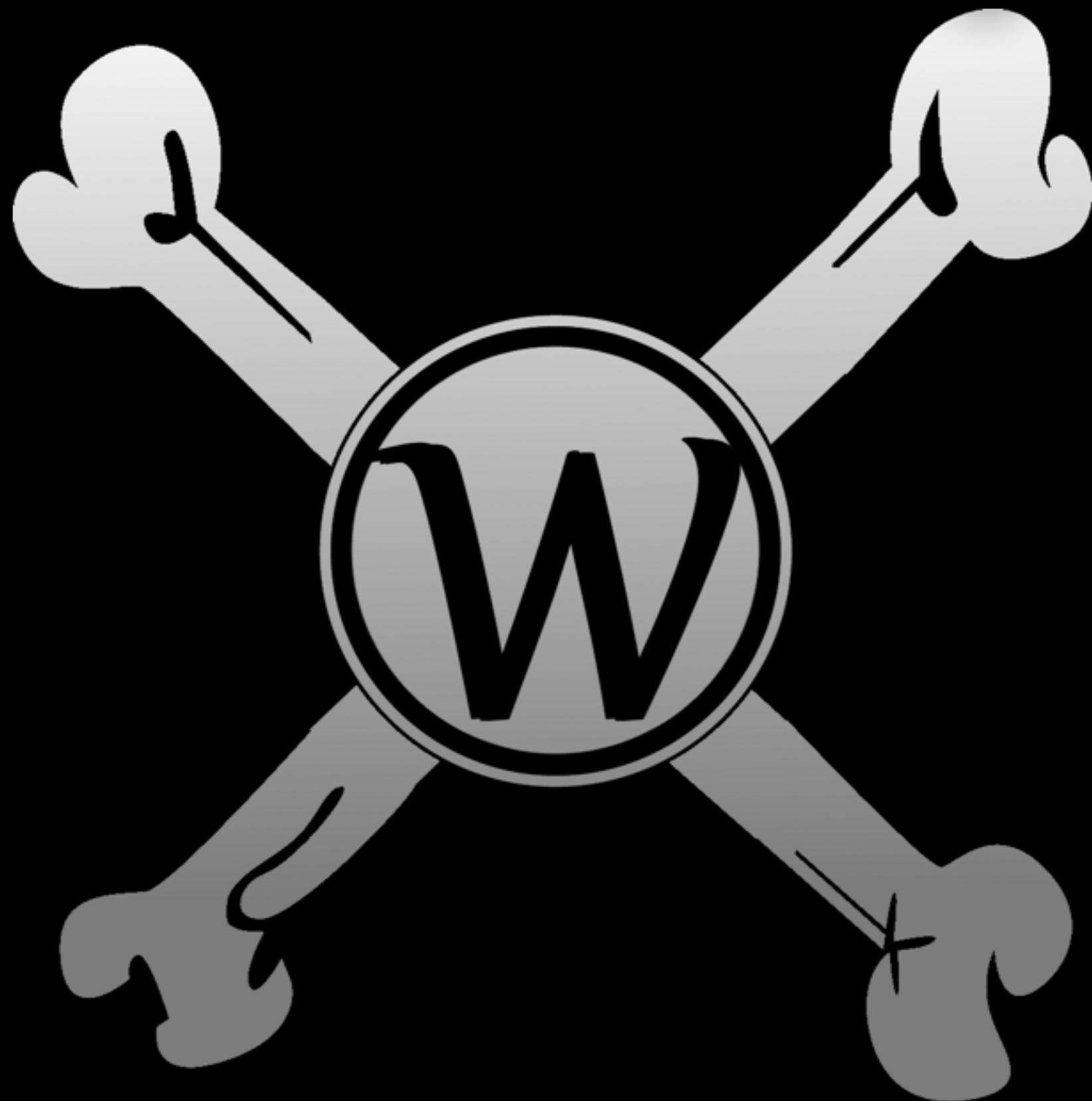
(Working title)



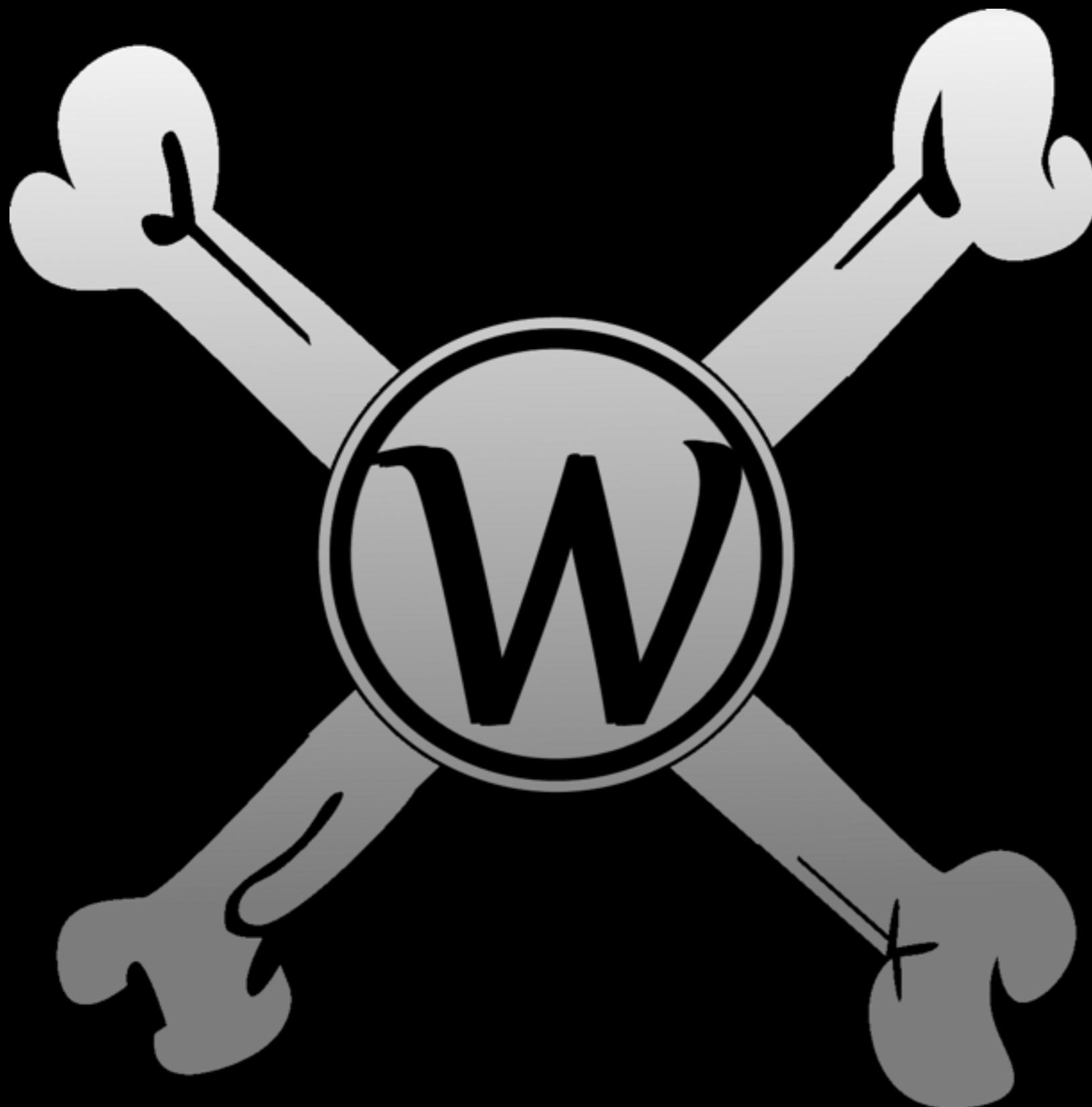
Simpler



Superior Design



Best Practices



Sample

The screenshot shows a website for "Bitcoin Bulls". At the top, there's a navigation bar with links: Portfolio, Blog, My Story, Bitcoin, and a button for "I help CEOs too" with a "LEARN MORE" link. A prominent feature is a modal window titled "Nice to Meet You!" containing the text: "I'd love to let you know about my bitcoin investments. Enter your email below and I'll send you the goods!". It includes an input field for an email address and a green "SIGN UP!" button. Below the modal, there's a dark banner with icons for a Bitcoin logo, a rocket ship, a chart, an envelope, and a smartphone. The main content area contains two paragraphs: "We believe everyone deserves to be empowered. We believe Bitcoin is the most empowering force since the Internet. Bitcoin Bulls support bitcoin by investing our time and money into building the most empowering industry since the internet." and "Not convinced Bitcoin is the most empowering force since the Internet? I've been using bitcoin since July 2013. Here are some of the reasons I see bitcoin as so empowering." At the bottom, there are three footer links: "Arbitrage", "Peer-to-peer", and "Bitcoin ETFs".

Nice to Meet You!

I'd love to let you know about my bitcoin investments. Enter your email below and I'll send you the goods!

Email address

SIGN UP!

We believe everyone deserves to be empowered. We believe Bitcoin is the most empowering force since the Internet. Bitcoin Bulls support bitcoin by investing our time and money into building the most empowering industry since the internet.

Not convinced Bitcoin is the most empowering force since the Internet? I've been using bitcoin since July 2013. Here are some of the reasons I see bitcoin as so empowering.

Arbitrage

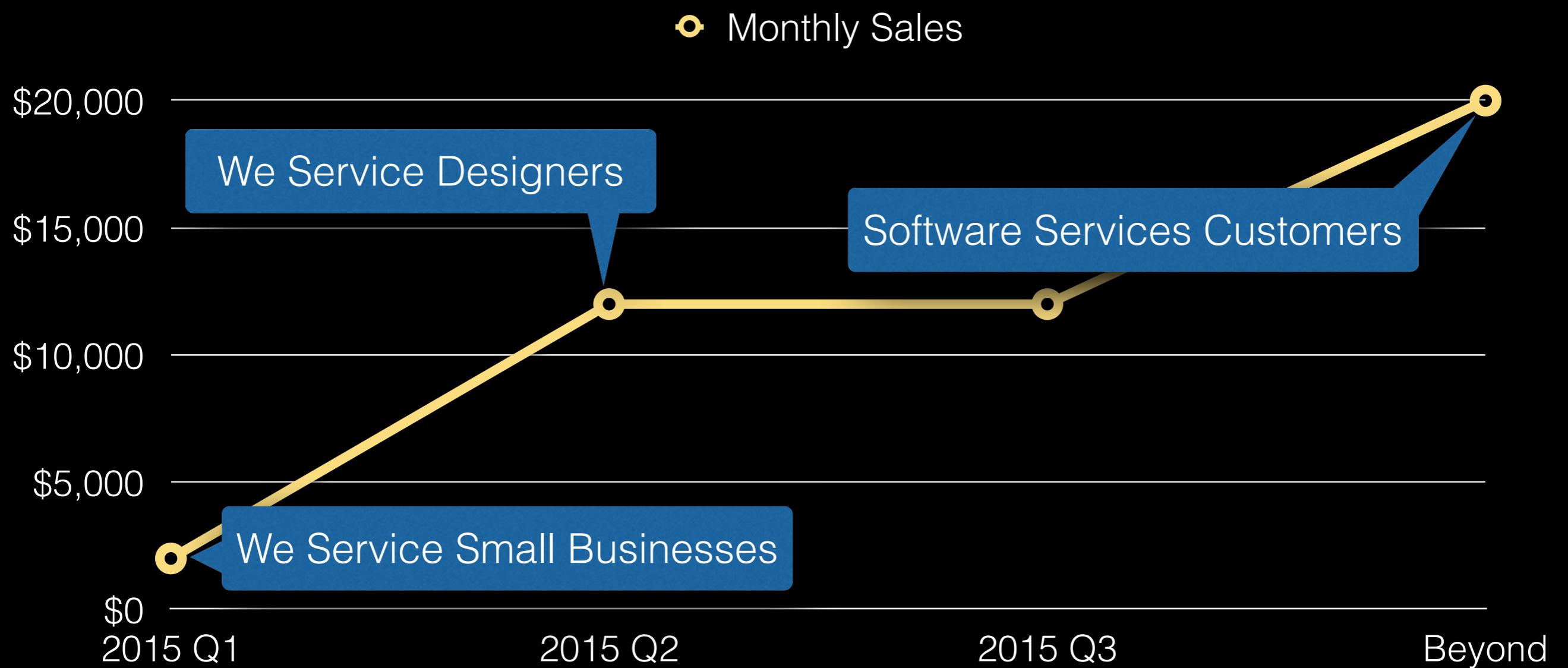
Peer-to-peer

Bitcoin ETFs

Key Value Prop

- Empower small business owners with websites that drive **results**.

Customer Acquisition



Small Business Owners Said

- How can I sell a monthly newsletter subscription?
- I can't add a product to my website.
- My website is useless but I need one.
- I asked my web developer to add an image 3 months ago.

What did we build?

B I ○ □ ⌂ ⌂ Ti - ↺ ↻ ⌂ Hello! ⌂

That makes sense when you consider many (but certainly not all) of the attendees hold libertarian and voluntaryist philosophies. Never heard of a voluntaryist?

>[Voluntaryists are advocates of non-political, non-violent strategies to achieve a free society.](http://voluntaryist.com/)(http://voluntaryist.com/)

C'mon, does this look like a group of evildoers?

![Everyone at Satoshi Roundtable.](http://www.bitcoinbulls.net/images/satoshi-roundtable-everyone.jpg "Everyone at Satoshi Roundtable.")

More secrets

Feeding the homeless, giving people discounts on Amazon purchases, providing financial services to the developing world, reducing fraud in worldwide aid, stopping financial crisis, and introducing people bitcoin.

Lucky Me

I was fortunate to attend last weekend's Satoshi Roundtable.

Bruce did a great job of putting on a high end event.

![Satoshi roundtable welcome flowers.](/images/satoshi-roundtable-flowers.jpg "Satoshi roundtable welcome flowers.")

This was a group of about 60 people who are all dedicated to making the world a better place.

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Functioning Content Management System

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Architecture supports multiple websites

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Real Time Editor

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More secrets

Weekend Accomplishments

DTW Works

Weekend Accomplishments

Improved Product Positioning

Weekend Accomplishments

Improved understanding of
work required

What did Customers Say?

- Definitely opportunity here.
- I've used many different Content Management Systems.
- How are you different?
- Isn't that what xxx does?
- How will you measure effectiveness?

Learnings

- Customers want to see DTW works for them.
- Customers hate their websites.
- Customers are hungry for a solution.

Executives

CEO



SALES



Recruiting

- Marketer
- Designer
- JavaScript developer