woven

Organize and optimize the world's time

November 2016

Founding Team

Tim Campos
Co-founder & CEO

Tim was Facebook's first CIO and served with the company for over 6 years during it's growth from 1,400 employees to its current size today. Prior to Facebook, Tim served as the CIO of KLA-Tencor and held engineering leadership positions at Sybase, Silicon Graphics and an Internet startup.

Tim holds degrees in Electrical Engineering and Computer Science as well as an MBA from UC Berkeley.

Burc Arpat
Co-founder & CTO

Burc served as a Sr. Engineering Manager at Facebook for 4 years, building products for sales, marketing and advertisers. Prior, he spent 3 years at Google's Search Infrastructure group as a Staff Engineer. Before Google, he was an Eng. Manager at a startup.

Burc holds a PhD from Stanford focused on spatial statistics and an MBA from UC Berkeley. He is an inventor on several patents related to ML, NLP and analytics.

3 Big Problems: Fragmentation + Intelligence + Sharing
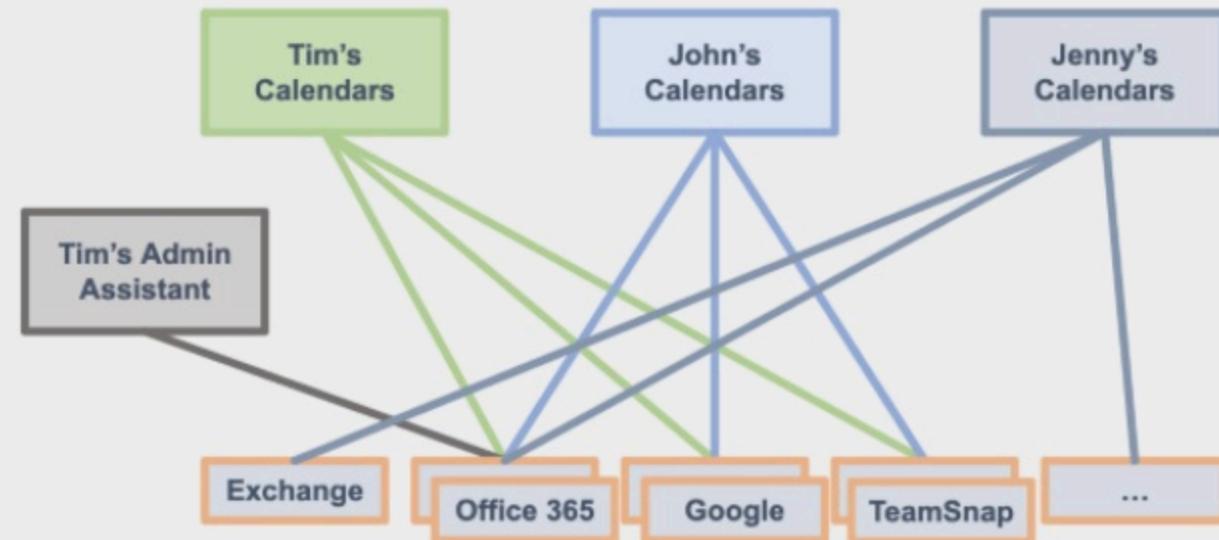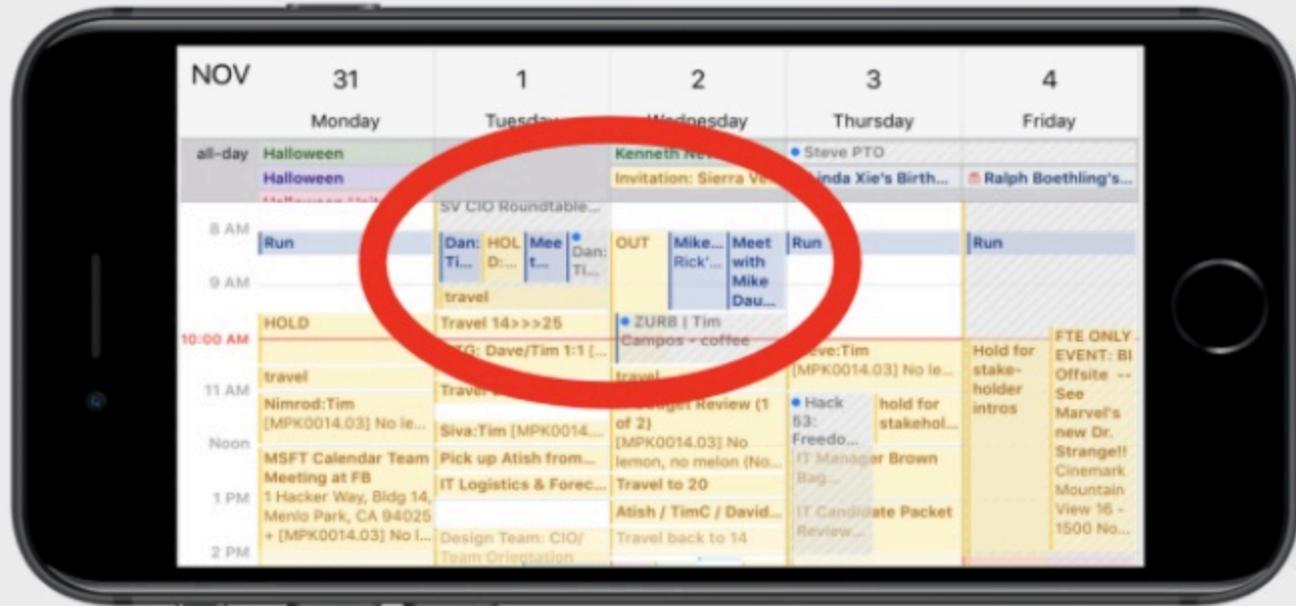
Fragmentation — Even for a single person, time information is often stored in multiple disjoint calendars and other systems that don't interact with each other.

3 Big Problems: Fragmentation + Intelligence + Sharing
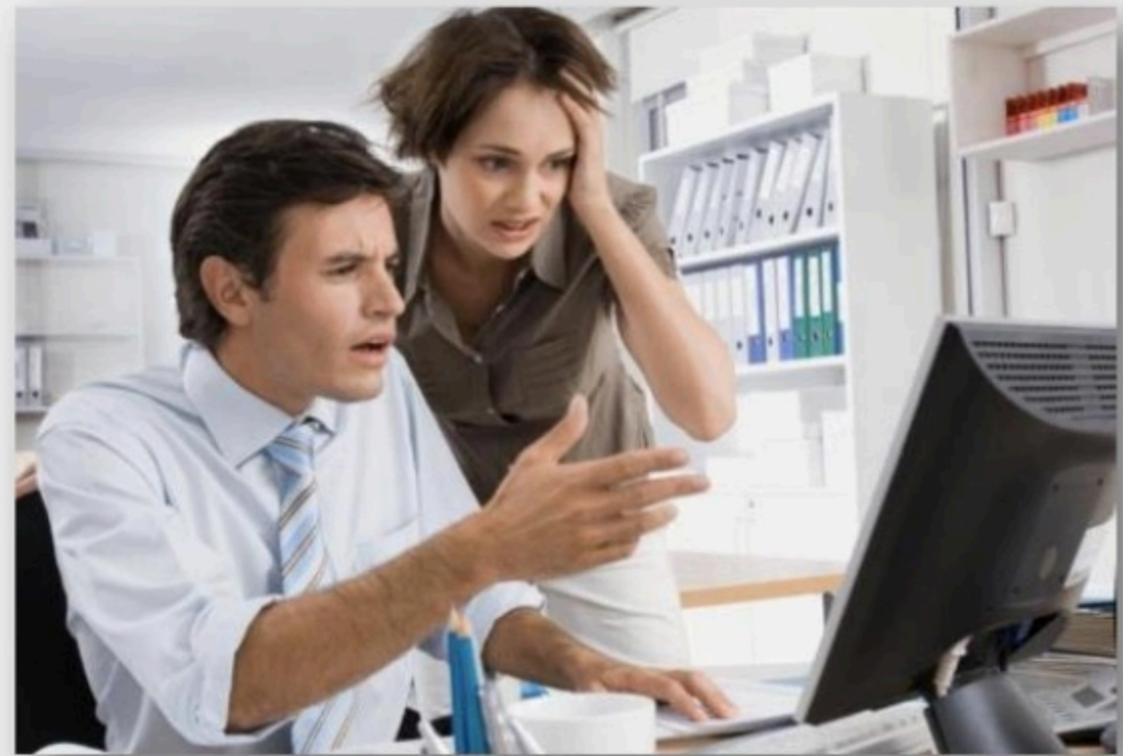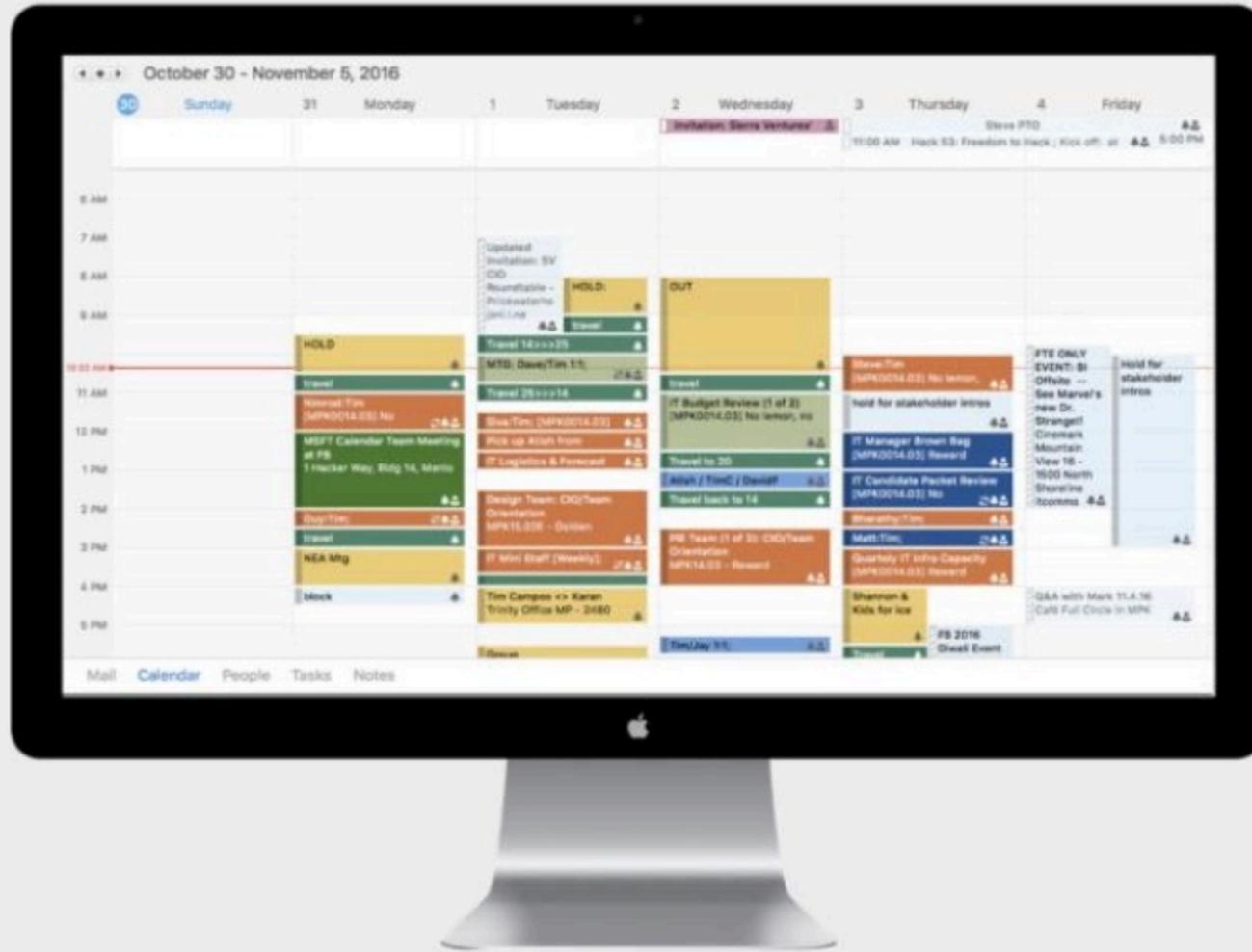
Intelligence — Calendaring systems don't have enough information and thus can't intelligently act upon different types of meetings and events.

3 Big Problems: Fragmentation + Intelligence + Sharing
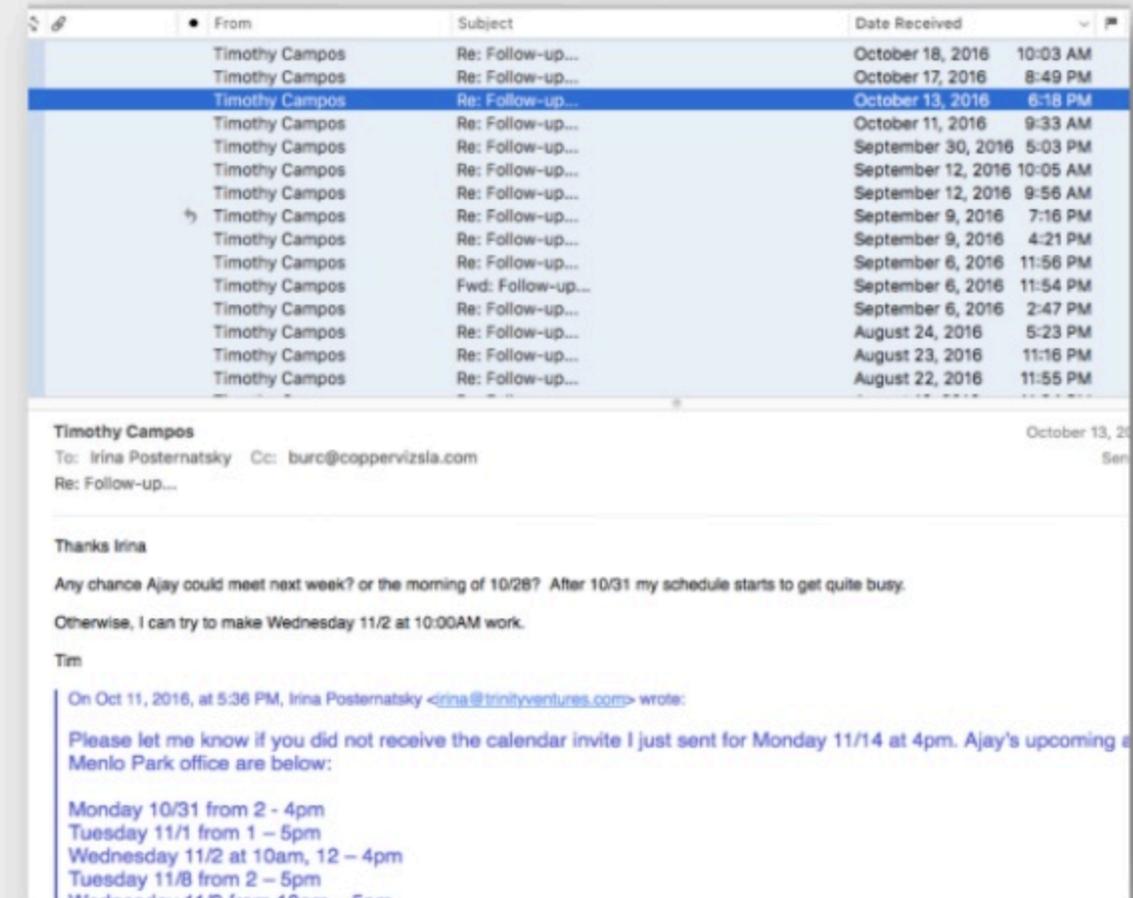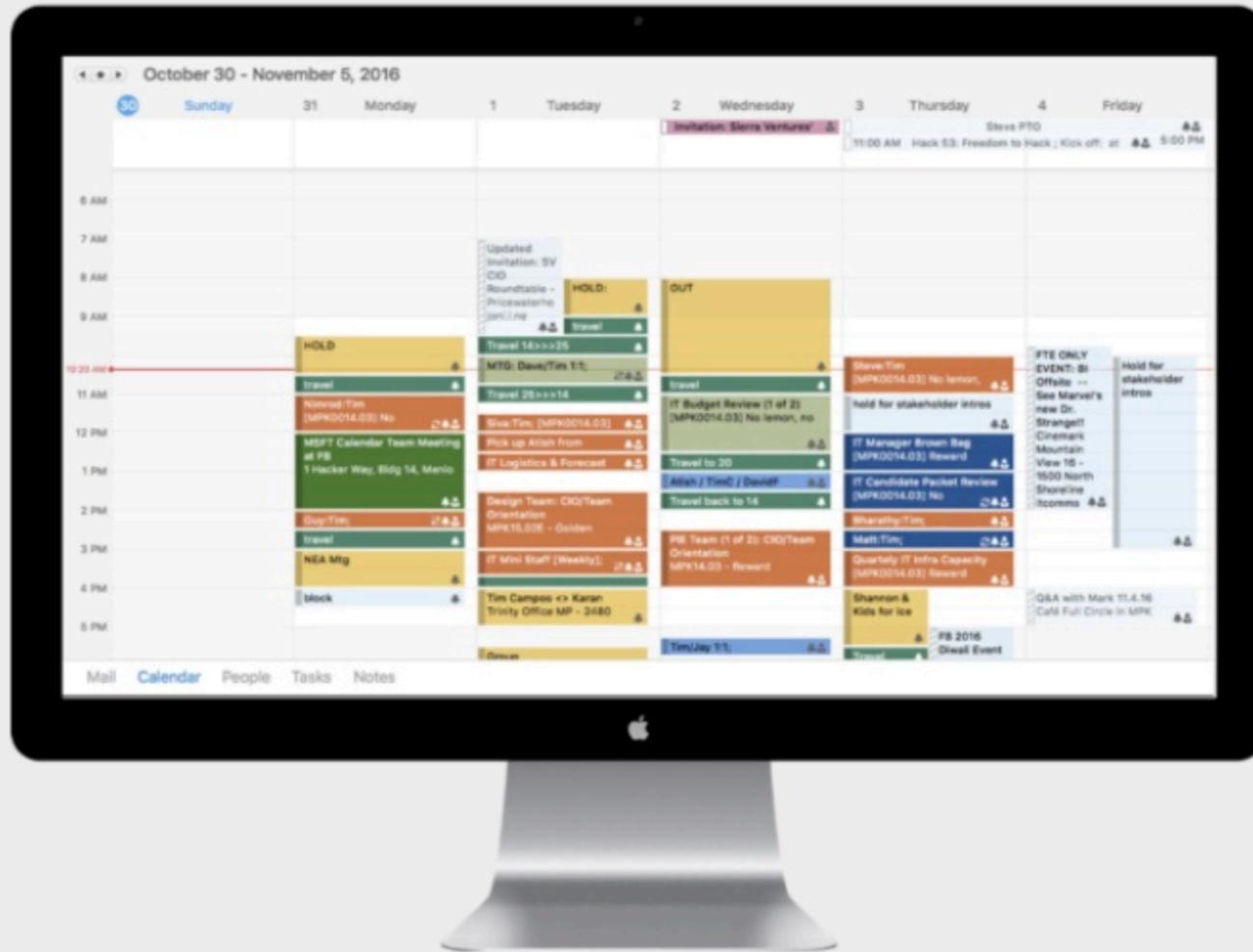
Sharing

It is difficult to share time information with other people and across systems, as the choice is usually to share all, free/busy or nothing.

Solution

Redefine the calendar

	"One" Meeting	Broker interactions between different calendars and systems to ensure the same meeting has only a single representation shared by everyone in a global system.
	Enriched Data + ML & NLP	Understand different kinds of meetings and events and behave accordingly and intelligently when scheduling as well as before, during and after a meeting.
	Rich Permissions & Collaboration	Granular and transient permissions and sharing capabilities to elevate scheduling and to enable new integrations not possible today.

Tim's Calendar
Tim's Admin Assistant
John's Calendar
Jenny's Calendar

Pulsra User Interfaces (Web, iOS, Android, …)

HR
Recruiting
CRM
Cust. Serv.
…

3rd Party Integrations

Pulsra

"One" Meeting Representation
Two-way Sync to Traditional Calendar Backends

Meeting & Event Types + Auto Type & Tag Detection
Enriched Data Driven Actions & Triggers
Analytics & Portfolio Analysis
Assisted Scheduling

Rich Permissions & Collaboration
Rich Delegation

Scheduling & Notifications

Email
SMS
Slack
Facebook
…

**Integration with Other Calendar Backends and
Graceful Degradation to Primary Calendar**

Exchange
Office 365
Google
CalDAV
TeamSnap
FB Events
Evite
· · ·

NOV

	31	1	2	3	4
	Monday	Tuesday	Wednesday	Thursday	Friday

all-day

- Halloween
- Halloween
- Halloween United St...
- Kenneth Nevarez's...
- Invitation: Sierra Ve...
- ● Steve PTO
- 🎂 Linda Xie's Birth...
- 🎂 Ralph Boethling's...

8 AM
- Run
- SV CIO Roundtable...
- Dan: Ti... | HOL D:... | Mee t... | ● Dan: Ti...
- OUT | Mike... Rick'... | Meet with Mike Dau...
- Run
- Run

9 AM
- travel

10:00 AM
- HOLD
- Travel 14>>>25
- ● ZURB | Tim Campos - coffee
- MTG: Dave/Tim 1:1 [...
- Steve:Tim [MPK0014.03] No le...
- Hold for stake-holder intros
- FTE ONLY EVENT: BI Offsite -- See Marvel's new Dr. Strange!! Cinemark Mountain View 16 – 1500 No...

11 AM
- travel
- Travel 25>>>14
- travel
- Nimrod:Tim [MPK0014.03] No le...
- Siva:Tim [MPK0014...
- IT Budget Review (1 of 2) [MPK0014.03] No lemon, no melon (No...
- ● Hack 53: Freedo...
- hold for stakehol...

Noon
- MSFT Calendar Team Meeting at FB
- Pick up Atish from...
- IT Logistics & Forec...
- IT Manager Brown Bag...

1 PM
- 1 Hacker Way, Bldg 14, Menlo Park, CA 94025 + [MPK0014.03] No l...
- Atish / TimC / David...
- Travel to 20
- IT Candidate Packet Review...

2 PM
- Design Team: CIO/ Team Orientation
- Travel back to 14

See how you are doing against your goals

Same meeting from different calendars consolidated
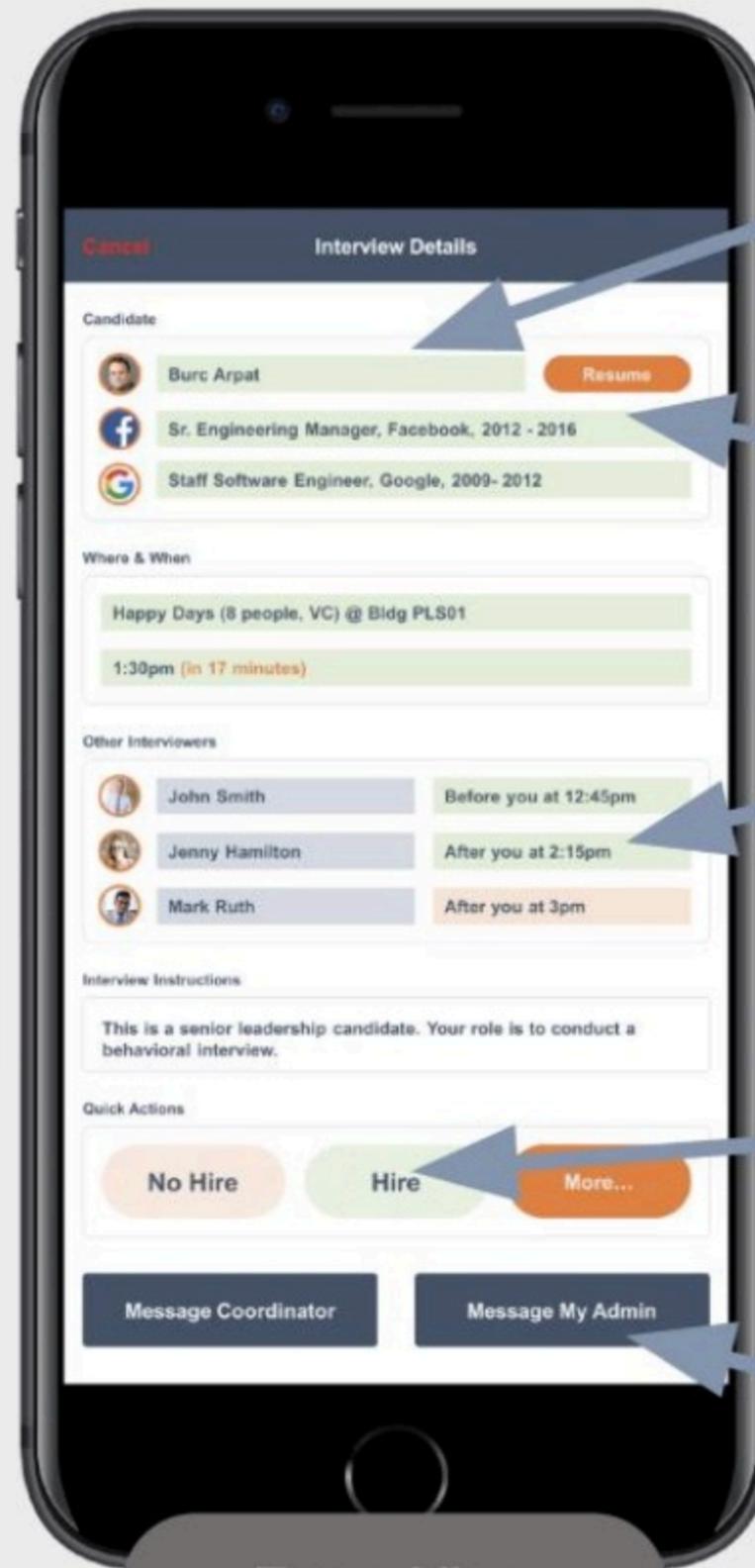
Informational events taken out of the way

Customizable, auto-calculated details per meeting type

Links to important documents (resume)

Understanding of meeting context & continuity

Customizable actions per meeting types

Quickly reach out to other people

Notifications about updates to meetings and meeting materials

Warnings about at risk events, travel risk, etc.

Fully zoom-able and swipe-able interface

Calendar view (left phone):

NOV

	31 Monday	1 Tuesday	2 Wednesday	3 Thursday	4 Friday
all-day	Halloween		Bday: Kenneth N...	Steve PTO	
			Bday: Linda Xie		Bday: Ralph Bo...
8 AM	Run	Travel	Travel	Run	Run
9 AM		Meet with Dan Café Somewhere	Meet with Mike Café Somewhere		
10:00 AM	Hold	Travel	ZURB Zurb, Inc.	Travel	Travel
		Dave:Tim MPK 25	Travel	Steve:Tim MPK 25	
11 AM	Nimrod:Tim MPK 14	Travel	IT Budget Review (1 of 2) MPK 14	Hold for stakehol MPK 14	Hold for stakeholder intros MPK 14
Noon		Siva:Tim			
	MSFT Calendar Team Meeting MPK	Pick up Atish fro...	IT Manager Brown Bag MPK 14		
1 PM		IT Logistics & Fo...		IT Candidate Packet Review MPK 14	
		Design Team: CIO	Travel	Travel	

Interview Details (right phone):

Cancel   Interview Details

Candidate

Burc Arpat   [Resume]

Sr. Engineering Manager, Facebook, 2012 - 2016

Staff Software Engineer, Google, 2009- 2012

Where & When

Happy Days (8 people, VC) @ Bldg PLS01

1:30pm (in 17 minutes)

Other Interviewers

John Smith   Before you at 12:45pm

Jenny Hamilton   After you at 2:15pm

Mark Ruth   After you at 3pm

Interview Instructions

This is a senior leadership candidate. Your role is to conduct a behavioral interview.

Quick Actions

[No Hire]   [Hire]   [More...]

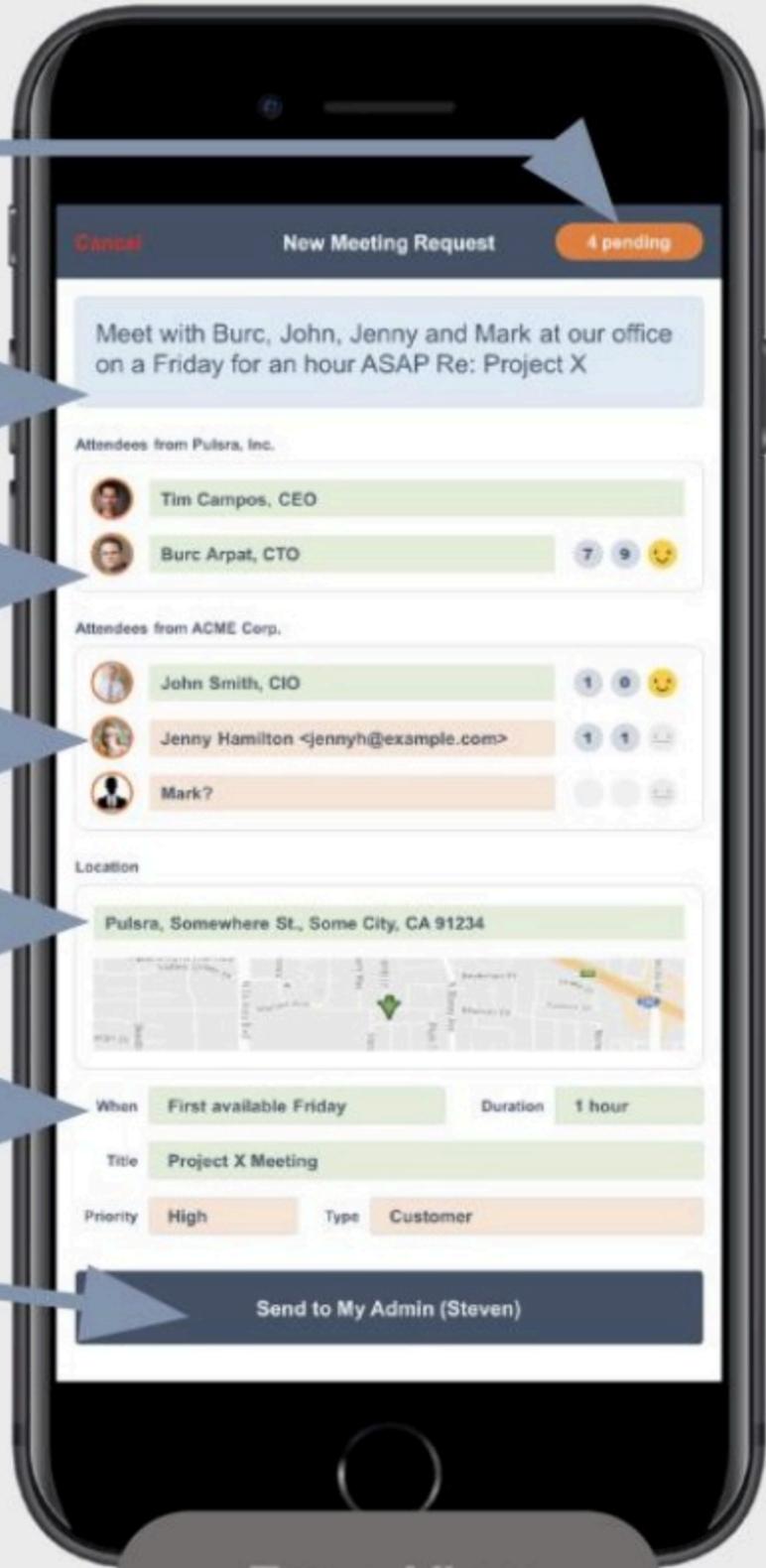[Message Coordinator]   [Message My Admin]

Exec. View

There is a "task list" for requests like this

Natural language input auto-parsed

Results of auto-parsing for verification & edits

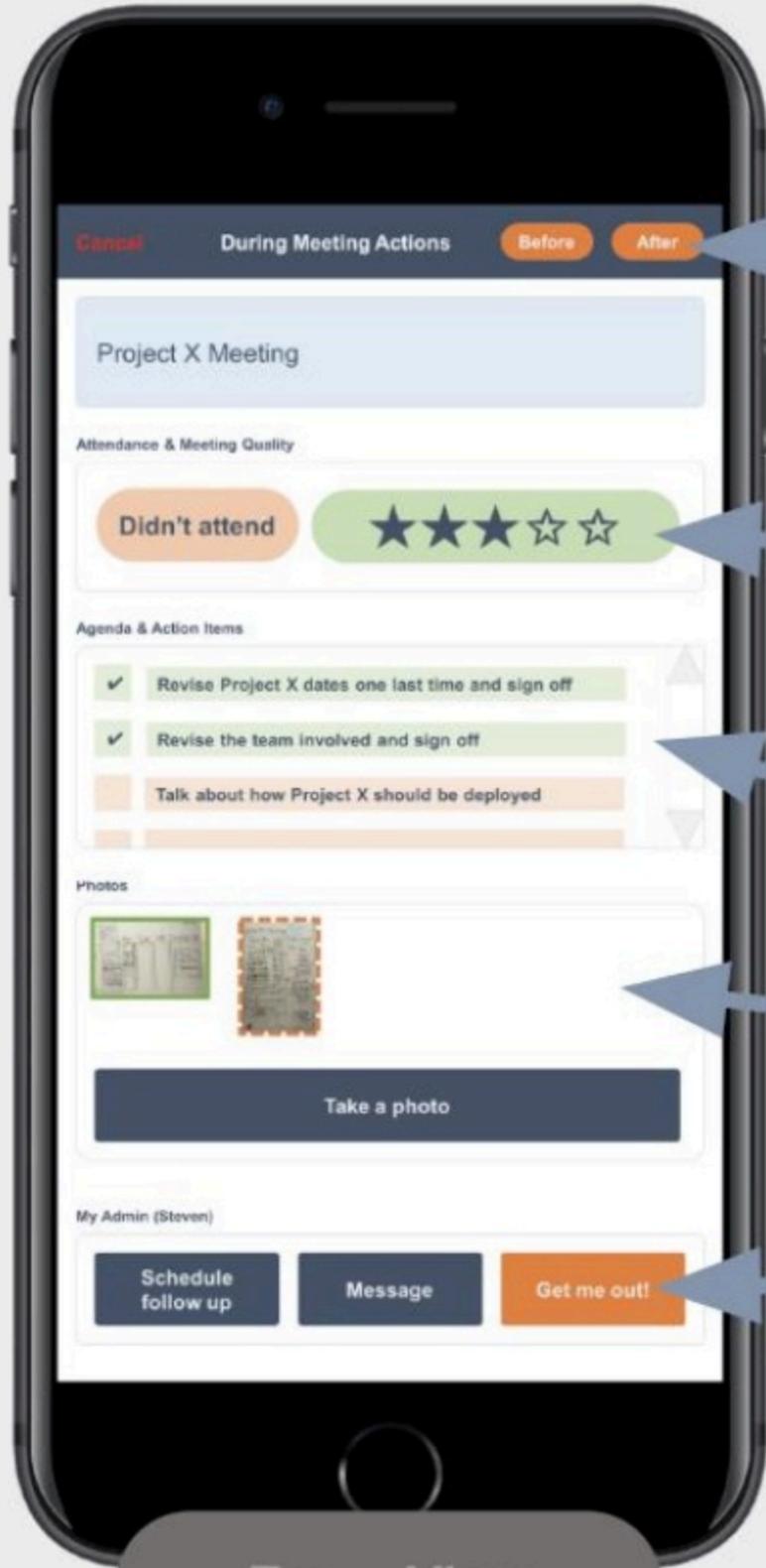Send to your admin for actual scheduling

Customizable actions per meeting type for before / during / after

Keep track of attendance & karma (private or public)

Check off agenda items or edit actions

Associate photos to this meeting

Directly work with your admin

New Meeting Request — Cancel — 4 pending

Meet with Burc, John, Jenny and Mark at our office on a Friday for an hour ASAP Re: Project X

Attendees from Pulsra, Inc.

Tim Campos, CEO

Burc Arpat, CTO — 7 9

Attendees from ACME Corp.

John Smith, CIO — 1 0

Jenny Hamilton <jennyh@example.com> — 1 1

Mark?

Location

Pulsra, Somewhere St., Some City, CA 91234

When: First available Friday — Duration: 1 hour

Title: Project X Meeting

Priority: High — Type: Customer

Send to My Admin (Steven)

During Meeting Actions — Cancel — Before — After

Project X Meeting

Attendance & Meeting Quality

Didn't attend — ★★★☆☆

Agenda & Action Items

✔ Revise Project X dates one last time and sign off

✔ Revise the team involved and sign off

Talk about how Project X should be deployed

Photos

Take a photo

My Admin (Steven)

Schedule follow up — Message — Get me out!

Exec. View

Exec. View

CONFIDENTIAL – DO NOT DISTRIBUTE

Pending tasks & recommendations for the admin assist.

Auto-detected people, priority, type, tags, etc.

Machine-calculated "availability score"

Transient availability for multiple companies

Context-aware, auto-associated data

Book it or save it as draft for later

Other suggested times (using score)

Real time goals status and meeting impact

Jump to other apps or perform API actions

Chat with participants or their admins

Pending Tasks

Meet with Burc, John, Jenny and Mark at our office on a Friday for an hour ASAP Re: Project X

Save As Draft

Schedule It

Principal Request
Today @ 1pm
Move my 1:1 with…
Burc

People — Burc, John, Jenny, Mark

Priority — High   Type — Customer   Tags — Project X, ACME Co.

Principal Request
ASAP
Meet with Burc, John, Je…
Burc, John, Jenny, Mark

Friday, December 2nd @ 2pm

8am 9am 10am 11am 12noon 1pm 2pm 3pm 4pm 5pm 6pm

Suggested times

Mo Tu We Th Fr Sa Su
28 29 30 01 **02** 03 04
05 06 07 08 09 10 11
12 13 14 15 16 17 18
19 20 21 22 **23** 24 25
26 27 28 29 **30** 31 01

Tim's goals summary

35% Meet with customers
82% Meet with staff 1:1
91% Kids soccer
37% Daily desk time

At risk
Tomorrow @ 3pm
Budget review
Burc, Alex, Bridget

Goal recommendation
Thursday @ 4pm
Move 1:1 to later
Alex

Fri., Dec. 9th @ 3pm

Fri., Dec.16th @ 11am

This meeting helps "Meet with customers" goal.

This meeting hurts "Daily desk time" goal.

Start Chat

Staff Request
Thursday @ 3pm
Extra budget prep
Alex, Bridget

Meeting History   Meeting Notes & Files   CRM   ...

- This meeting was rescheduled 1 time(s).
- Last Friday, you met with the same group of people on the same topic.   **Show Me**
- You met with John and Jenny (without Mark) last month on the same topic.   **Show Me**
- This will be your 6th meeting with John and Jenny in the last 90 days.

Other Request
Friday @ noon
Catchup + lunch?
Mark

Chat session

Burc: I can't do that time; may be an hour later?
Andrea (Pete's AA): Pete can be available.
Carol (Jenny's AA): Let me register Jenny with Pulsra so that this is easier next time; looks like these folks are gonna meet a lot.
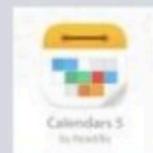
Type a message…

Admin View

Competitors
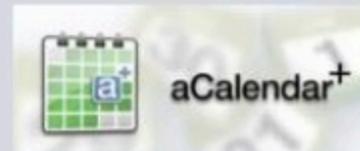
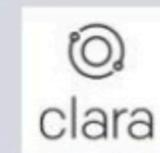| Office Suites w/ Calendar (Strong Competition)	Calendar Apps (Weak Competition)	Bots & Smart Assistants (Weak Competition)	Optimizers & Analytics (Weak Competition)
Microsoft	Fantastical	WizCal	BogushTech
Google	Calendars 5	Clara Labs	Esper
	aCalendar+	x.ai	Priority Matrix
+ a few more...	+ 100s more...	+ 10s more...	+ 10s more...

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