

VII. STANDING COMMITTEES

A. Academic and Student Affairs

Student Perspectives on the UW Bothell Business Development Center

INFORMATION ONLY

Mr. Barry Weisband and a group of students will present an overview of the UW Bothell Business Development Center and its impact on the economic growth of the region. Students will relate how their work in the Center enhances their education while providing real world opportunities for problem-solving.



Barry Weisband is Director of the UW Bothell's Business Development Center and the Center for Student Entrepreneurship. The two centers serve businesses of various sizes and in a wide range of industries throughout the greater Seattle metropolitan area and the Pacific Northwest. He is responsible for outreach, academic program development, oversight of consulting projects, development and marketing for the Centers, and teaches a variety of entrepreneurship courses. Through his leadership, the Centers are launching the initial UW Bothell Student Business Plan Competition that offers students an opportunity to win \$20,000 and start their businesses.

Weisband has an extensive career in business and education. He has played significant leadership roles at the University of Arizona, Arizona State University and the University of Oregon. In addition to his business development expertise, Weisband led the University of Oregon's Lundquist Center for Entrepreneurship as executive director. His academic background includes directing the entrepreneurship programs at the University of Arizona and Arizona State University. Weisband's experience includes developing and delivering education programs throughout Central Eastern Europe to help former communist companies transition to a free market economy through entrepreneurship.

Weisband received his MS in Management and Policy Analysis from Carnegie Mellon University.



BDC Accomplishments

- **Educating Tomorrow's Entrepreneurs Today**
- **A Variety of start-ups that have created several hundred jobs**
- **Engaged more than 145 businesses**
- **Ranged from start-ups to multinational corporations**
- **Provided the community with hundreds of hours of business services, guidance, and consulting**

Real Talk

AGENDA



Executive Summary

Industry Analysis

Marketing Plan

Financial Plan

Implementation

Exit Strategy

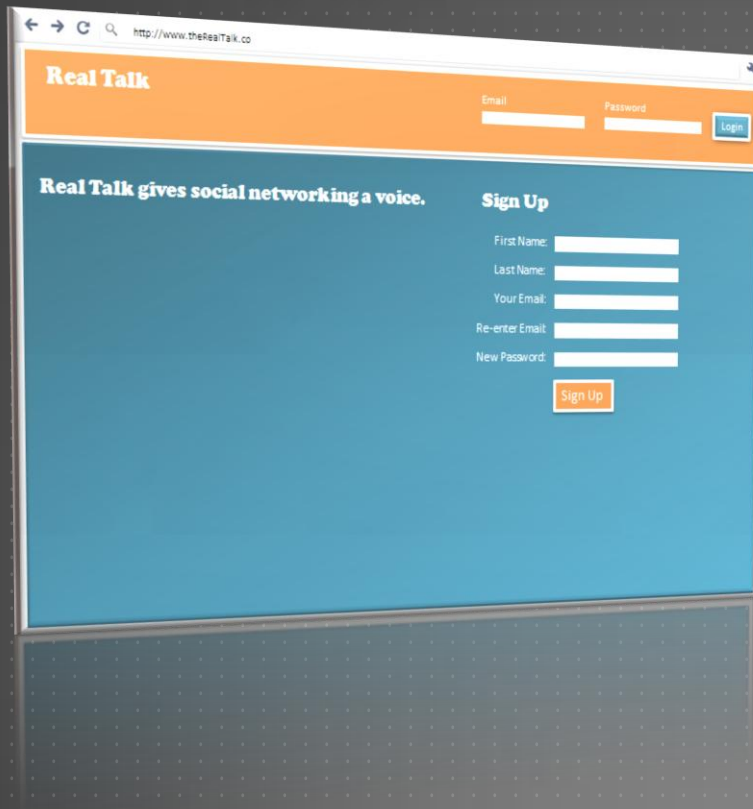
ALL YOUR FRIENDS CAN LISTEN TO YOUR
SHOUT INSTANTLY.



LET ALL YOUR BUDDIES KNOW THEY
ARE MISSING A GOOD TIME....



VISION



- ▶ Real Talk's Vision is to revolutionize the social networking by utilizing the power of your voice.
- ▶ In 3 years Real Talk plans to enhance 5 million users social networking experience.
- ▶ Becoming a strategic partner amongst companies such as Microsoft, Google, Yahoo, and more.

MISSION

Allowing the world the freedom to express itself simply by giving social networking a voice.



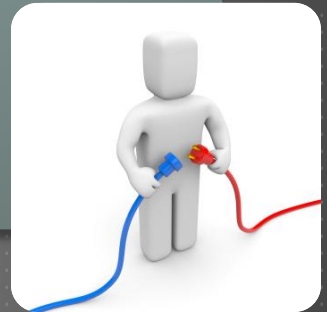
INDUSTRY ANALYSIS

INDUSTRY ANALYSIS

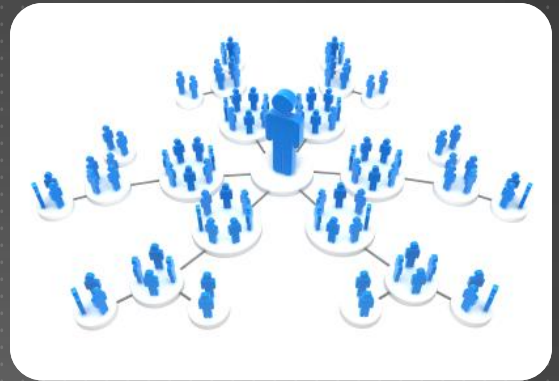
Social Networking

- “Mr. Watson come here, I want to see you...”
- Email
- Text
- Chat

Based on the principle of **connecting** people



INDUSTRY ANALYSIS



Global

Facebook

- 70% of users are outside US.

Twitter

- 60% of users are outside the US.

Economic

Facebook

- Launched February 2004
- 2010 revenues roughly \$1.2 – \$2 billion.

Twitter

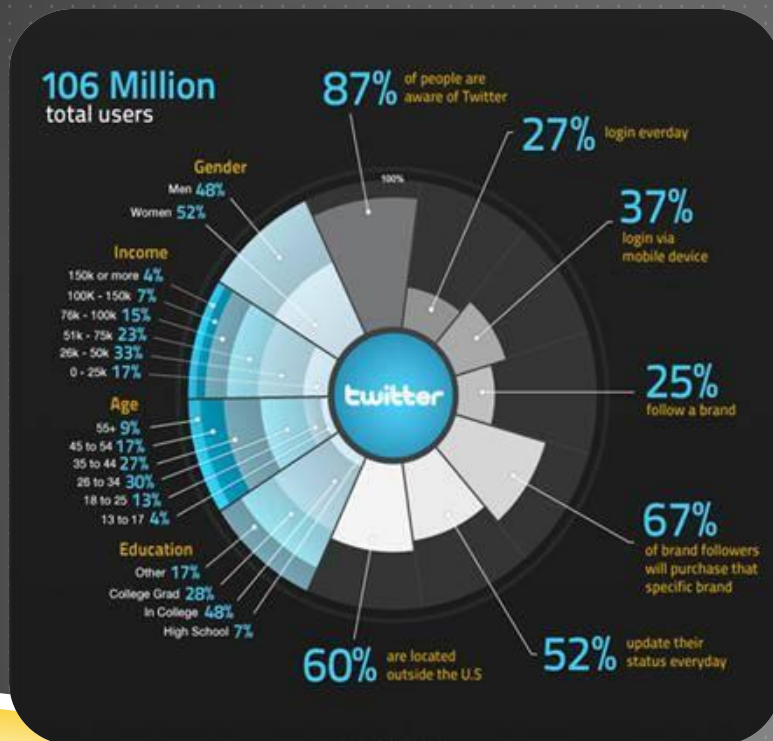
- Launched July 2006
- 2010 Revenues roughly \$45 million.

POLITICAL AND SOCIAL IMPACT

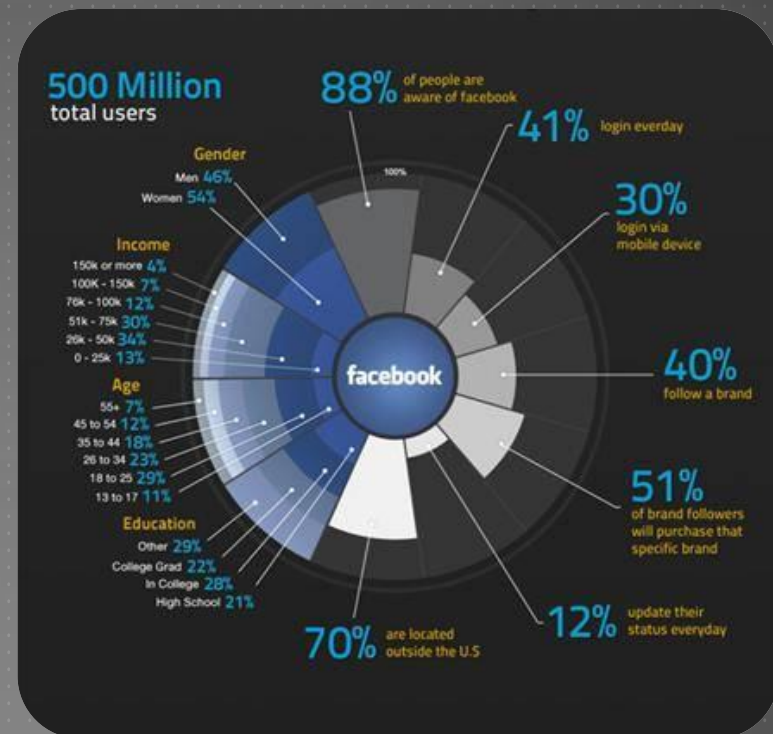


DEMOGRAPHIC ANALYSIS

Twitter



Facebook



MARKETING PLAN



4P'S



COMPETITOR ANALYSIS

Main Threats

- ▶ Facebook
- ▶ Twitter



Competitive advantages:

- ▶ First mover advantage
- ▶ Smartphone Technological Advances
 - ▶ 3g/4g Networks



ANALYSIS AND RESEARCH

Target market

- Age 15-25
- Smartphone

Segmentation

- Artists, Students, Businesses, Celebrities, Politicians, Etc...

TARGET USERS

Population	66,000,000
85% Usage	56,100,000
33% Smartphone Users	18,513,000
Our Survey Results (30%)	5,553,900

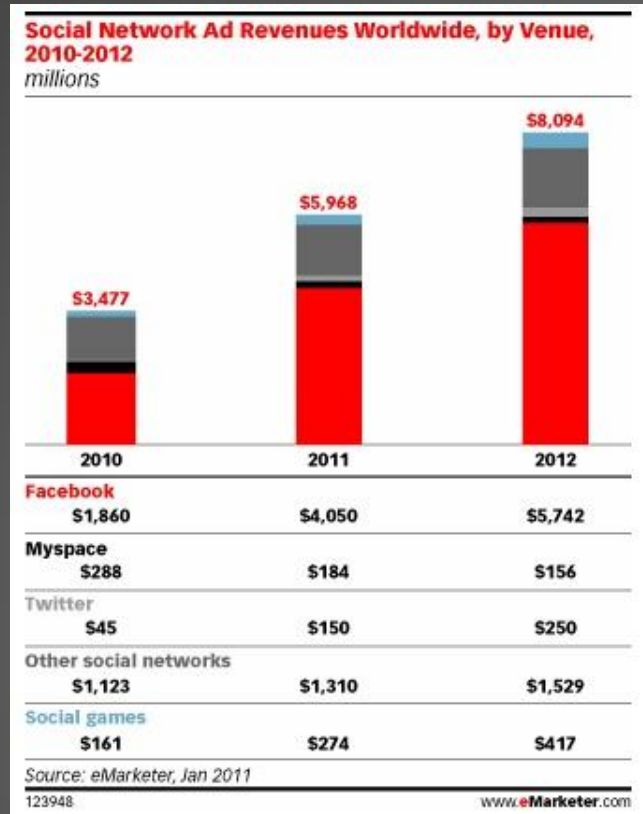
Approximately 5.5 million people would be willing to try a new service according to our survey results.

MARKETING STRATEGY



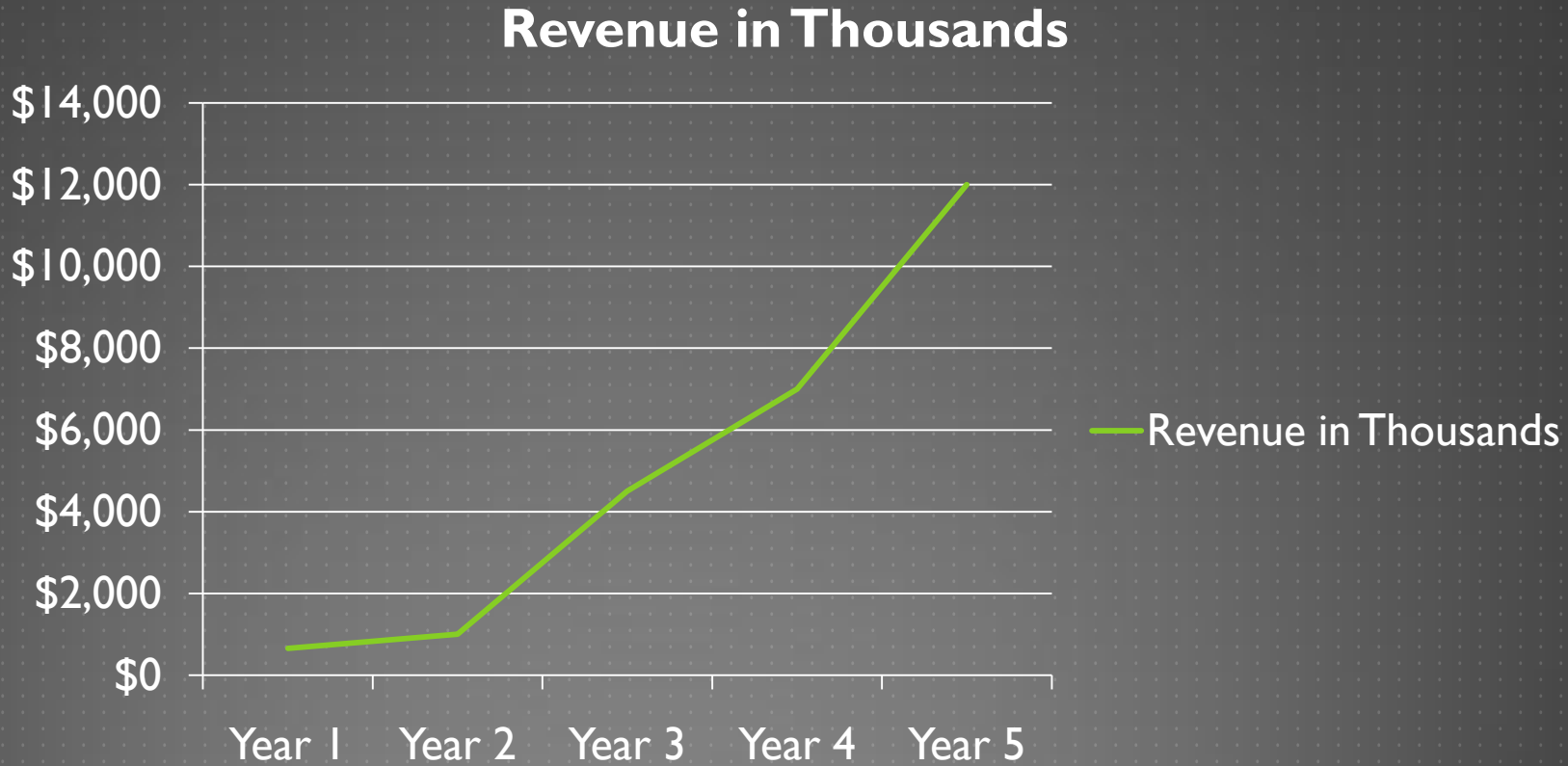
FINANCIAL PLAN

SOCIAL NETWORKING REVENUE



	Facebook	Myspace	Twitter
Years in Business	6	7	4
Number of Users	600M	34M	190M
Revenue	\$1,860M	\$288M	\$45M

REAL TALK REVENUE



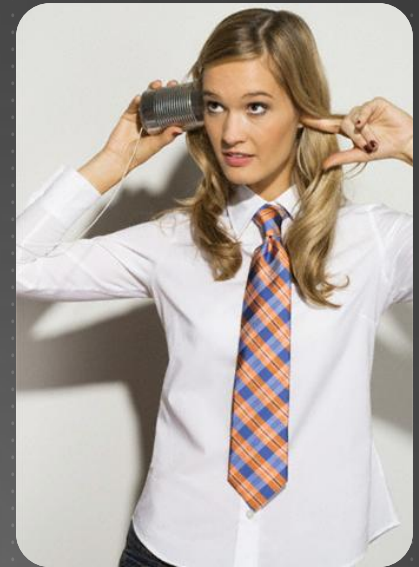
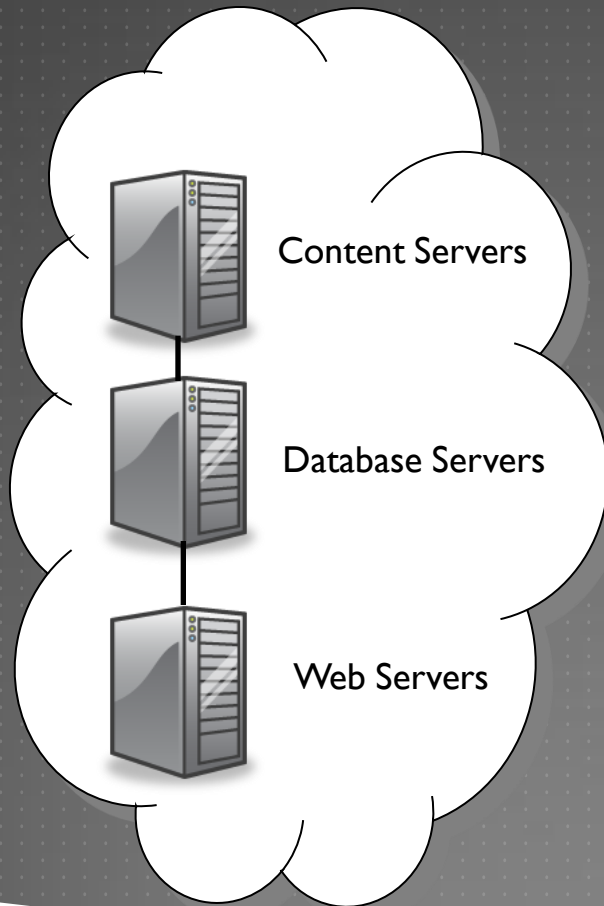
REVENUE MODEL



Search Indexing Advertisement

IMPLEMENTATION





WEBSITE

The screenshot shows a web browser window with the address bar displaying `http://www.theRealTalk.co`. The website has an orange header bar with the "Real Talk" logo on the left. On the right side of the header, there are input fields for "Email" and "Password", followed by a blue "Login" button. Below the header, the main content area has a teal background. On the left, the text "Real Talk gives social networking a voice." is displayed. On the right, there is a "Sign Up" section with five input fields: "First Name:", "Last Name:", "Your Email:", "Re-enter Email:", and "New Password:". Below these fields is an orange "Sign Up" button.

Real Talk

Email

Password

Login

Real Talk gives social networking a voice.

Sign Up

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

Sign Up

EXIT STRATEGY



► Acquisition

► Competitor

- Facebook
- Twitter

► Strategic Partner

- Google
- Microsoft

► IPO

- Possible but not as likely

UNIVERSITY OF WASHINGTON, BOTHELL



QUESTIONS?



- Andrew Magley
- Douglas Taylor
 - Caio Tenca
 - Leo Chen

Vision

By 2016, be the #1 comprehensive community and information resource center for all outdoor related activity, with 500,000 registered users, and over \$9 million in revenue



Mission

OwnTheOutdoors will be THE go-to information resource for anyone interested in outdoor activity in the United States. Through the technology, cross-platform integration, and user driven tools, we will generate the most robust and compelling outdoor community possible.

We will provide the simplest and most powerful user experience– to eliminate hassle and keep people outside and active.



Industry & Market

- Andrew Magley

Industry

5 Revenue Sources

Premium Members, Mobile Applications, Retail Sales, Click Through, Impressions

\$49 Billion

Online Services
Market

\$38 Billion

Sporting Goods
Retail

\$7.4 Billion

Outdoor
Advertising

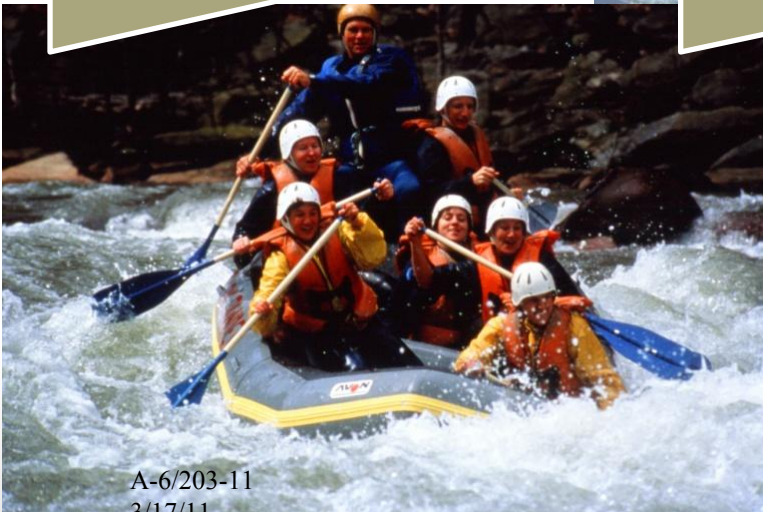
Market

Market Pool

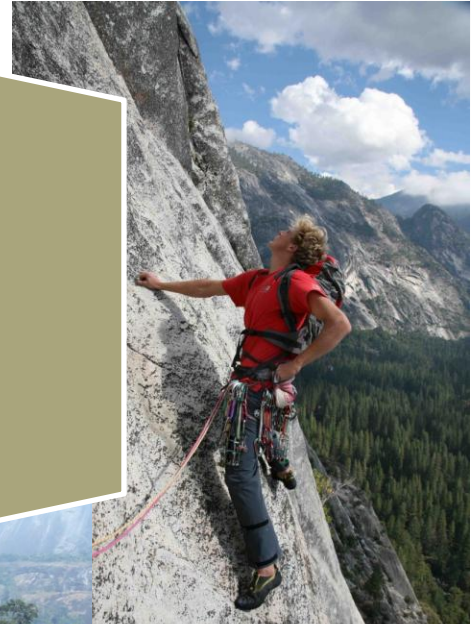
- 136 million Outdoor Adventurers
- 27 million Enthusiasts

Year 5 Revenue

- 500,000 Registered Users
- \$9 million per year Revenue

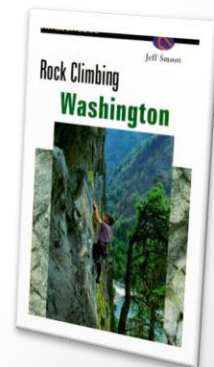


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Competitor Analysis

	OwnThe Outdoors	Traillink	Climbfind	Rock climbing	Guidebooks
Depth of Information	Excellent	Good	Fair	Good	Excellent
Quality of User Experience	Excellent	Fair	Good	Good	Fair
Up to Date Information	Excellent	Excellent	Excellent	Excellent	Poor
Social Experience	Excellent	Fair	Fair	Fair	Poor
Scope	Excellent	Fair	Poor	Poor	Fair



TrailLink.com

powered by Rails-to-Trails Conservancy

6/20/11
5/17/11

Product

- Caio Tenca

Benefits

Mapped locations -- Google Maps

Extensive location information

Upload pictures, videos

User Reviewed Locations, Sites, Challenge Rating

Incremental Weather Updates (Mobile & Web)

Premium Feature List

Awards and badges

Leader-board participation

Trip Planning

Event Planning

Customizable profile

Ad Free



Experience & Strategy

- Leo Chen

Growth Strategy

1. Bootstrap

- Most work done by founders
- Prize money and self-funded

2. Build User Base

- Social Network Integration
- User-Contribution Features

3. Monetize

- Premium services, retail sales, mobile app, ads

Team

Caio Tenca

- Web Development
- Programming
- Project & Program Management

Leo Chen

- Programming
- Business Degree

Andrew Magley

- Operations
- Management
- Entrepreneurial

Douglas Taylor

- Project & Program Management
- Business Management
- Programming

Financial Projections & Exit Plan

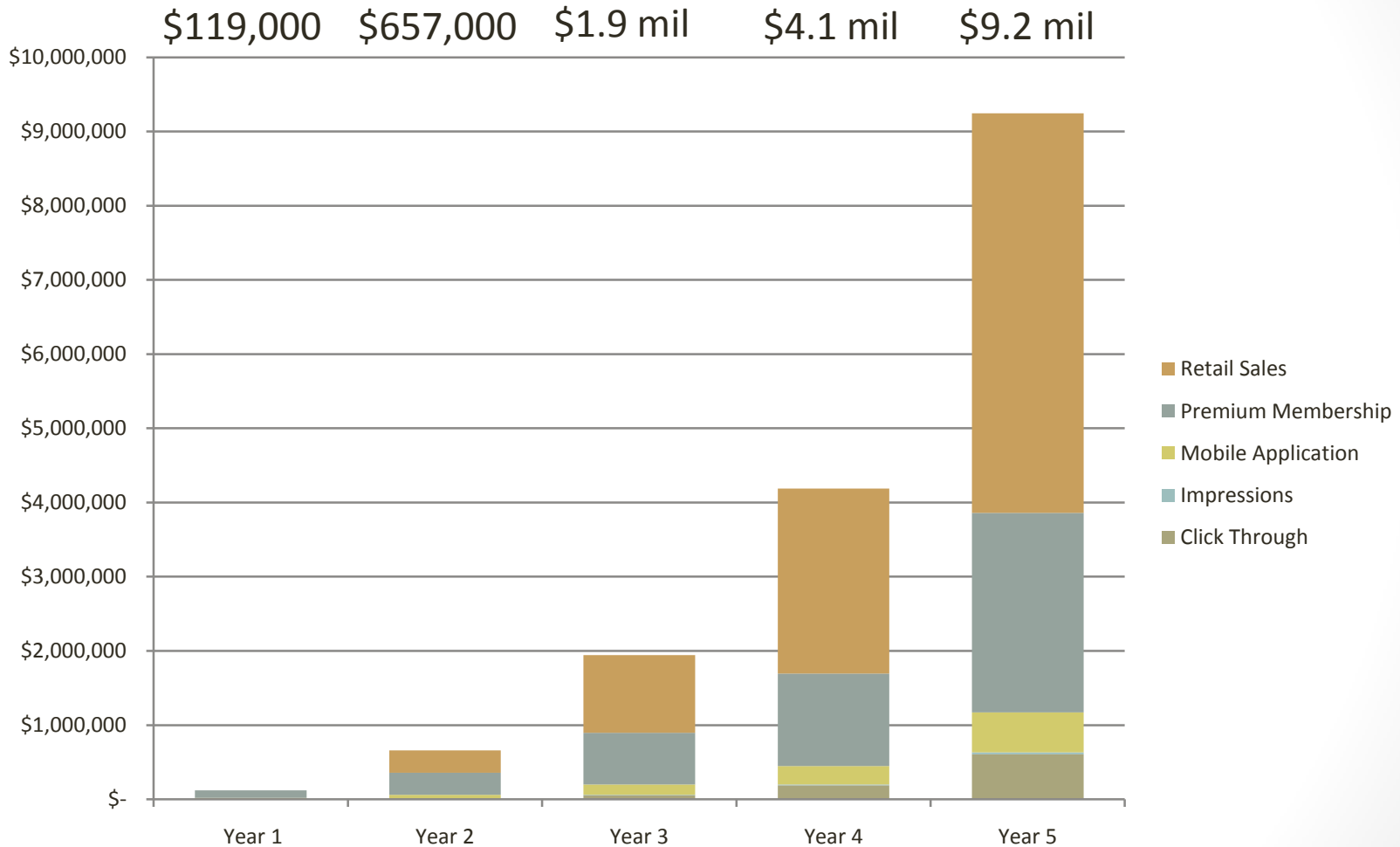
- Douglas Taylor

Initial Setup Costs

Item	Cost
Website Graphic Resource Designer	\$ 10,000.00
Legal Fees (setup LLC, lawsuit Protection)	\$ 1,450.00
Cash	\$ 5,000.00
Miscellaneous	\$ 1,000.00
Web Hosting	\$ 178.02
Mobile App Publishing Fee	\$ 125.00
Total	\$ 17,753.03

1. Average of the prices being charged on GetAppQuoates.com for similar app
2. DesignQuote.net estimate for a high quality website
3. 3 years of Business class services from InMotion Hosting
4. Combined publishing fee for Android (\$25) and Apple (\$100) app stores.

Revenue Projections



Exit Strategy

