

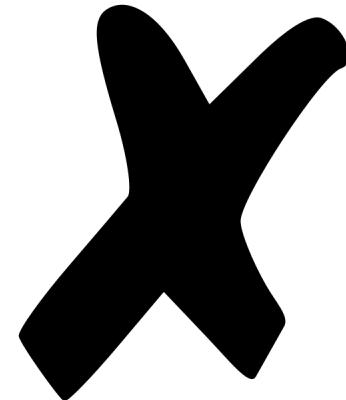
**PITCH**

**SEU**

**\*AQUI**



**Uma apresentação concisa de sua ideia ou projeto pra alguém - seja investidor, cliente, imprensa, etc.**



- Um plano de negócios
- Uma palestra
- Uma apresentação institucional



E PRECISA

DE QUÊ?



# Carisma





FOCO

**Objetividade**



Domínio Técnico



# Engajamento

A wide-angle photograph of a theater interior, filled with a large audience seated in tiered wooden balconies. The theater has ornate gold-colored railings and lighting fixtures. In the center of the image, the word "Empatia" is displayed in a large, white, sans-serif font.

Empatia

**Simple**

**Short**

**Sexy**

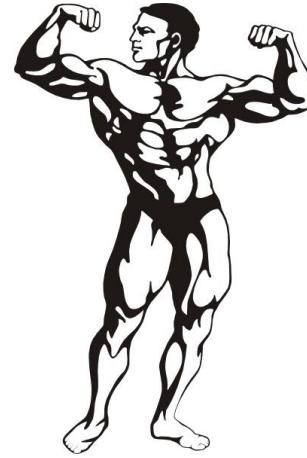
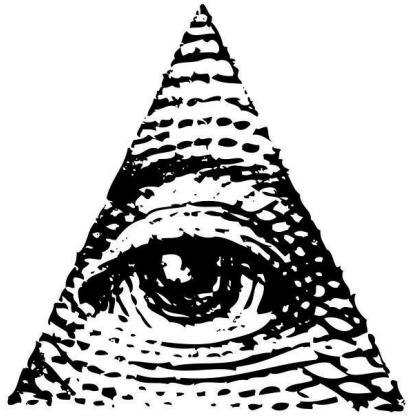
**sweet**



**HACKS**

**PSICOLOGICOS**





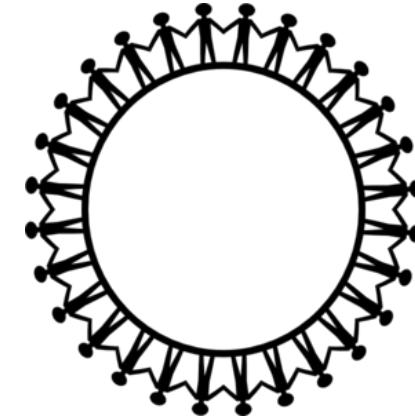
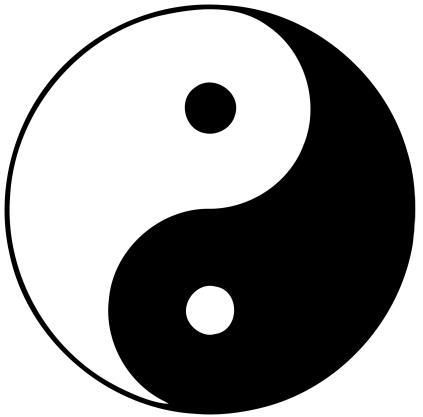
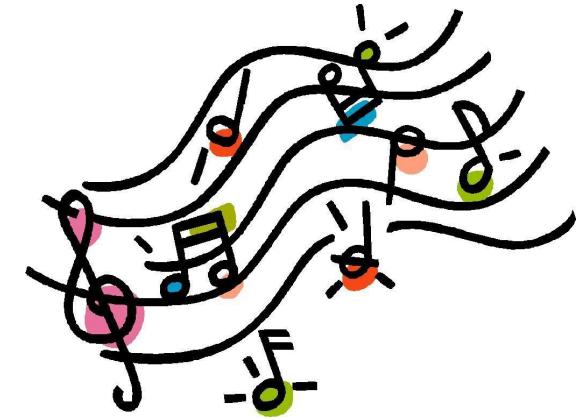
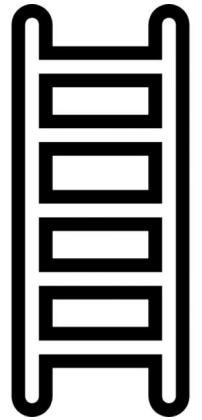


**ELEMENTOS DE UMA**

**NARRATIVA**









*Qual a sua história?*

*Nome/Projeto*

OPORTUNIDADE  
DE INTERESSE

Entrevistas e  
Observações

Canvas

PERSONAS

Jornada  
do  
Usuário

Hipóteses  
e Testes

Produto  
Mínimo  
Viável

Próximos Passos





## What is foursquare?

Think: part friend-finder, part social city-guide, part social-game. Foursquare is a mobile application that helps you keep up with your friends while using game mechanics to encourage and reward users for experiencing new things.

In its current form, foursquare is a website, an iPhone application, an SMS service and an API.

To users, foursquare is a tool used for finding friends, navigating the city and rewarding oneself for discovering bars + restaurants + good times.

To brands and advertisers, foursquare is a platform that both encourages and rewards customers for participating in experiences that take place in the real world

Foursquare is a privately-held, two person startup based out of NYC.

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Thursday, December 15, 2011



Thursday, December 15, 2011

## Checkins Earn Points

Every checkin is worth points...

- +5 pts for discovering a new place
- +2 pts for going out two nights in a row
- +4 pts for four-stops in a night
- +6 pts for bringing six friends
- etc...

"Mayors" are those who check-in most often at a given place. It's not uncommon to see users battling back and forth over mayorships.

**foursquare**



Thursday, December 15, 2011

## Tips

An experiment in “social city guides.”

No matter where you are, we’ll show you recommendations from other users that are within walking distance.

We stay away from Yelp-style reviews and instead encourage users to create Twitter-style recommendations: “Go here, try this”.

# foursquare



Thursday, December 15, 2011

## lead generation will be our primary revenue model

foursquare has the ability to drive customers to local business. We're already seeing this behavior with user-generated foursquare tips and way in which venue have started co-opting foursquare "mayors" as a mechanism for rewarding locals.

By combining the utility of what's nearby with a service that rewards users for reporting their location, we have a unique opportunity to offer metrics for local advertising: "an offer was shown and X% of users responded within 3 hours".

...  
Incremental revenue streams will come from sponsorships (of points, badges, etc) and from resale of data aggregated from user behavior.

# foursquare



Thursday, December 15, 2011

## incremental revenue streams

foursquare is a platform for rewarding users for experiencing things in the real world.

**Sponsored badges:** Check-in at three Starbucks and unlock a Dunkin' Donuts badge that can be redeemed for a free hot chocolate. Checkin after 3am and unlock the "Red Bull Late Night" badge for your efforts.

**Redeemable Points:** Points can be tied to both Checkins and To-Dos. Users who hit a range of music venues, gallery openings or museums can be awarded points that can be collected or traded in for physical goods, concert tickets, donated to charity (etc) in the same way as AmEx Rewards, Coke Points or frequent flyer miles.

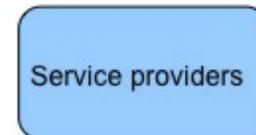
**Banner placements:** Targeted by user activity (busy Friday night), geography or checkin history (everyone below 14th Street) or standard age/gender demographics.

## LinkedIn Is Professional People Search 2.0

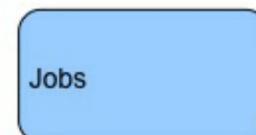


Professional people search includes 3 key components

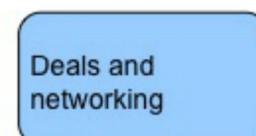
### LinkedIn premium services



1. **Targeted ads:**  
Contextual text ads targeted on search terms and profiles



2. **Listings:**  
Job listings filtered through each professional's network



3. **Subscriptions:**  
Service extending reach of each professional's network



August 2004  
CONFIDENTIAL

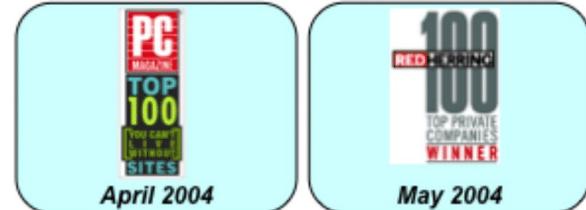
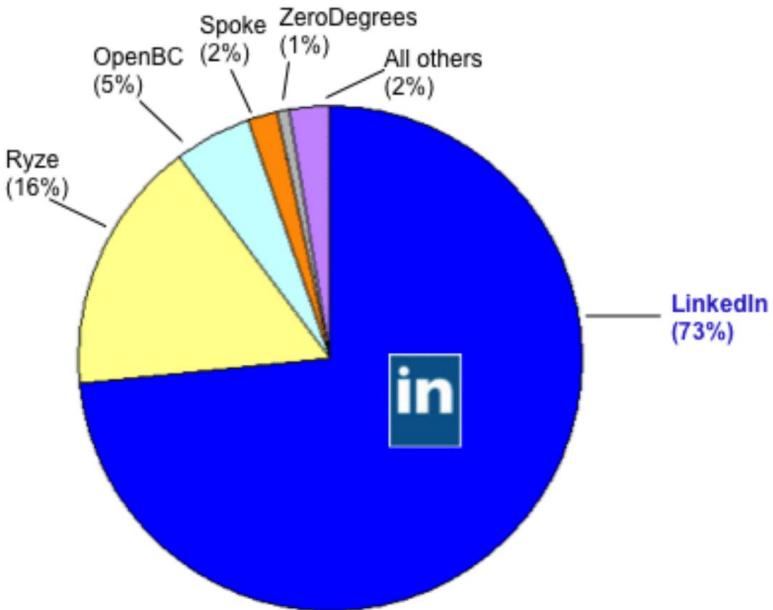
**The problem:** There is no effective, trusted way for professionals to find and transact with each other online

- Selecting service providers from yellow pages fails
- Selecting employees from resume databases fails
- Reaching professionals through directories fails

## LinkedIn Has Grown Its Lead



Registered users of online professional network tools  
August 2004  
(Total = 1.2 Million)



LinkedIn has highest rate of adoption

LinkedIn's share has increased from 54% 6 months ago to 73% today

Tipping point effects mean LinkedIn's share will continue to increase

*Non-LinkedIn numbers are estimates based on best available intelligence*

August 2004  
CONFIDENTIAL

## Strong Results With Less Than \$4 Million Spent



### Large user base

930K+ white-collar registered users  
29K+ weekly user growth rate  
23M+ unique email addresses uploaded

### Groups

50+ Groups live  
20+ new Groups launch per month  
300+ Groups in pipeline

### High-quality users

22% of users are CxOs/senior execs  
100+ countries  
130+ industries

### Desktop (not promoted)

6K+ IE toolbar installs  
18K+ Outlook toolbar installs  
2.5M email addresses uploaded via toolbar

### Increasing usage levels

20% of old users log in per month  
1M+ user searches per month  
20M+ total member page views per month

### Business development

DirectEmployers Association  
American Express OPEN (at contract)  
10+ new inbound opportunities per week

August 2004  
CONFIDENTIAL

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## Revenue Is Near-Term



	Pricing plan (preliminary)	Launch timing
<b>LinkedIn Universal Service</b>	<ul style="list-style-type: none"><li>• Remains free (large user base is key revenue-generating asset)</li></ul>	<ul style="list-style-type: none"><li>• Already live</li></ul>
<b>1. InLeads (Search ads)</b>	<ul style="list-style-type: none"><li>• CPC pricing set by free market auction</li><li>• CPM pricing \$3-\$10 depending on category</li><li>• EOI (lead generation) pricing \$25+</li></ul>	<ul style="list-style-type: none"><li>• 1/05</li></ul>
<b>2. Opportunities (Listings)</b>	<ul style="list-style-type: none"><li>• \$79 per listing (remains open for 30 days)</li><li>• Price levels increase post-2005</li></ul>	<ul style="list-style-type: none"><li>• 11/04</li></ul>
<b>3. Network Plus (Subscriptions)</b>	<ul style="list-style-type: none"><li>• \$5.95 per month or \$59.95 per year</li><li>• Price levels increase post-2005</li></ul>	<ul style="list-style-type: none"><li>• 1/05</li></ul>

August 2004  
CONFIDENTIAL

## Series B Brings LinkedIn to Operating Profitability in 2005



5-Year Financials  
\$ Thousands

5-YEAR FINANCIALS	Historical		Conservative projections		
	2003	2004	2005	2006	2007
Total active users (EOY)	81,801	1,594,188	3,889,445	6,195,065	9,317,487
Revenues	\$ -	\$ 261	\$ 7,292	\$ 22,897	\$ 54,088
Expenses	\$ (1,271)	\$ (3,997)	\$ (6,973)	\$ (10,644)	\$ (14,119)
Cashflow from Operations	\$ (1,271)	\$ (3,736)	\$ 319	\$ 12,053	\$ 39,969
Cashflow from Financing	\$ 4,679	\$ 9,750	\$ -	\$ -	\$ -
Net Cash Position (EOY)	\$ 3,408	\$ 9,422	\$ 9,741	\$ 21,794	\$ 61,763
Headcount	11	36	69	93	112
Operating Margin	N/A	N/A	4.4%	53.1%	73.9%

August 2004  
CONFIDENTIAL

## Business and Tech Team Has Strong Track-Record



### **Reid Hoffman, CEO**

- Former EVP and Founding Board Member, PayPal
- Investor in Friendster, Ironport, Six Apart, Vendio et al

### **Sarah Imbach, Chief of Staff and VP**

- Former SVP Operations, PayPal

### **Allen Blue, VP of Product**

- Former Director of Product Design, SocialNet.com

### **Jean-Luc Vaillant, VP of Engineering**

- Former Director of Engineering and Software Development, Logitech, Spotlife

### **Konstantin Guericke, VP of Marketing**

- Former VP of Marketing, Presenter, Blaxxun

### **Eric Ly, CTO**

- Founder and former CTO, Netmosphere (sold to Critical Path)

### **Matt Cohler, Director of Corporate Development**

- Former top-ranked analyst at McKinsey, marketing at AsiaInfo, published in HBR

**Technical team with experience at Apple, Cisco, Hotwire, Citigroup, Sprint, TIBCO, VERITAS, et al**

August 2004

CONFIDENTIAL

# Problem

2

**Price** is an important concern for customers booking travel online.

**Hotels** leave you disconnected from the city and its culture.

**No easy way exists** to book a room with a local or become a host.

# Solution

A web platform where users can rent out their space to host travelers to:

**SAVE  
MONEY**

when traveling

**MAKE  
MONEY**

when hosting

**SHARE  
CULTURE**

local connection to the city

# Market Validation

4

630,000

on temporary housing site  
couchsurfing.com

17,000

temporary housing listings on SF  
& NYC Craigslist from 07/09 – 07/16



Template by PitchDeckCoach.com

# Business Model

7

We take a 10% commission on each transaction.



**TRIPS W/AB&B**  
Share of Market

**AVG FEE**  
\$70/night @ 3 nights

**REVENUE**  
2008-2011

# Competition



Template by PitchDeckCoach.com

# Competitive Advantages

10

## 1<sup>st</sup> TO MARKET

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## HOST INCENTIVE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## LIST ONCE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## EASE OF USE

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## PROFILES

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

## DESIGN & BRAND

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Integer nec odio. Praesent  
libero.

A close-up photograph of a person's hands. The person is wearing a dark blue suit jacket and a light-colored shirt. They are holding a silver ballpoint pen in their right hand, which is resting on a white tablet screen. Their left hand is also visible, gripping the edge of the tablet. The background is blurred, showing what appears to be an office environment.

*Agora é com vocês!*

\*VOCÊS TERÃO **10 MINUTOS** PARA FAZER SEU PITCH