



A social discovery tool for organizations

Tree.st



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Appendix A-E

In the span of one year, Tree.st's main product was developed from the ground up via 60+ face-to-face interviews

MAIN PRODUCT

<http://www.tree.st>

DEMO VIDEOS

<http://www.tree.st/d/how>

DEMO COMMUNITY

<http://www.tree.st/mit>

INTELLECTUAL PROPERTY

1 Provisional

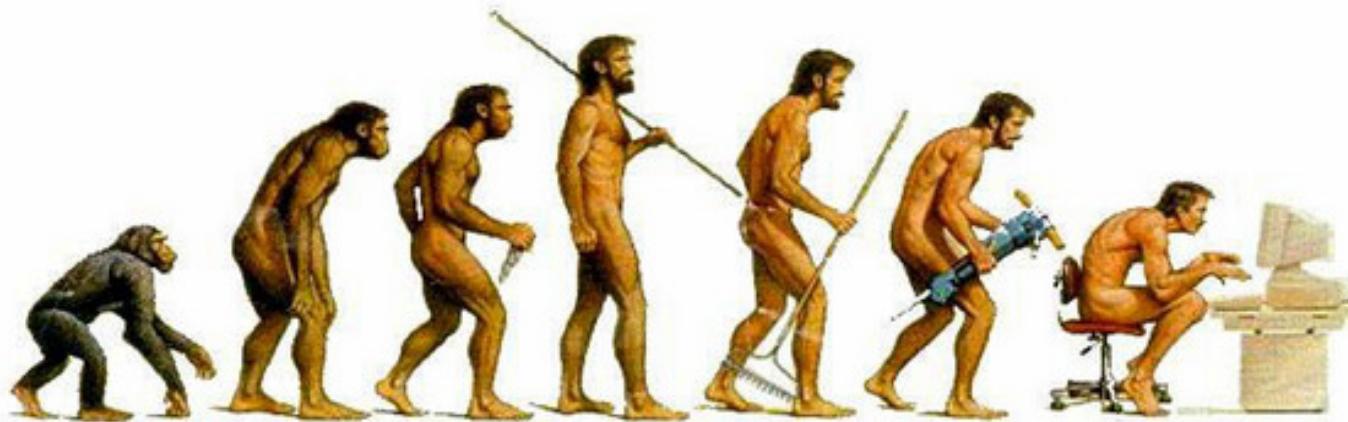
VALIDATION

Product tested with 700+ users
Product-market-fit shown

NEXT STEPS

Develop commercialization page
Develop marketing material
Develop sales funnel
Customer-acquisition validation

Humans are social beings. To socialize, we group ourselves based on the traits we find in the people around us



Vision allowed the caveman to see physical traits in others to build teams to achieve goals and innovate

Today we are blind, as there are few tools for individuals in organizations to find one another based on knowledge or intellectual traits

As globalization removes national barriers, companies will compete more and more on a global level. As a consequence, the innovation these companies generate will be the greatest differentiator between winners and losers.

The greatest barrier of innovation is silo-ed thinking. Departmental silos, program silos, functional silos, and cultural silos – impede innovation at organizations from taking place. If silo-ed thinking is innovation's greatest barrier, inter-disciplinary, inter-cultural and inter-departmental communication is its greatest driver¹.

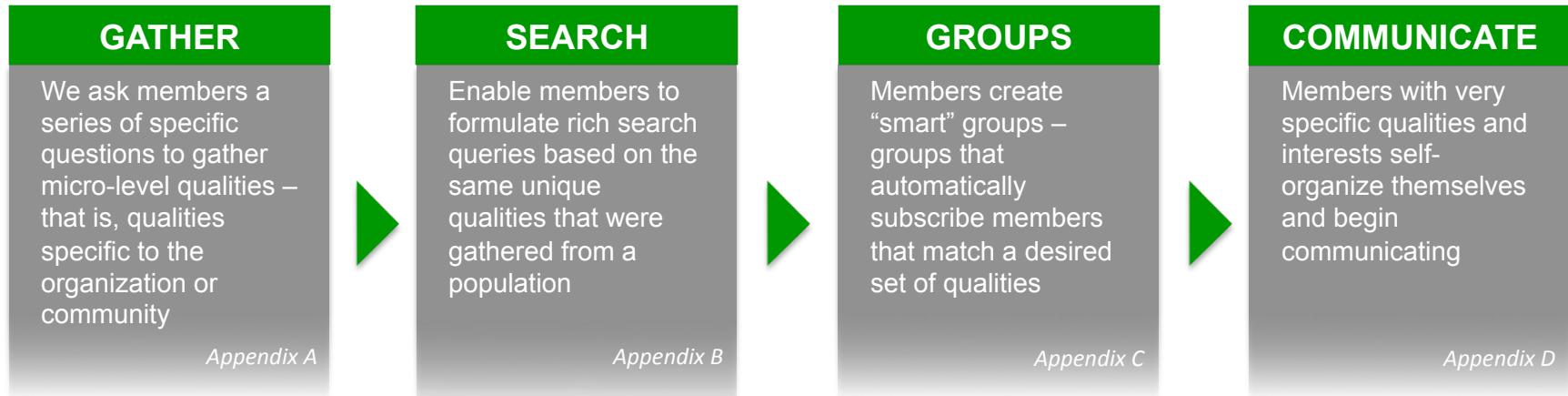
This is an urgent and very real problem. Much research from Prof. Piskorski (HBS)², Anthony J. Bradley (VP at Gartner Research)³, among other premier research groups has been done in this space. When one analyzes why Kodak's market share has significantly dropped, or why Apple has exploded with success, the existence or the lack of silo-ed communication is at the center of the conversation.

[1] "Medici Effect." [2] Piskorski, Mikolaj Jan. "Social Strategies That Work." Harvard Business Review 89, no. 11 (November 2011): 116–122. [3] Bradley, Anthony J. "The Social Organization." Harvard Review Press



Tree.st / How Tree.st Works

Tree.st creates customizable social discovery and networking tools for organizations and communities. Via a four-step process Tree.st allows people to easily find one another to innovate and/or create value



Tree.st communities have a strong sense of purpose. Via optional gamification modules and competitions we create a culture of innovation



Social Discovery

Tree.st creates a medium where members can find one another



Gamification & Goals

Incentivizes members to create diverse teams to solve challenges



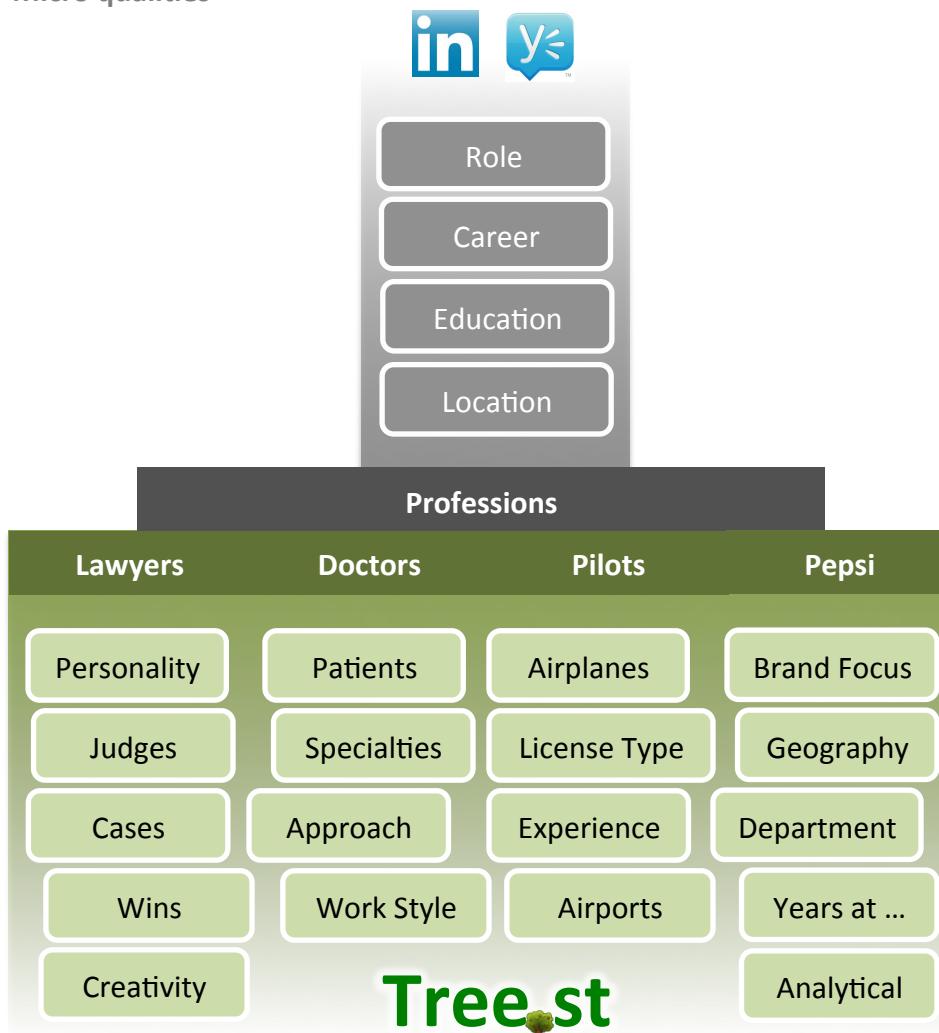
Innovation

Creates results where business value can be derived

Tree.st / Competitive Edge – Professional Networks

KEY

- Broad qualities
- Micro qualities



LinkedIn and Yammer only gather broad qualities about professionals, such as their education, fields, roles, etc.

Tree.st on the other hand can gather any number of micro-level qualities specific for each profession, enabling professionals to find one another via complex searches.

If Tree.st were to create profession-specific communities:

All 3rd grade teachers could find one another and begin creating better curricula. All anesthesiologists that use XYZ drug could find one another and discuss patient side-effects. All MBA students nationwide could find each other based on interests, goals, ambitions.

If organizations and businesses were to have their own private Tree.st communities, employees would be able to easily find one another and jump across departmental or functional silos.

Tree.st / Competitive Edge – Consumer Communities

KEY

- Broad qualities
- Micro qualities



Location

Education

Workplace



Personality

Patients

Veteran

Explorer

Sports

Specialties

Married

Deaf

Books Read

Parent

Height

Traveled to

Single

Work Style

Hobbies

Languages

Artistic

Skills

Gamer

Religion

Tree.st

Limitless Search Options

Facebook has limited search functionality and depth. As a consequence, Ark has been well received by audiences and investors.

Yet Ark will always be restricted to the broad qualities it can gather from the Facebook and LinkedIn APIs. Unlike Facebook or Ark, Tree.st can host countless public communities that provide its members a feature-rich search engine that uses both broad and micro-level qualities. Such functionality could enable:

All the Latin parents that like sailing to find one another. All the youngsters that play Xbox's Halo around a block to know one another. All the single gluten-free folks that play an instrument to hold concerts.

Because of Tree.st's gamification functionality our public facing communities will not use an advertisement model, but will rather use a point-based monetization strategy (See Appendix B) where members pay by usage.

Tree.st / Validation Case Study – MIT

We validated Tree.st at MIT with 700+ students by creating three nested communities

MIT

10% of MIT graduates

Inter-departmental comm.

Improved student life

Currently 10% of MIT graduates use Tree.st to find each one another based on a number of unique qualities never before gathered – including “shoe size”

Potential inter-departmental collaborations led to a meeting with Dean of Graduate Students and the Dean of Student Life to potentially institutionalize the MIT Tree.st community in the coming years

MIT SLOAN

40% of school in 2 weeks

45 unique qualities

20+ “Smart Groups”

In the first two weeks on Fall 2012 40% of all current MIT Sloan students joined the MIT Sloan Tree.st community. Each was characterize with 45 unique qualities. The MIT Sloan Tree.st community became the one and only place where MIT Sloan students could easily discover others. For example: all the female, gluten-free, ex-consultants living in Central Square connected with one another. Tool created enough attention to create a news article in school newsletter

ENTREPRENEURSHIP & INNOVATION TRACK

58 unique qualities

Grouped by industry

Contacted by Peter Thiel’s Foundation

Prof. Edward Roberts saw value in the Tree.st to create diverse entrepreneurial teams for the Entrepreneurship Track. MIT Sloan Entrepreneurs grouped themselves before school started by industry, geographical region, and goals of interest. This allowed the innovators to begin communicating with one another before classes began

Soon we were contacted by Peter Thiel’s (founder PayPal) Foundation to setup a similar community for their mentor mentee network

Competition

*For professional discoverability only
Negligible for other industries*

DIRECT

N/A

POTENTIALLY DIRECT

Ark.com

Consumer social discoverability tool, combines Facebook and LinkedIn data in a search engine
Series A \$4M (2011)

Yammer.com

Requires infrastructure changes to gather micro-level qualities for each client and a search tool to create discoverability feature

INDIRECT

LinkedIn.com – Professional social network
Innocentive – Crowd-based solution finding platform
Bloomfire – Custom made Q&A and content platform

Monetization, LV, and Scale

Appendix A

MONETIZATION

Initially pure-play B2B SaaS model, later will add on-premise solution for enterprises, followed by public facing Tree.st communities for niche-populations using an advertisement model

LIFETIME VALUE

We expect customer lifetime value to be high since Tree.st collects micro-level qualities not available anywhere else. Though customer has data ownership, the Tree.st data structure and intellectual property makes it impractical for customer use

SCALE

Given the decentralized nature of the engineering behind Tree.st – scalability is not a problem. Most initial capital will be used for sales and marketing after customer acquisition validation is complete

Tree.st / Team



Omid Sadeghpour
Technology



Jan Widmer
Strategy



Lucy Zhao
Marketing & BD

UC Berkeley Bioengineer/CS; Co-founded startups in high school with profits of \$200K per year; First employee of startup with \$4M Series A, startup raised \$22.5M in Series B. Lead genomic engineer for large-data projects with the DOE at LLNL. MIT Sloan MBA 2013.

MIT Sloan Fellow '13, Lawyer, LL.M. Established and led the legal department of an international media representative; managed business and contractual negotiations with high-tech startups; developed e-business initiatives.

BD & Marketing — B.S. Psychology & MBA Tsinghua University; lead Kickstarter campaign to \$56K+ in 30 days; Inaugural president of Toronto-based non-profit to raise 100K from corporate sponsors; Specializes in Corporate Innovation. MIT Sloan MSMS 2013.

Northwestern University/Industrial Engineering; 4 yrs corporate banking at HSBC Bank in the chemicals sector. Co-founder of an investment partnership with former Northwestern professor. MIT Sloan MBA 2014



Shailesh Mittal
Sales



University of Colorado/Aerospace, led a nine member engineering test team, managed quality assurance for Azerbaijan's first satellite, ran three satellite launch campaigns" sales/operations. MIT Sloan LGO MBA 2013

Alexander Romanov
H@ck3r

The background of the image is a lush, green forest with many tall, thin trees. The foreground is filled with green grass and some low-lying plants. A white rounded rectangular box is positioned in the center-right area of the image, containing the text.

Thank you



Tree.st / Appendix A – Data Gathering

alpha Tree.st]

All Search for qualities or people

450 Points Omid Sadeghpour Settings

MIT E&I Track

- ★ Top Innovators
- ?
- Shared Feed
- ?
- Smart Groups
- ?
- People Finder
- ?
- My profile
- ?
- Switch Communities
- MIT E&I Track
- MIT Sloan
- MIT
- About you
- Health
- Basic

What 'Software' sectors are you most interested in? +50 pts.

Multiple choice, select up to 5 options

- Enterprise Software
- Consumer Software
- Web & Internet Based
- Video Games
- Social Tools
- Mobile Software

Add an option...

Skip Submit

Community connections ↴

Recently answered by

-
-
-
-
-
-

Find more people

Support · Patent pending · Made at MIT ❤ · You're awesome!

Data Gathering – when members join they are asked community specific questions driven by an underlying decision tree. Members can be incentivized to answer questions by gaining points. Because Tree.st gathers very specific member details we expect the lifetime value of our customers to be higher than normal

Tree.st / Appendix B – People Finder

The screenshot shows the Tree.st People Finder interface. At the top, there's a navigation bar with the 'alpha) Tree.st' logo, a search bar ('Search for qualities or people'), and a user profile section showing '450 Points' and a photo of Omid Sadeghpour.

MIT E&I Track

- Top Innovators
- Shared Feed
- Smart Groups
- People Finder**
- My profile

Switch Communities

- MIT E&I Track**
- MIT Sloan
- MIT

About you

- Health
- Basic

Search criteria(s):

What is your top priority in a startup?

- Practice makes perfection, wish to learn the most
- Cash in king, make profits
- Help the world, make the world a better place

Which industry are you most interested for your ne...

Software

What gender best identifies you?

Male

Profile cards:

- Marcelo Zilberberg** (840 pts.)
- Chintan Intwala** (850 pts.)
- Akshay Luther** (770 pts.)
- Arvind Nagarajan** (850 pts.)

Each profile card includes a 'View' button, a 'Gain 10 points' badge, and category tags like 'Male', 'Software', and 'Cash in ki...'. There are also 'Profile' and 'Smart Groups' buttons.

Search

Demonstrates a search for a “male” entrepreneur interested in the “software” industry who wants to either “help the world,” “make cash,” or “just learn” about startups by practicing.

Gamification

In this community users “gain 10 points” for viewing one another, in another community users might have to “pay 10 points” to view one another. Users can also set custom points based on their schedule and availability to encourage or discourage others from contacting them.

Tree.st / Appendix C – Smart Groups

The screenshot shows the Tree.st interface with the following elements:

- Header:** "alpha) Tree.st" logo, search bar ("All Search for qualities or people"), user points ("450 Points"), and user profile ("Omid Sadeghpour Settings").
- Left Sidebar (MIT E&I Track):**
 - Top Innovators
 - Shared Feed
 - Smart Groups** (highlighted)
 - People Finder
 - My profile

Switch Communities:
 - MIT E&I Track** (highlighted)
 - MIT Sloan
 - MIT

About you
 - Health
 - Basic
- Smart Groups Grid:** A 3x3 grid of community groups:
 - From Startups**: Shared. Description: "People who have already worked in a startup, gain from their experiences!" Preview: 5 user profiles.
 - To Emerging Markets**: Shared. Description: "Anyone focused on going to the emerging markets!" Preview: 5 user profiles.
 - Technology Techies!**: Shared. Description: "Love technology, meet other technology enthusiasts here!" Preview: 5 user profiles.
 - Consumer Industry**: Shared. Description: "Consumables, consumer software... pursue your next consumer-focused startup here" Preview: 5 user profiles.
 - From Finance**: Shared. Description: "Everyone with any financial background" Preview: 5 user profiles.
 - From Engineering**: Shared. Description: "Folks that have an engineering background. Get engineering help here" Preview: 5 user profiles.

Smart Groups – community members can create “smart” groups that add new and old members to the group based on how well a user matches the “smart” group’s search criteria. These “smart” groups are great for dynamic and transitory populations

Tree.st / Appendix D – Shared Feed

The screenshot shows the Tree.st platform interface. At the top, there's a header with the 'alpha) Tree.st' logo, a search bar ('All Search for qualities or people'), a points counter ('450 Points'), and a user profile ('Omid Sadeghpour Settings'). On the left, a sidebar for 'MIT E&I Track' lists navigation options: Top Innovators, Shared Feed (which is selected), Smart Groups, People Finder, My profile, and Switch Communities. Under 'Switch Communities', there are options for MIT E&I Track, MIT Sloan, and MIT. Below these are links for 'About you', 'Health', and 'Basic'. The main content area displays three messages from different users:

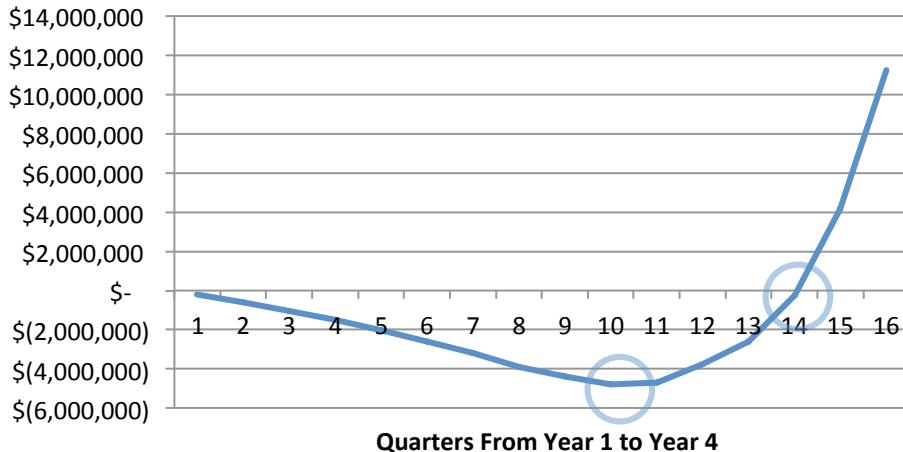
- Severin Hatt via Other Industries**: Anyone interested in Luxury industry ? (Comment (5 pts.))
- Andrew Radin via In Education**: Those of you interested in EdTech can start asking Mr. Lucas for some cash.... www.dailymail.co.uk/news/article-2227949/Star-Wars-creator-George-Lucas-donate-4billion-Disney-deal-charity.html (Comment (5 pts.))
- Daniel Gonzalez via Other Industries**: Anyone interested in the health and fitness industry? (Comment (4))
 - Henry Siemon**: Dan - I pitched an idea at hackathon around an incentive-based fitness platform and met a couple others that have similar interests - happy to connect sometime and share ideas

At the bottom right of the message list, there's an 'X' button.

Communication – members post messages at the “smart” group level, this keeps conversations relevant and to the point. “Smart” group messages can then be viewed at the community level where all “smart” group messages are combined into a single view uniquely made based on the member’s interest

With two product tiers (SaaS & Enterprise in-location) we will breakeven in 14 quarters (3.5 years). We expect to spend capital early on in marketing and sales. Given our projections, Tree.st will have early stage financials similar to LinkedIn and Microsoft

Breakeven Chart



Revenues, Gross Margin, and Cash Flows

