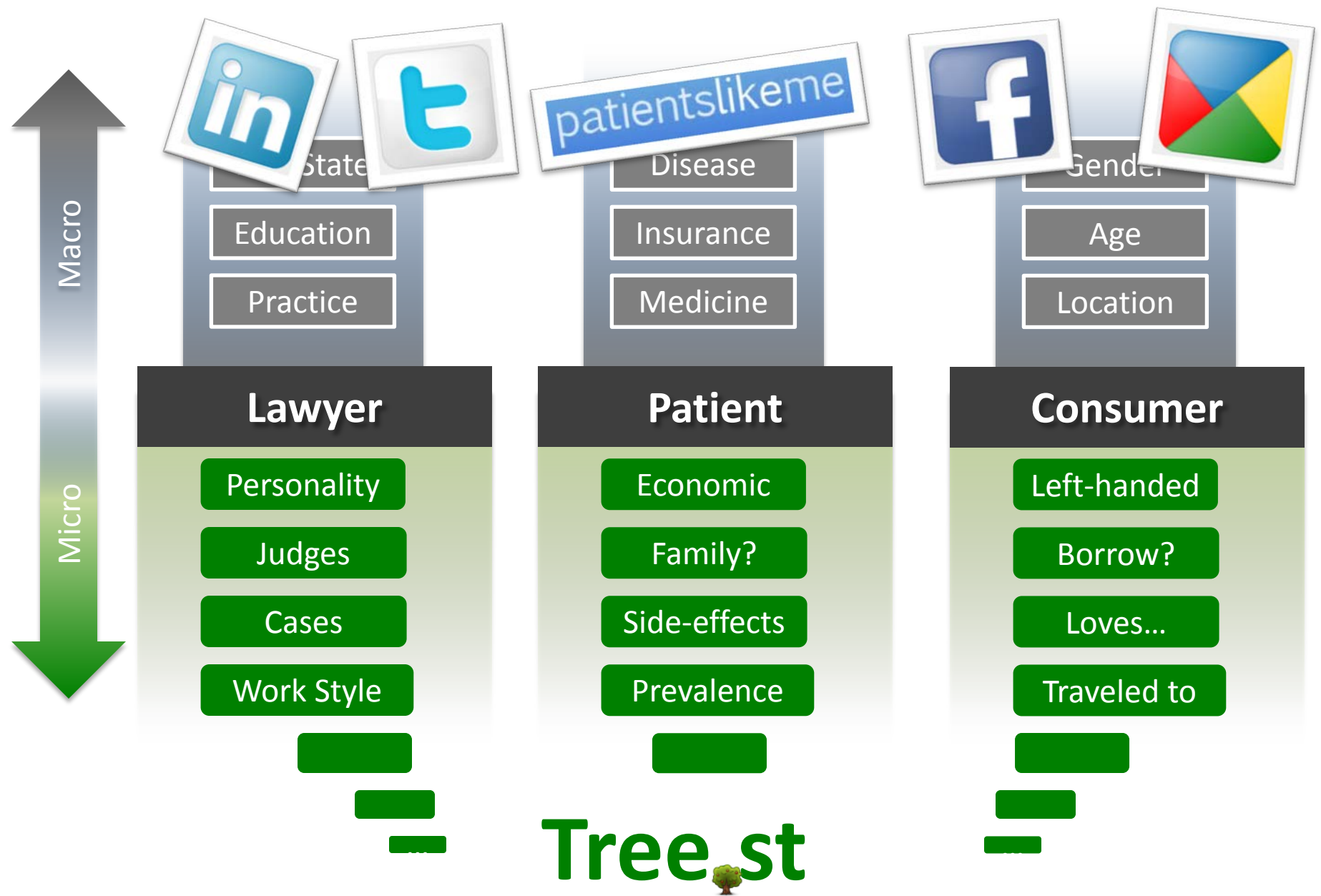


Tree.st

If **Google** organizes the pages of the web,
Tree.st organizes the people in communities

Tree.st / Macro vs. Micro Qualities



Tree.st / How we do it

GATHER

Via a decision tree of questions we quickly gather the unique attributes for each user in a community

(Appendix A)



SEARCH

Enable users to search for others based on the same unique attributes of the community

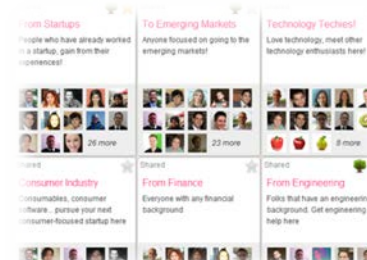
(Appendix B)



GROUPING

With our patent-pending “smart groups” we automatically place users in groups based on their unique qualities

(Appendix C)



CONNECTING

Tree.st enables community members to connect and broadcast messages in small focused groups

(Appendix D)



SAFE & SECURE

In a platform that ensures data safety, anonymity when needed, de-centralization, security and redundancy

INTELLECTUAL PROPERTY

Submitted a provisional patent application 07/02/2012, with two independent landscape studies by 10/30/2012

MIT SLOAN

40% in 2 weeks

Characterized 40% of MIT Sloan (400+ Students)

Gathered 45 unique attributes never before stored in one platform, without any funding

Automatically categorized students in 20+ “smart groups”

Students began communicating by email about recruiting, going out, gluten-free ideas, startups, etc.

ENTREPRENEURSHIP & INNOVATION TRACK

58 attributes

Before classes began, **Tree.st** had already automatically grouped all the students using 58 unique attributes

By the first E&I class ,80% of the students were on the E&I **Tree.st** community

Entrepreneurs quickly began communicating and brainstorming

UPCOMING COMMUNITIES

1200+ members

VMS Mentors (i.e.: you), 20Under20, MIT Energy Club, Mobile Monday

Tree.st / Market

MARKET SIZE

Over 2,000,000 organizations with no organizational solution to connect their human capital

VERTICALS

Patient communities, associations, 3rd party solution vendor for conferences & tradeshow, universities and high schools. Primarily businesses and enterprises



We aim to deploy Tree.st from the bottom-up within organizations (i.e. Yammer or Facebook) – but focus our community qualities on use cases that improve the collaborative focus of such communities

We intend to begin with the highest margin, fastest sales cycle verticals, and move to larger impact verticals later

COMPETITIVE LANDSCAPE

Ark.com / Single-vertical solutions / SharePoint / SAP

	Description	Date
Demos	Demo our product to all of you, directors, and managers within your organization or associations	October
Mentors	Mentors familiar with online social space, enterprise space, or familiar with the different market verticals we will approach	October
Clients	Two or three more clients	November
Funding	Funding: \$2M	May 2013

**Omid Sadeghpour (Co-founder)**

BS Engineering UC Berkeley. LLNL & DOE
Big Data Software Developer. Startups:
Applied Proteomics Inc. (Series B: \$22.5M),
Dailysite.com. MIT Sloan MBA '13

**Alex Sanchez (Co-founder)**

Former Head of Product Innovation,
Orange / France Telecom. 10+ yrs.
Consumer Mobile, Internet Services,
Product design, Product Mgmt. MIT Sloan
MBA '13

**Adam Borelli**

Managing Director of MIT \$100K. B.A. UC
Berkeley. Google. Startups: New Leaders
Council. Extensive community building
experience. MIT Sloan MBA '13

**Alexander Romanov**

BS Engineering Colorado. Communication
satellites testing, Supplier management,
and Rock Band management. MIT Sloan
MBA '13

**Tung Shin Wong**

Lead User Experience Designer at Method
6 yrs. Consumer Experience Design Mobile and
Internet. Ravensbourne College of Design and
Communication BA (Hons), Interaction Design

**Yu Xin**

PhD Student – Data Analytics
Machine Learning Group Computer Science
and Artificial Intelligence (CSAIL) Lab, MIT

**Akash Badshah**

Software Developer – Web and Mobile
BS Computational Biology and Physics '13,
MIT


**Victor D. Pontis**

Software Developer – Web and Mobile
BS Computational Biology and Physics '13,
MIT

Tree.st / Appendix A – Gathering


alpha


Tree.st


 **Omid Sadeghpour**
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Currently in


MIT Sloan


 Share

 Smart Groups


 Smart Search


 Connections


 Collaborate


 My profile


Your Communities


 MIT E&I Track

 MIT Sloan

 MIT

 Health

 Basic

 MIT Sloan

MIT Sloan

100 / 100

Everything

Find people, smart groups, qualities

What MIT Sloan program are you in? +10 pts.

Single choice question, one-click submit enabled

MBA

MBA: Fellow

MBA: Executive


Master of Finance

MSMS (Master of Science in Management Studies)







SDM (System Design and Management)

Skip

Submit

 Community connections

Recently answered by




Find more people

Patent pending · Made in Cambridge ♥ MA · You're awesome!

Tree.st / Appendix B - Searching

alpha

Tree.st



Omid Sadeghpour
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MIT E&I Track

MIT Sloan

MIT

Health

Basic



MIT E&I Track

574 / 914

Everything Find people, smart groups, qualities

Tools: Save as Smart Group

50 In what regions of the world would you like to focus your startup in? (MIT E&I Track)

50 North America 35%, 49 votes

Africa 2%, 3 votes

South America 10%, 14 votes

Asia 9%, 12 votes

Australia & Oceania 2%, 3 votes

Europe 6%, 8 votes

All emerging markets 18%, 25 votes

All developed markets 18%, 25 votes

50 Which industry are you most interested for your next startup? (MIT E&I Track)

50 Technology 28%, 21 votes

90 Consumer 25%, 19 votes

Perfect matches found! 65 results





Connect
Requires
10
points









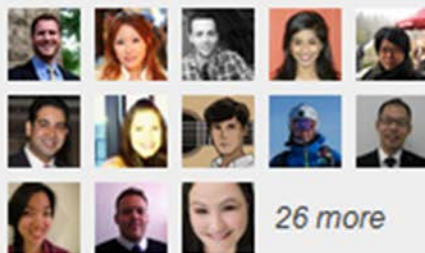
Tree.st / Appendix C – Smart Groups

Shared



From Startups

People who have already worked in a startup, gain from their experiences!

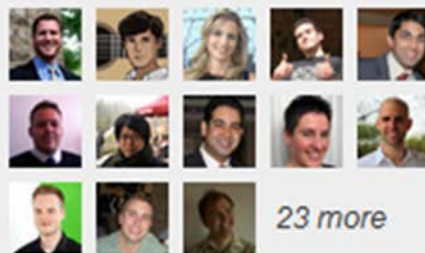


Shared



To Emerging Markets

Anyone focused on going to the emerging markets!

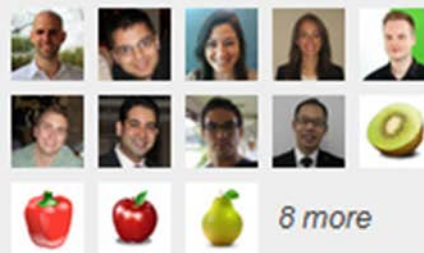


Shared



Technology Techies!

Love technology, meet other technology enthusiasts here!



Shared



Consumer Industry

Consumables, consumer software... pursue your next consumer-focused startup here



Shared



From Finance

Everyone with any financial background



Shared




From Engineering

Folks that have an engineering background. Get engineering help here




Tree.st / Appendix D - Sharing


alpha
Tree.st


**Omid Sadeghpour**
[Upload a Photo](#)


Currently in


MIT E&I Track


 **Share**

 Smart Groups


 Smart Search


 Connections


 Collaborate


 My profile


Your Communities

 **MIT E&I Track**

 MIT Sloan

 MIT

 Health

 Basic

**MIT E&I Track**574 / 914

Everything

Find people, smart groups, qualities

Share your thoughts

 share with



and 69 more community members

**Daniel Gonzalez** via **Other Industries**

Anyone interested in the health and fitness industry?

[Comment](#) Last week

**Andrew Radin** via **Other Industries**

In case you are not active in the google groups... t=0 is approaching and needs some volunteers. If you are interested in helping out with Demo Day or the Hackathon, please add your name and information to the Google Document below. docs.google.com/spreadsheets/cc?key=0AvViiJWMEpfqdDAycmEzZFFSS1JiM3EwYiltSFdXdnc

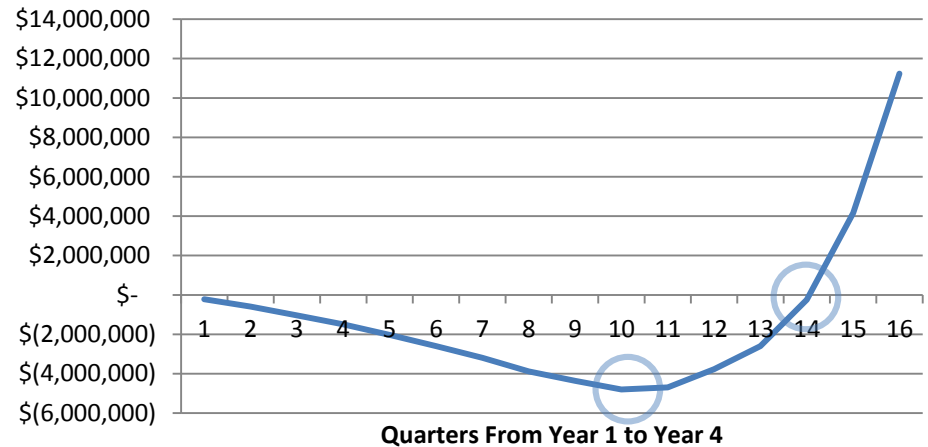
[Comment](#) Last week

With three product tiers (Enterprise in-location, SaaS, and open-source) we will breakeven in 14 quarters (3.5 years)

Given our predictions our firm, in the early stages will have financials similar to LinkedIn and Microsoft

Given that we monetize without advertisements, we aim to have higher revenues, around \$10-20 per member-year, as opposed to \$6 per advertised member-year

Breakeven Chart



Revenues, Gross Margin, and Cash Flows

