

Company Overview

Wan-hsi Yuan, co-founder
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8coupons is a location-based deals portal

8coupons leverages its proprietary technology to find and deliver the best, most personalized deals in your neighborhood

8coupons



Community

User generated content



Local blogs



Local Chambers



Partners



The 8coupons team executes and delivers results

The 8coupons team has combined their technical and marketing expertise to grow the site to over 750,000 unique visitors per month with projections to top 1 million by year's end



Landy Ung, Founder, Evangelist, Deal Ninja

- 10 years interactive marketing and online product strategy experience
 - Prior to 8coupons: American Express, Verizon
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Wan-hsi Yuan, Founder, Technologist, Open Source Ninja

- Previously founded Openposting.com, a local web 2.0 startup
 - Prior to 8coupons: Web development shop, Omnicom Group developer
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Matthew Moskowitz, Media Director, Social Media Guru, PR Ninja

- Marketing and PR for Amazon and Hotwire.com
 - Prior to 8coupons: Atomic PR
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Lorenzo Thione, Board of Advisor/Natural Language Processing Ninja

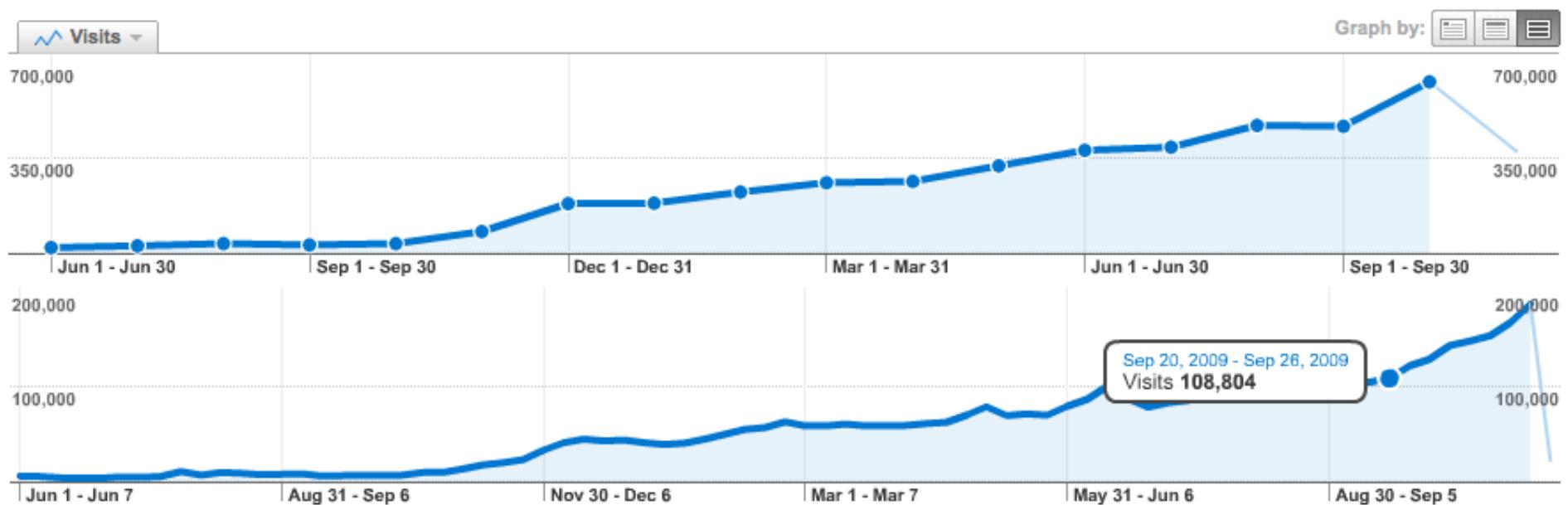
- Powerset Founder (Microsoft Bing)

Unique visitors is growing @ 30% month over month

8coupons launched in August 2007 as an exclusive mobile coupon company. After adapting to market feedback, 8coupons has been able to scale and grow at a high growth rate

Google Analytics

Jun 1, 2008 - Nov 15, 2009 ▾



Quick Stats (Nov. 2009)

- 700,000 uniques/month (all organic) → 1,500,000 Pageviews
- 50,000+ Mobile coupons texted → 22% Average coupon redemption



8coupons' press coverage

Mashable
All That's New on the Web

am New York

NEW YORK POST
24 HOURS A DAY



1010 WINS
ALL NEWS. ALL THE TIME.

TimeOut
New York

cnn.com

WASHINGTON SQUARE NEWS
NEW YORK UNIVERSITY'S STUDENT NEWSPAPER — WWW.WSNEWS.COM

CRAIN'S
NEW YORK BUSINESS

FOX
5
NEW YORK



NBC

WALL STREET JOURNAL

New York

The New York Times

AP Associated Press

CN
CenterNetworks

OMMA
THE MAGAZINE OF ONLINE MEDIA, MARKETING & ADVERTISING



8coupons' efficient marketing strategy drives results

8coupons' marketing strategy incorporates viral guerrilla and social media marketing tactics to secure media placements, create awareness, and build local community buzz.



OCHO LOCO! Case Study: An 8-cent frozen yogurt OCHO LOCO! event resulted in over 700K impressions, 5K+ opt-ins, and a 25% sales lift for the merchant. Total campaign cost was \$500. Examples of other OCHO LOCO! events include:

- 8-cent cupcakes
- \$8 Broadway tickets
- 8-cent beer

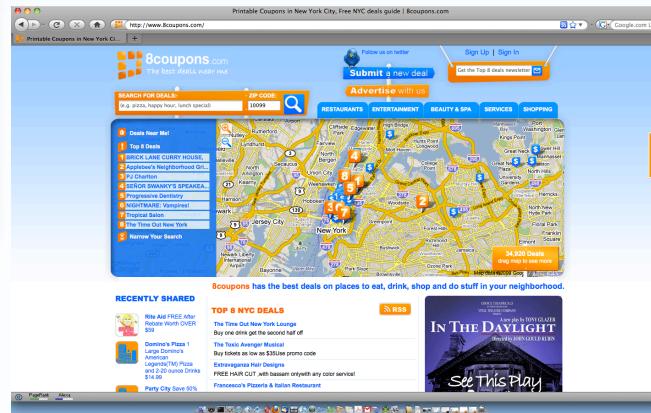
The local online and mobile opportunity awaits

8coupons is targeting the \$10B local online and mobile “coupon” opportunity that is a piece of the \$80B U.S. local advertising spend. Local online ad revenues will hit \$14.2B in 2009.

Yesterday



Today



Tomorrow



The 8coupons platform

8coupons utilizes open source technology

LAMP

- Apache
- MySQL 5.1+
- Linux
- PHP, Python

Hosting with Rackspace

- 4 quad Core servers
- 12 GB RAM each

