

# Facebook's original pitch deck



-  **MEDIA KIT**
-  **SPRING 2004**

# Slide layout

- Cover
- Killer opening quote
- Solution
- Product Description
- Market Validation
- Vision
- Market size
- User Demographics
- User Engagement ✓
- Growth Metrics
- Services
- Contact Us
- Killer closing quote



Classes are being skipped. Work is ignored. Students are spending hours in front of the computer in utter fascination. Thefacebook.com craze has swept through campus.

*The Stanford Daily, 03/05/2004*



# 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:



The screenshot shows a user profile on thefacebook.com. The header includes the site logo and navigation links. The profile is for Sean Parker, a Harvard student. It features a profile picture, a 'Send Sean a Message' button, and a 'Poke Him!' button. The 'Information' section lists account details, basic info, contact info, and personal info. The 'Connection' section shows that the user is friends with Sean. The 'Mutual Friends' section shows one mutual friend. The 'Access' section shows the user's last login. The 'Groups' section lists several groups. The 'Courses' section shows that Sean has not listed any courses.

**thefacebook**  
home search global social net invite faq logout

Sean Parker's Profile Harvard

quick search  go

My Profile [ edit ]  
My Friends  
My Groups  
My Parties  
My Messages  
My Account  
My Privacy

**CHECK IT OUT!**  
**ManiaTV! on the Facebook**  
**The Next MTV!**  
Join other Facebook members in becoming the first to know about ManiaTV! Watch music videos from up and coming bands, your favorite X Games stars and animators - all while surfing the Facebook!  
[Click Here](#)

**Picture**  


**Information**  
**Account Info:**  
Name: Sean Parker  
Member Since: December 31, 1969  
Last Update: June 24, 2005  
**Basic Info:**  
School: Harvard  
Status: Student  
Sex: Male  
Birthday: 12/03/1979  
Home Town: Los Altos, CA 94024  
High School: Chantilly High '98  
**Contact Info:**  
Contact Email: sean@thefacebook.com  
School Email: [redacted]  
Screenname: [redacted]  
Mobile: [redacted]  
**Personal Info:**  
Looking For: Random play  
Interested In: Women  
Political Views: Very Liberal  
Interests: blanketing the earth with stuff  
Clubs and Jobs: i work for thefacebook.  
Favorite Books: unbearable lightness of being, siddhartha  
Favorite Movies: garden state, waking life, baraka, zoolander,  
About Me: cyclothymic

**Connection**  
You are friends with Sean.

**Mutual Friends**  
You have 1 friend in common with Sean.

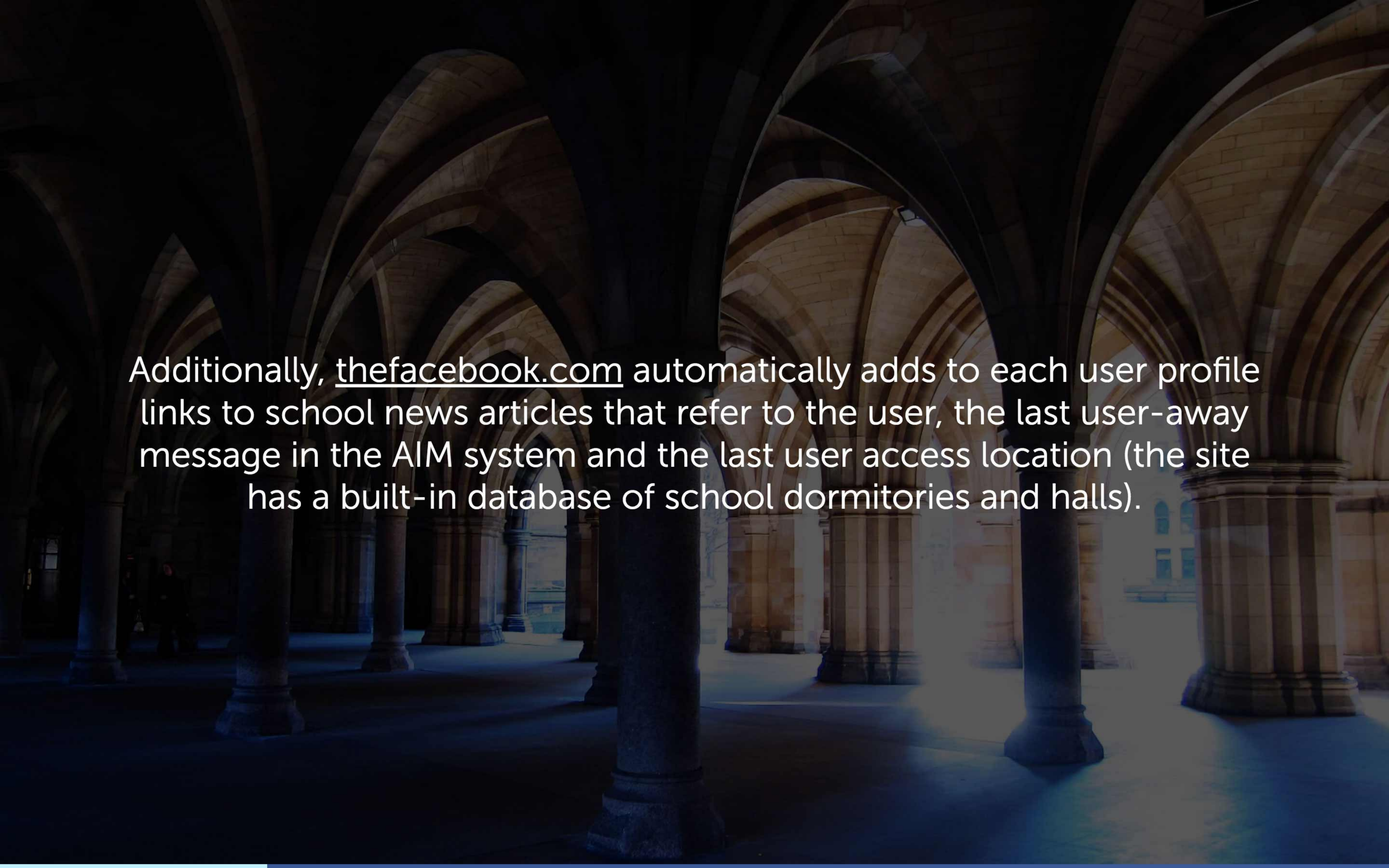
**Access**  
Sean last logged in from facebook headquarters.

**Groups**  
Team Squid • Wirehog • Harvard Bay Area Association • I Just Tried To Ford the River and My Fucking Oxen Died

**Courses**  
Sean has not listed any courses.

- **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](https://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 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](https://www.facebook.com) network







# Our Schools

## The Expansion

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



# Ivy-League

*Launch Date*	Name
*February 4, 2004*	Harvard University
*February 24, 2004*	Columbia University
*March 1, 2004*	Yale University
*March 7, 2004*	Dartmouth University
*March 7, 2004*	Cornell University
*March 14, 2004*	University of Pennsylvania
*April 4, 2004*	Brown University
*April 4, 2004*	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**.



A group of young people are sitting on a grassy area, possibly a park or waterfront, with a city skyline in the background. The scene is captured in a warm, golden-hour light, suggesting sunset or sunrise. The people are seen from behind, looking towards the city. The skyline features several tall buildings, including a prominent one with a spire. The overall mood is serene and contemplative.

# Our audience

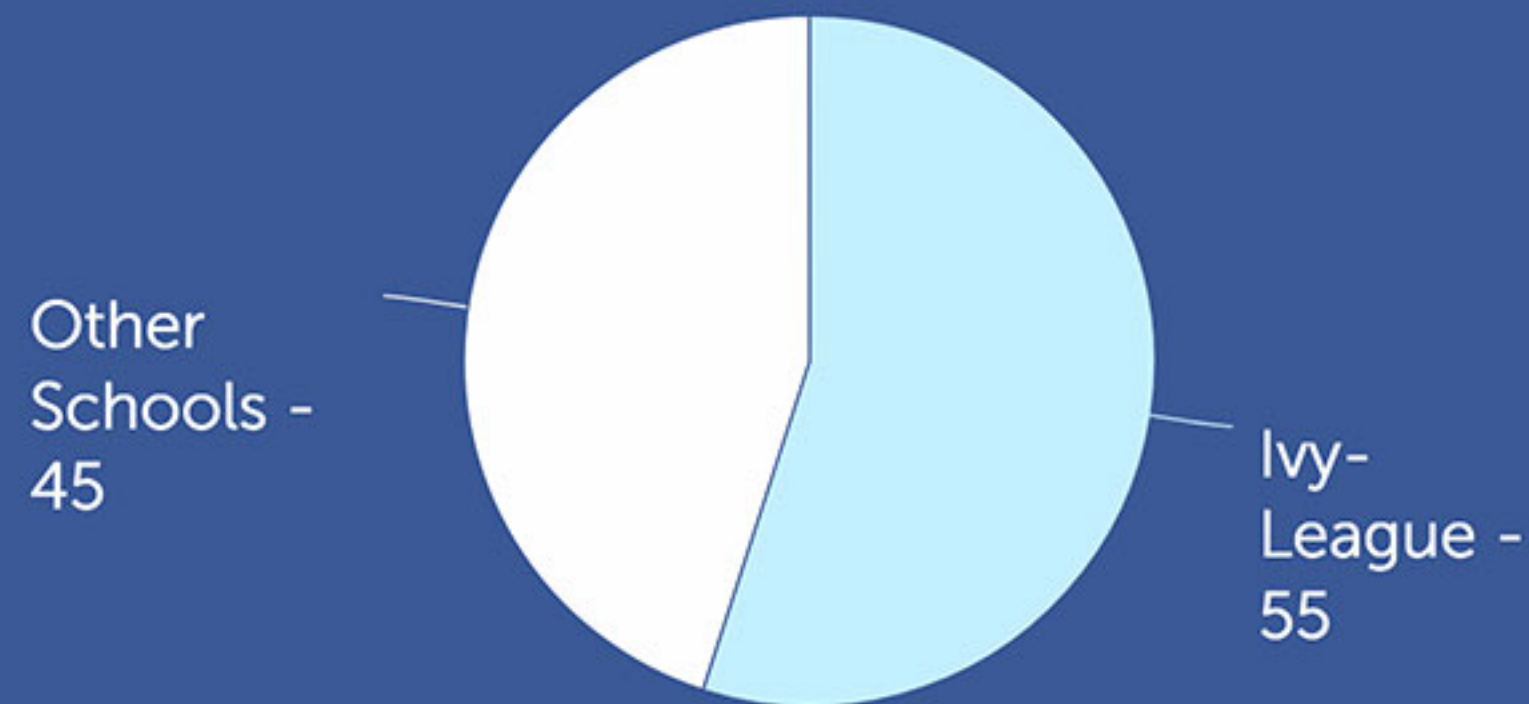
## The College Addiction

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\*

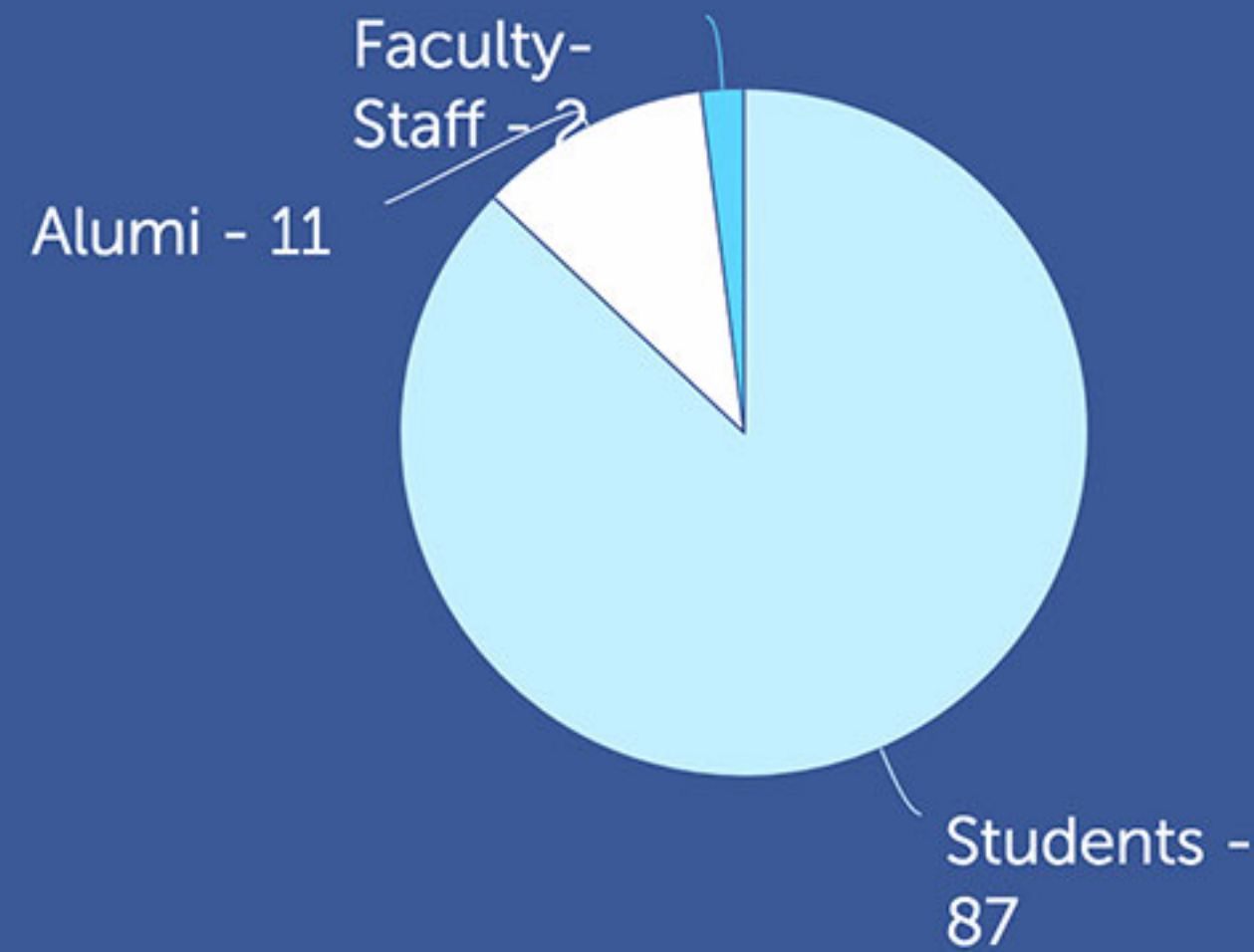
**TOTAL STUDENTS: 70,000**



\*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%**

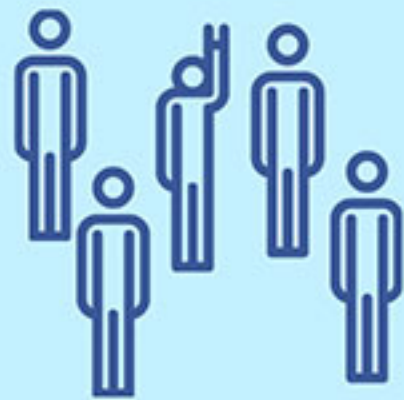


Age 18 to 24: **92%**

\*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\*

90

MILLION

Monthly Traffic in  
Pageviews

\*Based on March 2004 Monthly Statistics





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

03/25/04

*The Daily Pennsylvanian*

# 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.



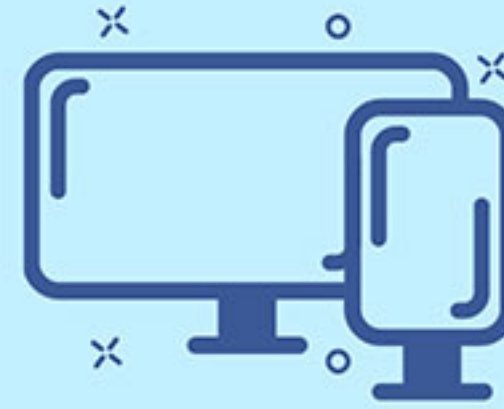
# Our services

## Online Marketing Services

# Advertisement

[thefacebook.com](https://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 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.



**Eduardo Saverin**  
CFO, [Thefacebook.com](https://www.thefacebook.com)  
Cambridge, MA 02138



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

*The Harvard Independent*