



Tree.st



A social discovery tool for organizations

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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

Developed, <http://www.tree.st>

DEMO VIDEOS

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

DEMO COMMUNITY

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

INTELLECTUAL PROPERTY

1 Provisional

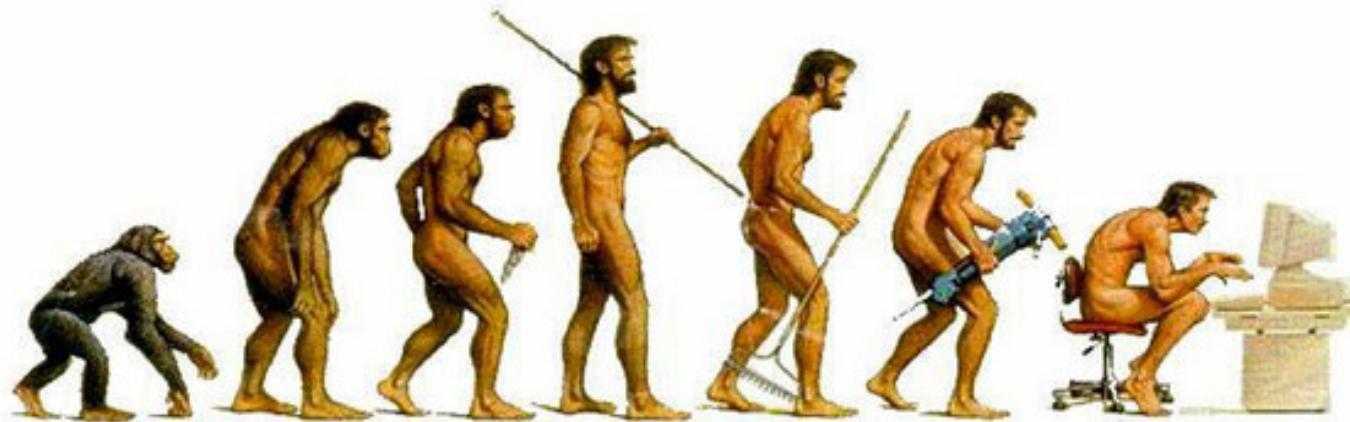
VALIDATION

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 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.

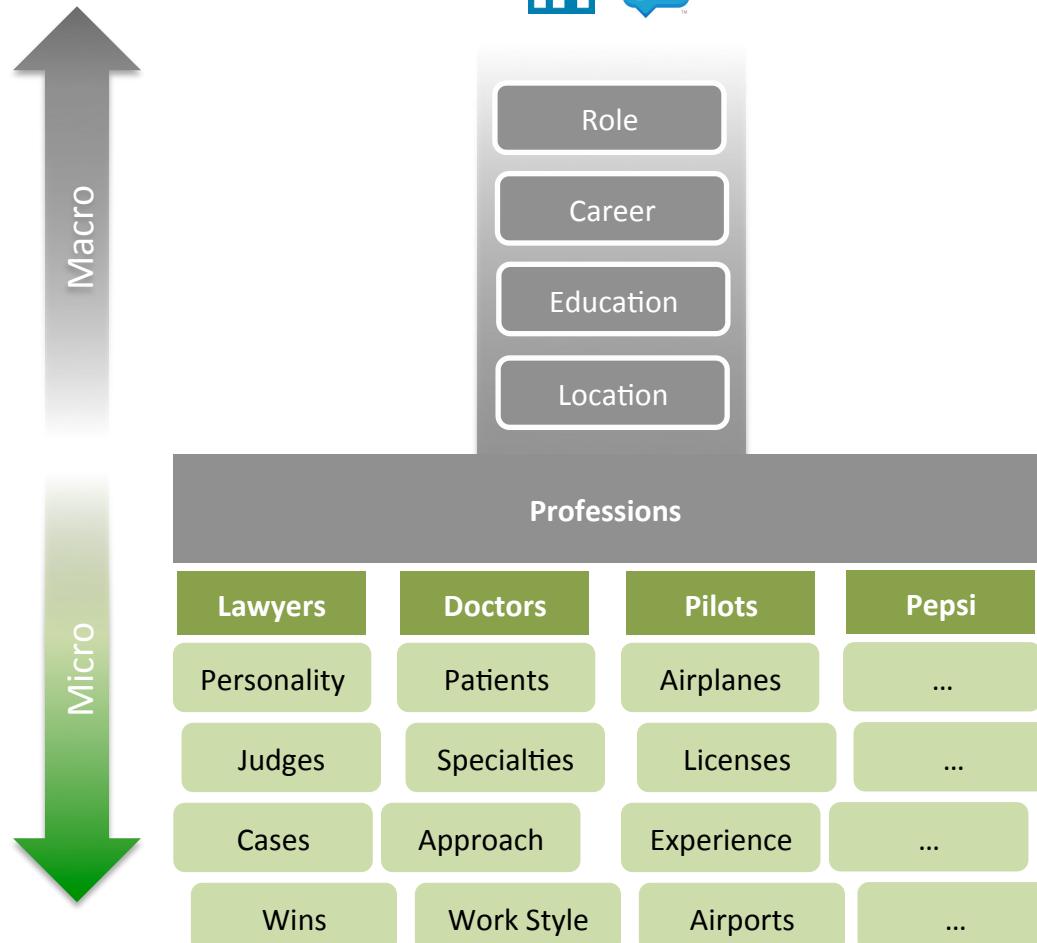
[1] "Medici Effect." [2] Piskorski, Mikolaj Jan. "Social Strategies That Work." Harvard Business Review 89, no. 11 (November 2011): 116–122. [3] Bradley, Anthony J. "The Social Organization." Harvard Review Press



Tree.st / Competitive Case Study

KEY

- Macro quality
- Micro quality



Case study: LinkedIn & Yammer

LinkedIn & Yammer only gather macro-level qualities about professionals, such as their education, fields, roles, etc.

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

That way, if Tree.st were to create job-specific communities...

All 3rd grade teachers could find one another and begin creating better curricula

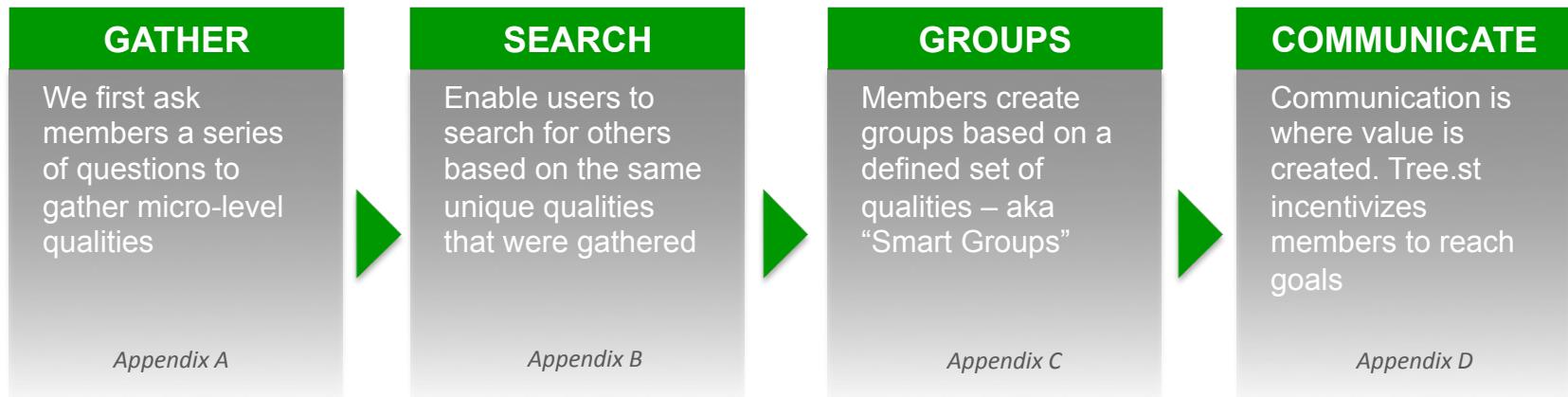
All anesthesiologists that use XYZ drug could find one another and discuss patient side-effects

All MBA students nationwide could find each other based on interests, goals, ambitions

Tree.st

Tree.st / How Tree.st Works

Tree.st unites organizations via a four-step process that encourages social discoverability



Tree.st communities have a strong sense of purpose

Via optional gamification modules and challenges we create a culture of innovation



Social Discovery

Creates a medium where members can connect



Gamification & Goals

Incentivizes members to create diverse teams to solve challenges



Innovation

Results where business value can be derived

Tree.st / Validation at 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

Tree.st / Competition & Monetization

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

Contains a professional social discoverability feature, monetization requires search engine to have limited usage to most users

Among others...

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

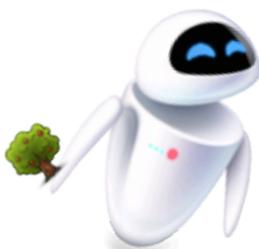
SCALE

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

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 software engineer for a large-data genomic 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.

Northwestern University/Industrial Engineering; 4yrs 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



A photograph of a dense forest with many tall, thin green trees. In the center-right, there is a bright, open area where the sun is filtering through the leaves, creating a lens flare effect. The foreground is covered in green grass and small plants.

Thank you



Tree.st / Appendix A – Quality 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

- Heart Health
- Globe 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

- Profile picture

Find more people

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

Tree.st / Appendix B – People Finder

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

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

Save as Smart Group!

Marcelo Zilberberg
View
Gain 10 points
840 pts.
Male Software Cash in ki...

Chintan Intwala
cintwala@mit.edu
Profile Smart Groups
850 pts.
Male Software Help the w...

Akshay Luther
akshay.luther@sloa...
Profile Viewed 14
Smart Groups
770 pts.

Arvind Nagarajan
arvind_n@mit.edu
Profile Smart Groups
850 pts.

Tree.st / Appendix C – Smart Groups

The screenshot shows the Tree.st platform interface. At the top left is the logo "alpha Tree.st". To the right is a search bar with the placeholder "Search for qualities or people" and a "All" button. Further right are "450 Points" and a user profile picture of Omid Sadeghpour with a settings link. The main content area has a sidebar titled "MIT E&I Track" with links for Top Innovators, Shared Feed, Smart Groups (which is highlighted), People Finder, and My profile. Below this is a "Switch Communities" section with "MIT E&I Track" selected. Other communities listed are MIT Sloan and MIT. The main content area displays several "Shared" community cards:

- From Startups**: People who have already worked in a startup, gain from their experiences! (Thumbnail: 10 user profiles)
- To Emerging Markets**: Anyone focused on going to the emerging markets! (Thumbnail: 10 user profiles)
- Technology Techies!**: Love technology, meet other technology enthusiasts here! (Thumbnail: 10 user profiles)
- Consumer Industry**: Consumables, consumer software... pursue your next consumer-focused startup here (Thumbnail: 10 user profiles)
- From Finance**: Everyone with any financial background (Thumbnail: 10 user profiles)
- From Engineering**: Folks that have an engineering background. Get engineering help here (Thumbnail: 10 user profiles)

At the top of the main content area, there are filters for "Key": Auto-matched based on profile (green tree icon), Manually added (yellow star icon), and Manually ignored (blue flag icon). There are also buttons for "Visibility": Official, Shared, Yours, and "Sort by": Favorites, My Match, Size, Shuffle.

ENDING – CONFIDENTIAL – DO NOT SHARE – PATENT PENDING – CONFIDENTIAL – DO NOT SHARE – PATENT PENDING – CONFIDENTIAL – DO NOT SHARE – PATENT PENDING – CO

Tree.st / Appendix D – Shared Feed

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

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

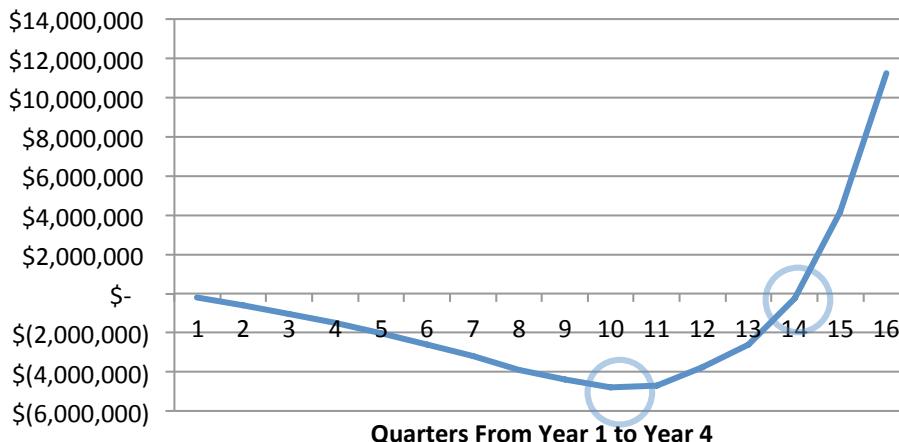
Dan - I pitched an idea at hackathon around an incentive-based fitness platform and met a couple others that have similar interests - happy to connect sometime and share ideas

Omid Sadeghpour

Hey Henry, out of curiosity, did you receive an email with the contents of the above message?

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

