

What is thefacebook.com?

thefacebook.com is an expanding online directory that connects students, alumni, faculty and staff through social networks at colleges and universities. This online directory allows for user connections on the basis of friendship, courses and social networks (including intra and inter-school networks), and has a built-in messaging system.

User Profile

Each thefacebook.com user maintains and updates a profile that includes:

- **Contact information**
- **Personal information:** relationship status and procurement, political views, clubs, jobs and favourite music, books, movies and quote
- **Course information:** the site has a built-in database of school courses and concentrations and automatically builds a user's class schedule
- **Picture**



Additionally, thefacebook.com automatically adds to each user profile links to school news articles that refer to the user, the last user-away message in the AIM system and the last user access location (the site has a built-in database of school dormitories and halls).

Our audience - *The College Addiction*

There are 15 million college students in the United States. With an estimated purchasing power that exceeds **\$85 billion**, college students have money in their pockets for your services and products. This year they will spend \$21 billion on restaurants and food, \$9 billion on automobiles, \$5 billion on clothes, \$4 billion on phones and \$46 billion on other amenities. College students are also active job seekers.

Facebook's original pitch deck

MEDIA KIT
SPRING 2004

Slide layout

- Cover
- Killer opening quote
- Solution
- Product Description
- Market Validation
- Vision
- Market size
- User Demographics
- User Engagement ✓
- Growth Metrics
- Services
- Contact Us
- Killer closing quote

Modify this templates as you see fit, some slides may not be applicable for your pitch.

————— *The Stanford Daily*, 03/05/2004

Classes are being skipped. Work is ignored. Students are spending hours in front of the computer in utter fascination. Thefacebook.com craze has swept through campus.

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Social Networking

Intra-School Networking

Each thefacebook.com user can browse their school's social network through the following mediums:

1. **Social Net:** *Displays ten random people from the user's school*
2. **Course Roasters:** *Displays all students enrolled in any given courses*
3. **Advanced Search Engine:** *Allows for search on every user profile parameter*

Additionally, each user can add friendship list to their profile, pending second-source verification of friendship status. Thefacebook.com automatically adds to each profile a visualization of their friendship network and an indication of the user's connection to viewers of their profile (i.e., friends, friend's friends).

Intra-School Networking

Each user can also browse the social network of other schools through the global search function. Each user can add a friendship list for each school in thefacebook.com network



Our Schools - *The Expansion*

Thefacebook.com was launched on February 4, 2004 at Harvard University. As of April 10, 2004, the expansion of thefacebook.com network has yielded the following member schools:

Ivy-League

Launch Date	Name
February 4, 2004	Harvard University
February 24, 2004	Columbia University
March 1, 2004	Yale University
March 7, 2004	Dartmouth University
March 7, 2004	Cornell University
March 14, 2004	University of Pennsylvania
April 4, 2004	Brown University
April 4, 2004	Princeton University

Other Schools

Launch Date	Name	*Launch Date*	Name
February 26, 2004	Stanford University	*April 11, 2004*	Georgetown University
March 14, 2004	MIT	*April 11, 2004*	University of Virginia
March 21, 2004	New York University	*April 19, 2004*	Tufts University
March 21, 2004	Boston University	*April 19, 2004*	Boston College
April 4, 2004	UC Berkeley	*April 19, 2004*	Northeastern University
April 11, 2004	Duke University	*April 19, 2004*	University of Illinois

The Expansion Plan

The mission of thefacebook.com is to expand to include most of the schools in the United States. By September 1, 2004, thefacebook.com network will have more than **200 member schools**.

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User Base Demographics*

TOTAL STUDENTS: 70,000



*Based on March 2004 Monthly Statistics