



Team Global Citizen

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Butterfly[®]

● Actionable Information

● People

● Planet

● Prosperity



Information Services

🌱 PPP content from people, institutions, communities, corporations for

- Selection - sustainable provider (Localdirt), GRI taxonomy
- Identification - news, issues, innovation exchange, products
- Monitoring - apps for local, national, and international
- Transaction - Engagement with feedback loop, content license, local discount
- Benchmarking - scoring according to GRI

Global Mobile Internet User Base to Reach 2.1 Billion by 2015, According to New Report by Global Industry Analysts, Inc.

Top Ten Languages Used in the Web (Number of Internet Users by Language)

TOP TEN LANGUAGES IN THE INTERNET	Internet Users by Language	Internet Penetration by Language	Growth in Internet (2000 - 2009)	Internet Users % of Total	World Population for this Language (2009 Estimate)
English	478,442,379	37.9 %	237.0 %	27.6 %	1,263,830,976
Chinese	383,650,713	27.9 %	1,087.7 %	22.1 %	1,373,859,774
Spanish	136,524,063	33.2 %	650.9 %	7.9 %	411,631,985
Japanese	95,979,000	75.5 %	103.9 %	5.5 %	127,078,679
French	78,972,116	18.6 %	547.4 %	4.6 %	425,622,855
Portuguese	73,052,600	29.5 %	864.3 %	4.2 %	247,223,493
German	64,593,535	67.0 %	133.2 %	3.7 %	96,389,702
Arabic	50,422,300	17.3 %	1,907.9 %	2.9 %	291,798,743
Russian	45,250,000	32.3 %	1,359.7 %	2.6 %	140,041,247
Korean	37,475,800	52.7 %	96.8 %	2.2 %	71,174,317
TOP 10 LANGUAGES	1,444,362,506	32.5 %	363.5 %	83.3 %	4,448,651,771
Rest of the Languages	289,631,235	12.5 %	487.1 %	16.7 %	2,319,153,437
WORLD TOTAL	1,733,993,741	25.6 %	380.3 %	100.0 %	6,767,805,208

(*) NOTES: (1) Top Ten Languages Internet Stats were updated for Sept. 30, 2009. (2) Internet Penetration is the ratio between the sum of Internet users speaking a language and the total population estimate that speaks that specific language. (3) The most recent Internet usage information comes from data published by [Nielsen Online](#), [International Telecommunications Union](#), [GfK](#), and other reliable sources. (4) World population information comes from the [U.S. Census Bureau](#) . (5) For definitions and navigation help in several languages, see the [Site Surfing Guide](#). (6) Stats may be cited, stating the source and establishing an active link back to [Internet World Stats](#). Copyright © 2009, Miniwatts Marketing Group. All rights reserved worldwide.

Taking it further – identifying the “global citizen”

- Surveyed internet users in Canada, China, France, Germany, Japan, the UK and the US
- Averaged three measures of citizenship and social advocacy
 - Donates to charity
 - Volunteers time to charity
 - Joined advocacy group
- Extrapolating that our sample is global enough to say that 36.3% of global internet users are “global citizens”
- Potential market size of 525,000,000
- Target market .4%
- Target market size: 2,100,000

Donated to charity	2262	53%
Voted for a candidate in a national, regional or local election (Not displayed for China)	1457	44%
Volunteered time to a charity or charitable event	1305	31%
Joined an advocacy group on an issue of concern	1041	25%

Audiences

- Internet-connected global citizens
- Socially responsible companies and staff
- Socially responsible investors, fund managers
- Global citizenship-related NGOs
- Inter-government organizations (UN, etc)
- Country governments and staff



The Management Team

Team Members	Critical Skills
CEO	Scott Kupor, Andreessen Horowitz
Technology	Jean-Raymond Naveau
Technical	Jean-Raymond Naveau
Sales	Critical Skills Needed
Strategic Partner	Arianna Huffington, Sustainability Expert
Investor	Andreessen Horowitz
Angel (s)	Walmart, World Bank, WHO, Samsung



Revenue Projection

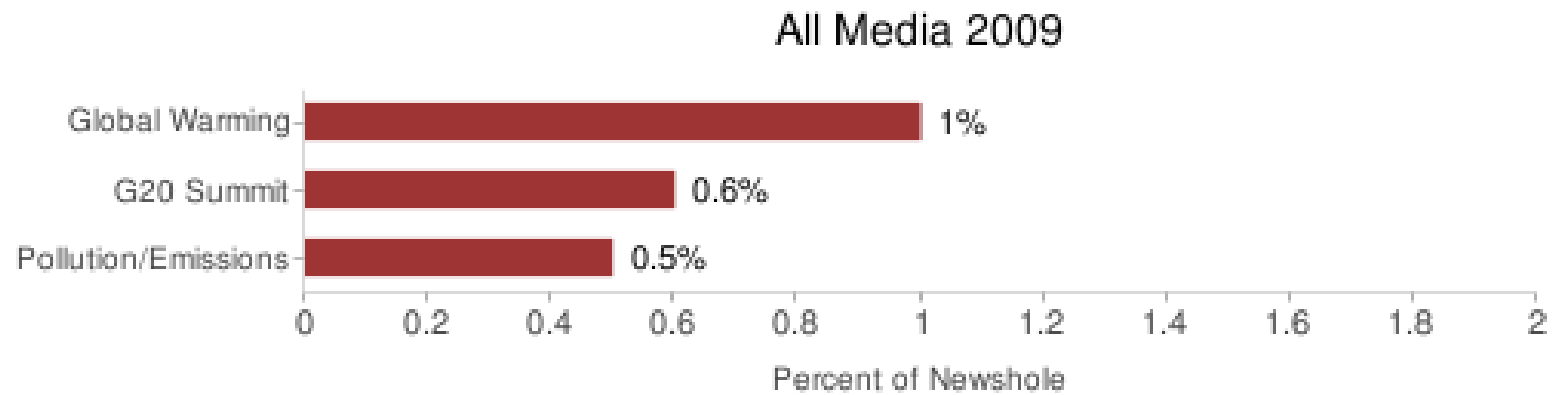
	Year 1	Year 2	Year 3	Year 4	Year 5
Seed Capital	\$3M				
Memberships Subscriptions	300K	1MM	4MM	8MM	16MM
Content Licensing	0	1MM	3MM	6MM	9MM
Advertising	0	300K	1.2MM	2.4MM	4.8MM
Events	-500K	1MM	2MM	2MM	2MM
Products & Services	50K	100K	150K	250K	500K

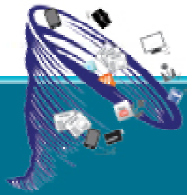
What online sources do people use?

% of each group of online news users who use each source on a typical day

	All online news users 18+	Ages 18-29	Ages 30-49	Ages 50+
A portal website like GoogleNews, AOL or Topix that gathers news from many different sources	56%	68% *	57% *	45%
A website of a TV news organization such as CNN, Fox or CBS	46	50 *	47	40
A website that specializes in a particular topic like health, politics, or entertainment	38	40	38	35
A website of a national or local newspaper	38	36	42	36
An individual or organization, other than a journalist or news organization, that you follow on a social networking site like Facebook	30	44 *	31 *	17
A website of an international news organization such as the BBC or The Guardian, or a foreign language news site	18	19	20 *	15
A website that offers a mix of news and commentary, such as the Drudge Report or Huffington Post	17	12	20 *	17
The website of a radio news organization such as NPR	15	14	16	14
A news podcast from an organization such as NPR or the New York Times	14	15	14	12

Industry





Challenges and risks

- List out assumptions and uncertainties
- 1
- 2
- 3 None
- 4
- 5
- 6