

NoSpamNews

Ochieng Rapuro
Jonathan Friendly
Yihu (Elina) Tang
Amiri Jameel Yehia
Phil Aucutt
Peter Meng
Margret Duffy

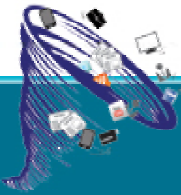
Privacy Statement – no assertions made are intended as endorsement by RJI.
RJI copyright for the presentation but not the ideas.

March 16, 2010



OVERVIEW SLIDE

- NoSpamNews uses a selected group of editors and marketing professionals using crowd sourcing techniques, to test and evaluate news stories for quality and marketability.
- Customers: Ad agency and corporate partners
- Research Market Size – est. US survey research. \$6.7B, global \$18.9B
- Revenue – Testing Fees - \$50 per test, Royalties (10% - (\$3,000), Premium Content



Product or Service



NoSpamNews

NoSpamNews

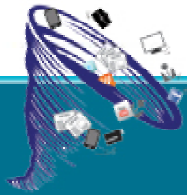
1. Is a global marketplace for advertisers, news organizations and corporations to purchase content and obtain real-time market data.
2. Uses a select qualified group of editors and marketing professionals using crowd sourcing techniques, to test and evaluate news stories for quality and marketability.



Market Overview

The Market Research Market

Segments	Size	Target Audience (s)
Market Research	40%	Advertisers/Agencies
	20%	Corporations
	40%	News Organizations



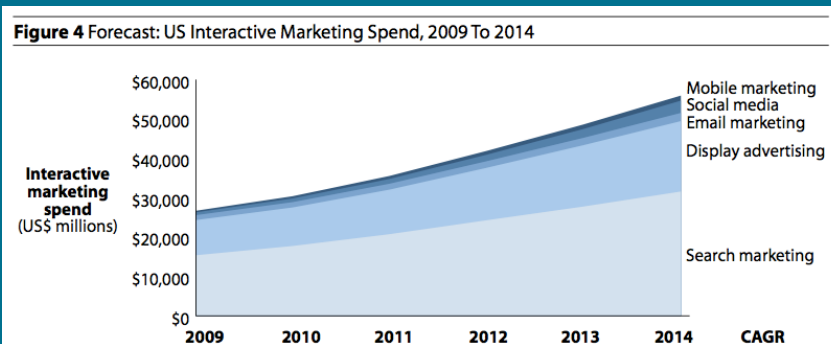
Key Milestones

1. Alpha Prototype Release
2. First Strategic Partnership
3. Private Beta Release
4. Actively Recruit Other Partnerships
5. Open Beta – Wide Release



Revenue Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Testing Fees	404637	477471.7	582515.4	62329.15	69808.65
Royalties	3049280	3598150	4389743	469702.6	526066.9
Premium	1596436	1883794	2298229	245910.5	275419.8
Total Revenue	5050353	5959417	7270488	777942.2	871295.3





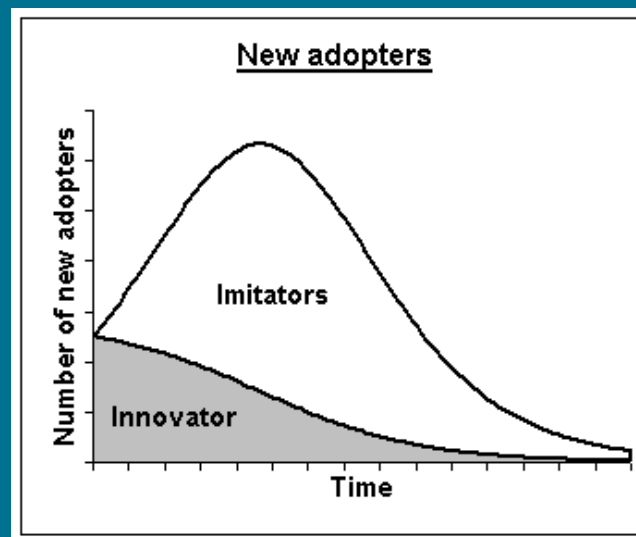
Competition

Main Competitors	Their Offerings	How your product will compete
Traditional Market Research	Classic research, time consuming, costly.	Cost. Ease of Use. Different Approach.
Digg	Crowd source ranking	We have monetization
Seed.Com/Helium/Demand Media	Outlet for paid and edited free lancers	We don't pay freelancers.



Challenges and risks

- We will sign one content partner with a large content library.
- That our revenues will proportionally match projected marketing research spend through 2014
- Building a user base fast enough (See Bass Diffusion Model)





The Management Team

Team Members	Critical Skills
CEO	Kelly Sharbough
Technology	Ben Browning
Technical	Russell Swan
Sales	Yasmin Giles
Strategic Partner	CBS
Investor	Mark Burnett
Angel (s)	Viacom



The Management Team

Team Members	Critical Skills
CEO	Big Picture Person, who motivate, lead, and cultivate employees
Technology	Highly skilled in agile development, a good manager of people, and can effectively manage products with collaboration tools
Technical	Critical Skills Needed
Sales	Critical Skills Needed
Strategic Partner	RJI, McClatchy & Company, Clear Channel Communications Group, etc.
Investor	First Round Capital, OATV, other seed funders
Angel (s)	RJI, Band of Angels, etc.