

# Facebook's original pitch deck

**MEDIA KIT**  
SPRING 2004

# Slide layout

- Cover
- Killer opening quote
- Solution
- Product Description
- Market Validation
- Vision
- Market size

*Modify this template as you see fit, some slides may not be applicable for your pitch.*

- User Demographics
- User Engagement ✓
- Growth Metrics
- Services
- Contact Us
- Killer closing quote

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*The Stanford Daily, 03/05/2004*

Classes are being skipped. Work is ignored. Students are spending hours in front of the computer in utter fascination. [Thefacebook.com](http://Thefacebook.com) craze has swept through campus.

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# What is thefacebook.com?

**thefacebook.com** is an expanding online directory that connects students, alumni, faculty and staff through social networks at colleges and universities. This online directory allows for user connections on the basis of friendship, courses and social networks (including intra and inter-school networks), and has a built-in messaging system.

# User Profile

Each thefacebook.com user maintains and updates a profile that includes:

- **Contact information**
- **Personal information:** relationship status and procurement, political views, clubs, jobs and favourite music, books, movies and quote.
- **Course information:** the site has a built-in database of school courses and concentrations and automatically builds a user's class schedule.
- **Picture**



Additionally, [thefacebook.com](http://thefacebook.com) automatically adds to each user profile links to school news articles that refer to the user, the last user-away message in the AIM system and the last user access location (the site has a built-in database of school dormitories and halls).

# Social Networking

## Intra-School Networking

Each [thefacebook.com](#) user can browse their school's social network through the following mediums:

1. **Social Net:** *Displays ten random people from the user's school*
2. **Course Roasters:** *Displays all students enrolled in any given courses*
3. **Advanced Search Engine:** *Allows for search on every user profile parameter*

Additionally, each user can add a friendship list to their profile, pending second-source verification of friendship status. [Thefacebook.com](#) automatically adds to each profile a visualization of their friendship network and an indication of the user's connection to viewers of their profile (i.e., friends, friend's friends).

# Intra-School Networking

Each user can also browse the social network of other schools through the global search function. Each user can add a friendship list for each school in thefacebook.com network



## Our Schools - *The Expansion*

[Thefacebook.com](http://Thefacebook.com) was launched on February 4, 2004 at Harvard University. As of April 10, 2004, the expansion of [thefacebook.com](http://Thefacebook.com) network has yielded the following member schools:

# Ivy-League

\*Launch Date\*

\*February 4, 2004\*

\*February 24, 2004\*

\*March 1, 2004\*

\*March 7, 2004\*

\*March 7, 2004\*

\*March 14, 2004\*

\*April 4, 2004\*

\*April 4, 2004\*

Name

Harvard University

Columbia University

Yale University

Dartmouth University

Cornell University

University of Pennsylvania

Brown University

Princeton University

# Other Schools

*Launch Date*	Name	*Launch Date*	Name
*February 26, 2004*	Stanford University	*April 11, 2004*	Georgetown University
*March 14, 2004*	MIT	*April 11, 2004*	University of Virginia
*March 21, 2004*	New York University	*April 19, 2004*	Tufts University
*March 21, 2004*	Boston University	*April 19, 2004*	Boston College
*April 4, 2004*	UC Berkeley	*April 19, 2004*	Northeastern University
*April 11, 2004*	Duke University	*April 19, 2004*	University of Illinois

## The Expansion Plan

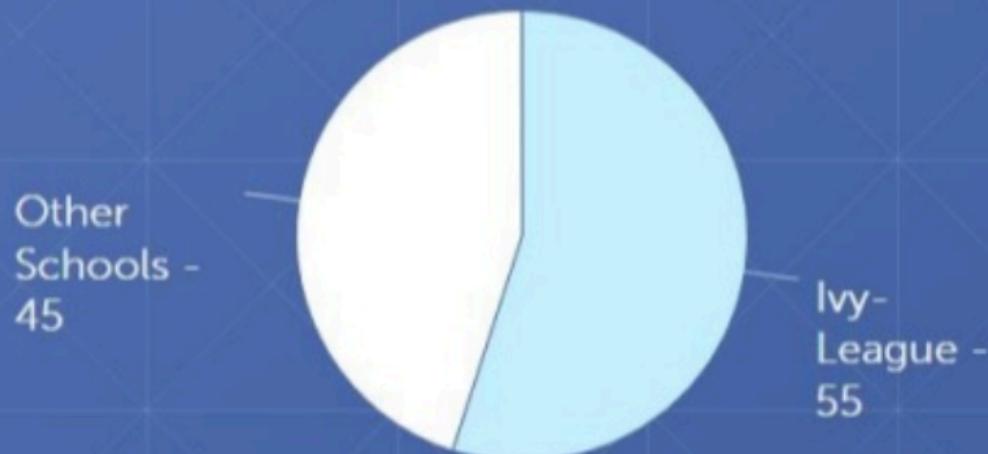
The mission of thefacebook.com is to expand to include most of the schools in the United States. By September 1, 2004, thefacebook.com network will have more than **200 member schools**.

## Our audience - *The College Addiction*

There are 15 million college students in the United States. With an estimated purchasing power that exceeds **\$85 billion**, college students have money in their pockets for your services and products. This year they will spend \$21 billion on restaurants and food, \$9 billion on automobiles, \$5 billion on clothes, \$4 billion on phones and \$46 billion on other amenities. College students are also active job seekers.

# User Base Demographics\*

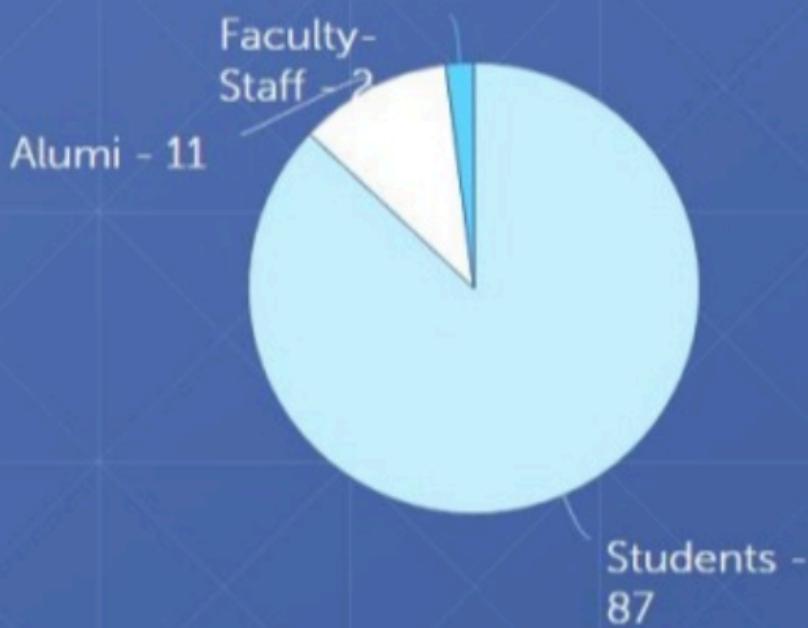
**TOTAL STUDENTS: 70, 000**



\*Based on March 2004 Monthly Statistics

# User Base Demographics\*

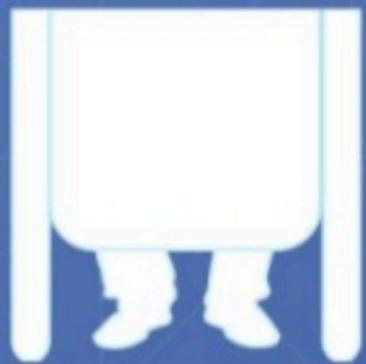
**TOTAL STUDENTS: 70, 000**



\*Based on March 2004 Monthly Statistics

# User Base Demographics\*

**TOTAL STUDENTS: 70, 000**



Men: 48%



Women: 52%



Age 18 to 24: 92%

\*Based on March 2004 Monthly Statistics

# Site Usage\*

**TOTAL STUDENTS: 70, 000**



Daily Unique Users  
**65%**



Monthly Unique Users  
**95%**



Daily Traffic in Pageviews  
**3 million\***

\*Based on March 2004 Monthly Statistics

# Site Usage\*



Monthly Traffic in Pageviews  
**90 MILLION**

\*Based on March 2004 Monthly Statistics

*The Daily Pennsylvanian*

I have a new addiction. It is powerful. It is  
disturbing. It is [thefacebook.com](http://thefacebook.com)

03/25/04

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# User Growth Rate

- The growth rate of the total number of users is increasing, with the addition of 10, 000 thefacebook.com members in the first week of April, 2004.
- The percentage of daily unique users has slightly increased through time.
- The monthly traffic in pageviews has grown through time in proportion to the growth rate of the user base.

Our services - *Online Marketing Services*

# Advertisement

thefacebook.com website allows your company to reach college students, alumni, faculty and staff at the library, their work, home or dorm rooms.

You can target users using traditional horizontal/vertical banners, links and other more contextual ad placements. We will help you identify the most effective placements to reach the goals of your campaign.



## Targeted Advertisement

[thefacebook.com](http://thefacebook.com) allows for targeted advertisement on the basis of any (or a combination of) the following parameters:

- College/University
- Degree Type
- Concentration
- Courses Taken
- Class Year
- House/Dormitory
- Age
- Gender
- Sexual Orientation
- Home City/State/Zip Code
- Relationship/Dating Interests
- Personal Interests
- Clubs and Jobs
- Political Bent
- # of Intra/Inter-School Friends
- Site Usage

# Rates

- Banner ads rates vary based on scope, duration and targeting.
- Available sizes include **468x60**, **120x240**, **120x90** and **125x125**.
- Link rates vary based on targeting.

Please contact us for further information and a rate card. Please indicate advertising intentions, including the duration, targeting and budget.

## Contact Us

If you are interested in our online marketing services, please contact us via e-mail. We will help expose your product, service or recruitment effort to thousands of college students, alumni, faculty and staff throughout the country.



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*The Harvard Independent*

The wonderful thing about The Facebook is its ability to connect so many people through so many different avenues, including courses, interests, houses, politics, concentration, and favourite movies.

03/04/04

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