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....
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

@KhalidAlKhalifa, the foreign minister of #Bahrain, uses #Twitter to express his views on the violence in #Libya. http://aje.me/agNFV2
DEMOGRAPHIC ANALYSIS

Twitter

106 Million total users

- 87% of people are aware of Twitter
- 27% login everyday
- 37% login via mobile device
- 25% follow a brand
- 67% of brand followers will purchase that specific brand
- 60% are located outside the US
- 52% update their status everyday

Facebook

500 Million total users

- 88% of people are aware of Facebook
- 41% login everyday
- 30% login via mobile device
- 40% follow a brand
- 51% of brand followers will purchase that specific brand
- 70% are located outside the US
- 12% update their status everyday
MARKETING PLAN
4P’S

- The Official Vocal Social Network.

- Web
  - IPhone
  - Android

- Video Promotion
  - Trade Shows
  - Social Networks
  - Beta Testing

- Free

Product
Place
Price
Promotion
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…
Approximately 5.5 million people would be willing to try a new service according to our survey results.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>66,000,000</td>
</tr>
<tr>
<td>85% Usage</td>
<td>56,100,000</td>
</tr>
<tr>
<td>33% Smartphone Users</td>
<td>18,513,000</td>
</tr>
<tr>
<td>Our Survey Results (30%)</td>
<td>5,553,900</td>
</tr>
</tbody>
</table>
### MARKETING STRATEGY

<table>
<thead>
<tr>
<th>Launch Campaign</th>
<th>Video Promotions</th>
<th>Social Promotions</th>
<th>Effective Initial User Base</th>
<th>Word of Mouth</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Launch Party</td>
<td>• Viral Video</td>
<td>• Facebook</td>
<td>• Variety of different users</td>
<td>• Beta testing (exclusivity)</td>
</tr>
<tr>
<td>• Trade shows</td>
<td></td>
<td>• Twitter</td>
<td>• Active users</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Active users
- Beta testing (exclusivity)
- Variety of different users
- Word of Mouth
- Effective Initial User Base
- Social Promotions
- Video Promotions
- Launch Campaign
# SOCIAL NETWORKING REVENUE

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Myspace</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Years in Business</strong></td>
<td>6</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td><strong>Number of Users</strong></td>
<td>600M</td>
<td>34M</td>
<td>190M</td>
</tr>
<tr>
<td><strong>Revenue</strong></td>
<td>$1,860M</td>
<td>$288M</td>
<td>$45M</td>
</tr>
</tbody>
</table>

**Social Network Ad Revenues Worldwide, by Venue, 2010-2012 (millions)**

- **Facebook**: $1,860 in 2010, $4,050 in 2011, $5,742 in 2012
- **Myspace**: $288 in 2010, $184 in 2011, $156 in 2012
- **Twitter**: $45 in 2010, $150 in 2011, $250 in 2012
- **Other social networks**: $1,123 in 2010, $1,310 in 2011, $1,529 in 2012
- **Social games**: $161 in 2010, $274 in 2011, $417 in 2012

Source: eMarketer, Jan 2011

**Notes:**
- Facebook saw significant growth in ad revenues from 2010 to 2012.
- Myspace and Twitter experienced a decline in ad revenues during the same period.
- Other social networks and social games also showed significant growth in ad revenues.
REAL TALK REVENUE

Revenue in Thousands

Year 1  Year 2  Year 3  Year 4  Year 5
REVENUE MODEL

Search Indexing
Advertisement
IMPLEMENTATION
Real Talk gives social networking a voice.
EXIT STRATEGY

- Acquisition
  - Competitor
    - Facebook
    - Twitter
  - Strategic Partner
    - Google
    - Microsoft

- IPO
  - Possible but not as likely
QUESTIONS?
OWN THE OUTDOORS

- 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

<table>
<thead>
<tr>
<th>Source</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Services Market</td>
<td>$49 Billion</td>
</tr>
<tr>
<td>Sporting Goods Retail</td>
<td>$38 Billion</td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>$7.4 Billion</td>
</tr>
</tbody>
</table>
Market

Market Pool
- 136 million Outdoor Adventurers
- 27 million Enthusiasts

Year 5 Revenue
- 500,000 Registered Users
- $9 million per year Revenue

A-6/203-11
3/17/11
## Competitor Analysis

<table>
<thead>
<tr>
<th></th>
<th>OwnThe Outdoors</th>
<th>Traillink</th>
<th>Climbfind</th>
<th>Rock climbing</th>
<th>Guidebooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depth of Information</td>
<td>Excellent</td>
<td>Good</td>
<td>Fair</td>
<td>Good</td>
<td>Excellent</td>
</tr>
<tr>
<td>Quality of User Experience</td>
<td>Excellent</td>
<td>Fair</td>
<td>Good</td>
<td>Good</td>
<td>Fair</td>
</tr>
<tr>
<td>Up to Date Information</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Excellent</td>
<td>Poor</td>
</tr>
<tr>
<td>Social Experience</td>
<td>Excellent</td>
<td>Fair</td>
<td>Fair</td>
<td>Fair</td>
<td>Poor</td>
</tr>
<tr>
<td>Scope</td>
<td>Excellent</td>
<td>Fair</td>
<td>Poor</td>
<td>Poor</td>
<td>Fair</td>
</tr>
</tbody>
</table>

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**Climbfind**

**Traillink**

**rockclimbing.com**
Product

- Caio Tenca
Benefits

- Mapped locations -- Google Maps
- Extensive location information
- Upload pictures, videos
- User Reviewed Locations, Sites, Challenge Rating
- Inclement Weather Updates (Mobile & Web)
Premium Feature List

Awards and badges
Leader-board participation
Trip Planning
Event Planning
Customizable profile
Ad Free
Search a location (Zip / City, State)

98115  Submit

Locations

Submit a new location

A - Fun location 1
Click for direct link
3 Climb(s)

B - Fun location 2
Click for direct link
1 Climb(s)

C - Fun location 3
Click for direct link
4 Climb(s)
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

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Graphic Resource Designer</td>
<td>$10,000.00</td>
</tr>
<tr>
<td>Legal Fees (setup LLC, lawsuit Protection)</td>
<td>$1,450.00</td>
</tr>
<tr>
<td>Cash</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Web Hosting</td>
<td>$178.02</td>
</tr>
<tr>
<td>Mobile App Publishing Fee</td>
<td>$125.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$17,753.03</strong></td>
</tr>
</tbody>
</table>

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

- Year 1: $119,000
- Year 2: $657,000
- Year 3: $1.9 million
- Year 4: $4.1 million
- Year 5: $9.2 million

Revenue Sources:
- Retail Sales
- Premium Membership
- Mobile Application
- Impressions
- Click Through
Exit Strategy

Plan to continue growing the business

Align for acquisition by a larger company, such as Google or Amazon