



“Creating a leading company focused on building the best platform to enjoy all the content and services the Internet can offer to each of its user.”



Sylvain & Anne Leprovost, founders of netguide

Please visit <https://www.netguide.com/> to discover  netguide



## Document plan

In Brief: What is Netguide about?

1. What is our mission?
2. How do we want to achieve our purpose?
3. What have we done yet?

A. What is the opportunity we want to seize?

1. What is the problem we want to solve?
2. Why now?
3. What is our growth strategy?
4. What will be our business model?

B. What about us?

1. Who are we?
2. Why us?

C. What next?



In brief: What is  netguide about? (1/3)

## 1. What is our mission?


- The environment

The Internet is rich of thousands of blogs, websites, YouTube channels and applications about countless topics, and a tremendous amount of content is constantly published.

- The problem

Do people really enjoy this content and these services as fully as they could? We believe this is not the case because no interface truly conceived to that end has yet been invented.

- Our purpose

We want our company to do for the content of the Internet what **NETFLIX** has done for movies and TV series, or what  **Spotify** has done for music: inventing a new kind of interface making it easy for users to fully enjoy all the content and services of the Internet.

- Our challenges

We will have to solve many technical, editorial and business challenges: conciliate between customization and privacy, overtake “filter bubble” problem, find the right hinge between human and computational processes, organize massive editorial content in a sensible manner, etc. and of course smartly challenge preexistent interfaces.



In brief: What is  netguide about? (2/3)

1. What is our mission?

2. **How** do we want to achieve our purpose?

We want our product to be focused on:

- Connecting users efficiently to the stream of content and news continuously published and empowering them to follow as many centers of interest as they want

There are tens - and often thousands - of valuable sources of content for about any topic.

We believe that a personalized homepage organized by topics and constantly aggregating the latest news articles and the most interesting content newly published by blogs, websites and news portals will make it easy to enjoy as many centers of interest as one want.

Our personalized homepage should require the least possible work and prerequisite knowledge from users, should protect their privacy and enable them to go at will from one topic to another.

- Helping users to search, discover and use the Internet

We want our product to enable users to find what they search but also what they don't even know exists amongst the huge number of applications, websites, games, videos channels and online services offered on the Internet.

We believe that the answer to this challenge is to conceive a search function which articulates smartly the unmatched computational power of algorithms and the natural human capacity to humanely organize information.



In brief: What is  netguide about? (3/3)

1. What is our mission?
2. How do we want to achieve our purpose?
3. What have we **done** yet?

We have worked 4 years to conceive and develop  **netguide** first version, not promoted nor monetized yet. New functions are in development but its 750.000 lines of code already embed:

- A fast and customizable personal homepage where one can flit from a center of interest to another and find out what has been recently published. Technologies involved are:
  - ✓ Robot automatically indexing new content, classifying it, and tracking its social impact;
  - ✓ Algorithms ordering content depending on multiple factors: social traction, freshness, diversity of subjects, limitation of "buzz effect", etc.
  - ✓ Innovative customization system with no personal data ever shared or stored;
  - ✓ Advanced JavaScript application enabling a complex but intuitive user interface.
- A search solution connecting algorithmical approach and editorial expertise.
  - ✓ Auto-switch between algorithmical results and editorial guidance;
  - ✓ Auto-switch brand or websites centered results displaying info in an orderly manner;
  - ✓ Editorial guide of the Internet with 30.000 URLs manually classified and described;
  - ✓ System of classifying, organizing information efficiently for the editor and the user;
  - ✓ Guide of the Internet displaying information in a filtering approach and ordering it depending on our own algorithmical rank factor, the "NetguideRank".



## A. What is the **opportunity** we want to seize? (1/4)

### 1. What is the **problem** we want to solve?

Today, dominant mediums between users and the Internet are search engines ( [Google](#) ) and social networks ( [facebook](#) ). But, they are not built to match the possibilities offered on the Internet:

- The stream of content newly published is not efficiently accessible from search engines, because they are only conceived to answer the queries made by users;
- Social networks generate a disorganized feed mixing personal matters, news, buzz, etc.;
- Social networks are unable to appeal to the many users who don't have time or don't want to socialize or publicly express their opinion online;
- Search engines and social networks do not have the ability to guide users through a broaden and deepen usage of the Internet.

Increasingly failing to match the growing possibilities offered on the Internet, search engines and social networks are driving users:

1. To limit themselves to a limited number of centers of interest;
2. To rely on a low number of sources;
3. To shrink their expectations from the Internet.



## A. What is the **opportunity** we want to seize? (2/4)

1. What is the problem we want to solve?

### 2. Why now?

In spite of their gaping unsuitability to fully enable what users should truly achieve on the Internet, dominant mediums are often perceived as the "end of history" by many users and technology observers.

However, we believe it is a wrong preconception because:

- The constant qualitative and quantitative growth of the Internet gradually outdates services based on old models of content consumption. We think that an abrupt breakdown will happen when an eye-opener new model finally emerges;
- The current dominating mediums to the content of the Internet are around for many years now, and users are very used to them. We believe users are ready to shift to a new kind of interface and a new brand if an exciting alternative is offered to them.

We believe that this is an under-scrutinized opportunity that a company with the right purpose will be able to evangelize, conquer and monopolize.



## A. What is the **opportunity** we want to seize? (3/4)

1. What is the problem we want to solve?

2. Why now?

### 3. What is our growth strategy?

Our growth strategy is about:

- Being the best at what we truly do

Investing in the content and in the technical underlying functions of our service, we will build the ultimate interface enabling a fuller access to the Internet for each user.

- Emphasizing our purpose, differentiating and underlining its value for users

Communicating and evangelizing about our specific purpose, we will emphasize both the quality of our product but also the actual gaping inadequacies of currently dominating services.

- Being credible and gain trust

Credibility is a major factor of trust from users. The quality of our product but also our financial and human resources have to be up to our ambition.

- Target and leverage specific audience first

Our PR and communication strategy is to first target "niche" webmasters and influencers, then technological influencers, then French startup ecosystem, and finally a broader audience.





## A. What is the **opportunity** we want to seize? (4/4)

1. What is the problem we want to solve?
2. Why now?
3. What is our growth strategy?

### 4. What will be our **business model**?

Our business strategy is to make our audience grow thanks to the unique appeal of our personalized homepage service in order to convert our users to our search functions, key of our business model. Our revenue should first be \$30/user/year and gradually grow to \$70.

We want our company to take a fresh look at the advertising formats used by search engines, especially sponsored links. We think that this format is actually underperforming because of its artificial split with the regular content provided in the search engines responses, and its unsuitability to promote more ephemeral content.

Conceiving a new advertising textual format enabling advertisers to transparently promote their services within our search solution and our customizable homepage, would increase profits to great levels. More specifically, embedding advertisement in regular content will able:

- Maximization of the Click-Through-Rate;
- Cumulating of SEO and SEA budgets;
- Expansions of the number of promotable kinds of content;
- Minimization of the negative impact of ad-blocking software.



## B. What **about us?** (1/2)

### 1. Who are we?

We are a team of 2 from Paris, France consisting of Sylvain Leprovost, 36 years old, and Anne Leprovost, 35 years old. We are married for 9 years and we have two kids together.



In 2000, after completing high school, Sylvain has chosen to create his startup rather than to pursue College. The “Dot-com bubble” was at its peak and the possibilities enabled by the Internet was way more stimulating than the studies in Economics he had begun.

Sylvain has since acquired, as needed, a wide array of technical skills (C#, JavaScript, HTML5, etc.) in software engineering, enabling him to master the whole process of the conception and development of sophisticated websites and web applications.



Anne has chosen to manage at once her studies in Economics and Business at Paris-Dauphine University, and a bold involvement in the projects of the start-up created by Sylvain. She works full time with him since 2005.

In addition to what she learned academically, Anne acquired her skills accordingly to the needs of our company: organization of our projects, management of staff members, editorial directing, etc.



## B. What **about us?** (2/2)

1. Who are we?

### 2. Why us?

We believe that we are the right persons to lead  netguide to its success because:

- We have a precise vision of what we want to achieve and how we can succeed;
- We are patient planners and hard workers driven by our vision;
- We are actual geeks but we are able to understand the general public's needs;
- We have many more ideas to make netguide the greatest platform for its purpose;
- We have a unique experience and set of skills enabling us to fully master most of technical, editorial and business aspects involved in our company;
- We are strongly committed and focused on the purposes of our company;
- We are enthusiastically eager to lead our teams to our collective success;
- We are very complementary and able to quickly learn new skills.



## C. What **next**?

### What do we **need** now?

We have personally assumed the full costs of the development of netguide first version. We estimate the cost of the work already done to virtually be about €1,000,000. Our work intends to serve both as a very advanced proof of concept and as a starting point.

We now need to raise seed investment for our company. We have set our needs at €1,000,000 and we are ready to open 15% of our company's share.

Capitalizing adequately our company will give us the opportunity to begin to build our technical and editorial teams in order to continually improve our service, to smartly promote our product, and to begin to build the content of our American version.

Our broader goal is to drive  netguide in the next 12 to 18 months to a series A round.



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