

#HashFav



B.S. in Economics
B.A.S in Computer Science
M.S.E in Computer Science
Expected 2015

**Back-end Software
Engineer**



B.S. in Civil Engineering
Completed 2013
M.S. in Civil Engineering
Expected 2015

Mobile dev

Problem

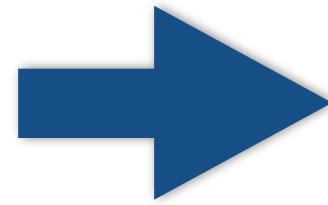
The internet has evolved from a network of static pages to a world of **segregated apps**.

Web 1.0



Static Pages
(**Developer Generated** Content)

Disconnected
until



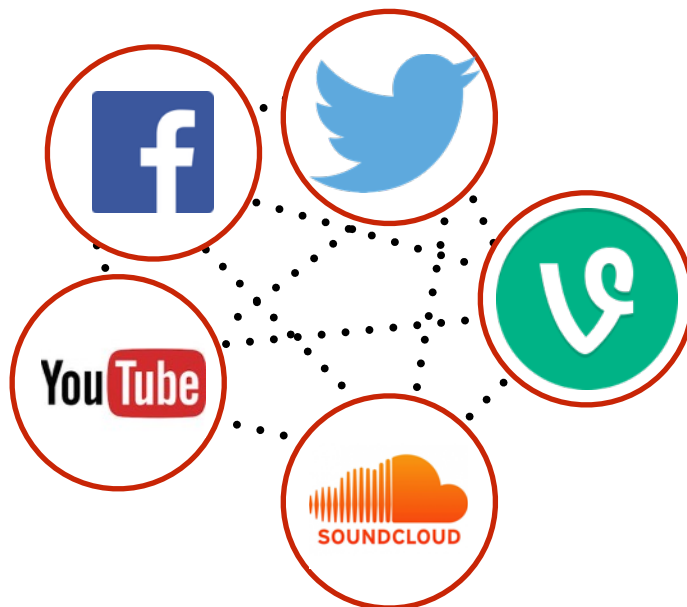
Google

Analyze linking behavior to
enable navigation, discovery

Analyze **Developer Driven**
Behavior for a **Developer**
Driven Internet

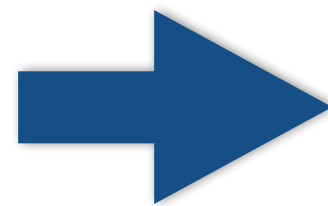


Web 2.0



Dynamic Pages
(**User Generated** Content)

Disconnected
until



HashFav

- 1) **Fix Sharing**
- 2) Analyze **sharing behavior**
to enable navigation and
discovery

Analyze **User Driven**
Behavior for a **User Driven**
Internet



Sharing is Broken

Sharing has developed poorly



Actual sharing options on YouTube

Links: The Atomic Unit of Value for Web 1.0

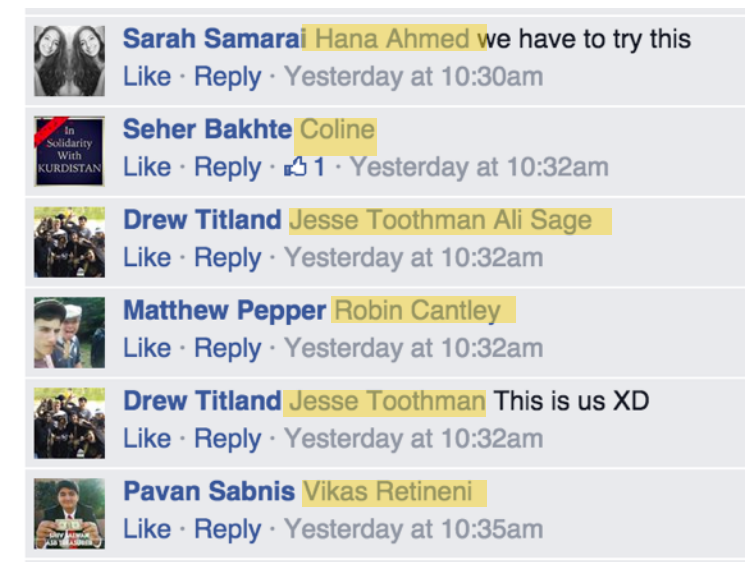
Characteristics:

- **Uniform** - links always behave the same way
- **Universal** - links could connect any two static pages

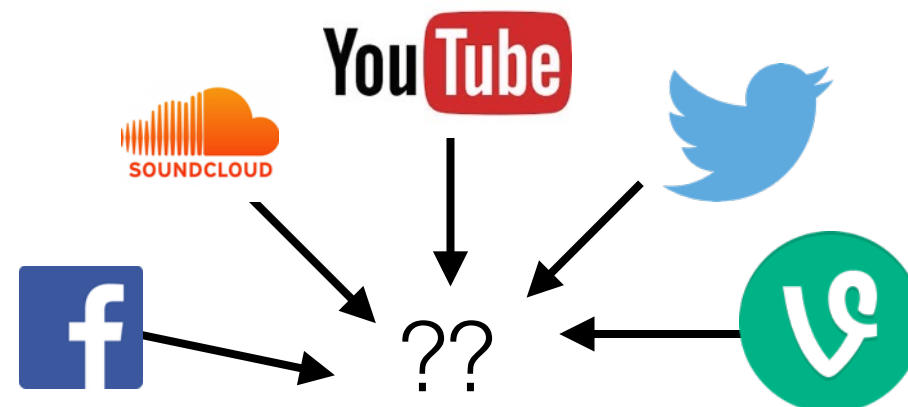
Shares: The Atomic Unit of Value for Web 2.0

Characteristics:

- **Not Uniform** - no two sharing protocols are alike
- **Not Universal** - users are limited to the sharing options integrated by developers
- **Inefficient** - Many Web 2.0 platforms employ algorithms to determine the content surfaced to users so sharing to many platforms is unreliable



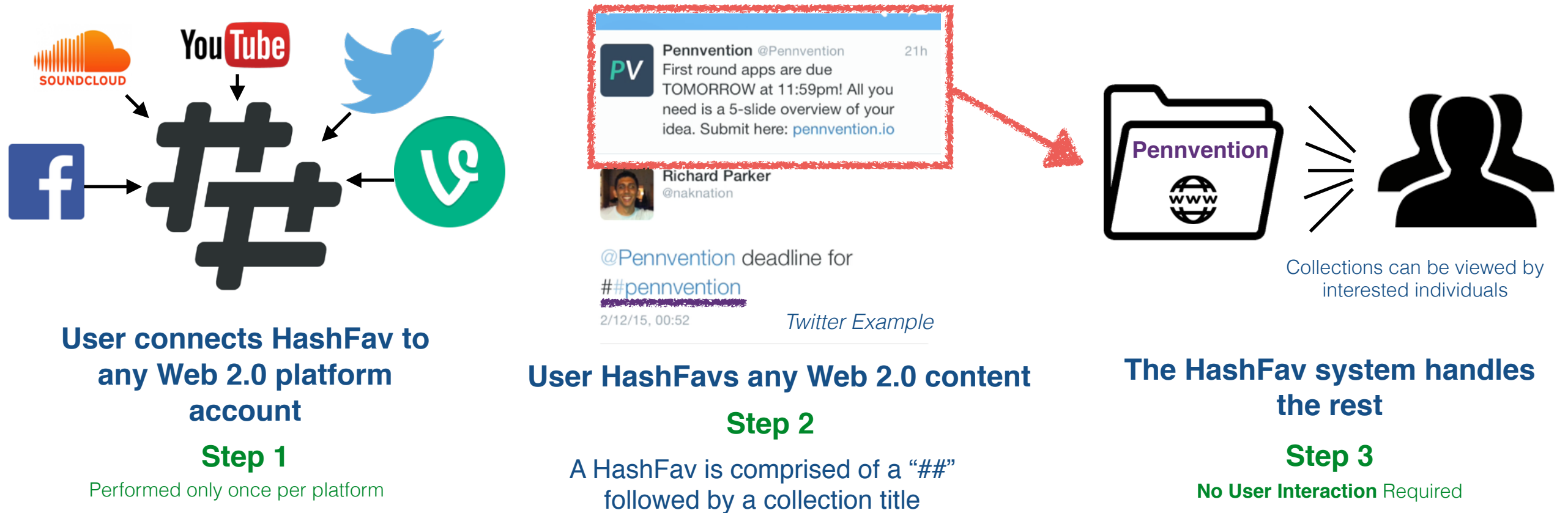
i.e. Facebook's sharing feature is so **inefficient** that users resort to explicitly mentioning other users in comments to share content already on the Facebook



If Linking : Web 1.0 :: Sharing : Web 2.0 then
Sharing needs to be **Uniform, Universal and Efficient**

##HashFav

Introducing a **Uniform**, **Universal** and **Efficient** protocol to share content



Defensibility

- The system and method to facilitate in-stream curation is **patent pending**
- We have filed **trademarks** for the "HashFav" and "##" marks
- Where network is key, **first mover** is critical to revenue.

Fix Sharing

- Uniform** - ## behaves the same on every Web 2.0 platform
- Universal** - ## works on every Web 2.0 platform
- Efficient** - Users can share content to interested parties with no algorithmic intermediation

HashFav democratizes content curation

any Web 2.0 content as easily as you can  images / videos on *Pinterest*

is the new 

Strategy

Competitors



\$20.3 million in funding

Desktop only solution
drag and drop interface



\$284.9 Million in funding

only have a save for later feature



\$5 Billion Valuation
only visual media



\$850 Million Valuation
Pays writers to create listicles



URX



- 1) Introduce **deeplinks**¹
- 2) Analyze **linking behavior** to enable navigation and discovery

Analyze **Developer Driven Behavior** for a **User Driven Internet**



Today

6 months

Long term

#HashFav's Roadmap

Integrated today



Integrate all Web 2.0

First to **mobile**
Already in **beta-testing**
Enthusiastic response to our MVP



SI's Social Media producer reached out to us in our first week for testing

Users can ultimately curate **any Web 2.0 content** into collections

Listicles are **user-generated**

- Plan to integrate more Web 2.0 Platforms
- Partner with large media orgs to use HashFav

Preferred but not necessary

Hire developers to accelerate Web 2.0 integration

~\$7k / month

Analyze **sharing behavior** to enable navigation and discovery



Analyze **User Driven Behavior** for a **User Driven Internet**

Opportunity

Fix sharing and make ##™ the de facto sharing protocol of Web 2.0

**Why will consumers
make ## the
connective tissue of
Web 2.0?**

Today, sharing is **frustratingly inefficient**

1. **User-Friendly** : Users can ## in-stream
2. **Brands love ##** : Novel way to engage with users / content
3. **Developer Friendly**
4. **Universal** : Works on every Web 2.0 platform
5. Notifications fade, ## is a **permanent mark of attribution**

Build Google for Web 2.0

Imagine a search engine that displayed the relevant media



instead of a list of links.

Disrupt mass media

twitter and **facebook** disrupted the subject matter of mass media's discourse by **democratizing information dissemination**

#HashFav will disrupt how mass media frames events by **democratizing content curation**