

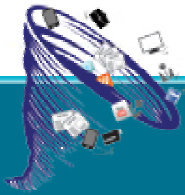
# Perfect Calendar

Amanda Hickman  
Ann Langworthy  
Marty Steffens  
Tom Warhover

Jim Price  
Jeff VanderClute  
Larry Dailey

March 16, 2010

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# Perfect Calendar

- 300 million around the world keep an electronic calendar; and more than 10 million have a web-based calendar
- Time is money and the smarter we are about the things we do everyday, then the more value we get back
- Calendar application that adds **value** to everyday events, with a one-stop approach!



# Perfect Calendar

- Allows consumers to pull in news, vendors, social media suggestions/content, and GPS tags into a friendly daily calendar – something they're already using
- Encourages civic engagement through making citizens aware of local meetings and events
- A co-branded application that partners that is licensed to existing local news organizations, such as the local newspaper or TV station



# Perfect Calendar

- Offers multiple revenue streams, from local merchant advertising, classified listings, ticket sales
- Interface with local and national ads, from hourly specials at Shakespeare's Pizza to specials from Woot or Amazon
- Everyone wants to be smart when they attend event or meeting – you'll get the best meetings for you, and when you do go, you'll arrive informed.
- And maybe, even a discount on that restaurant or

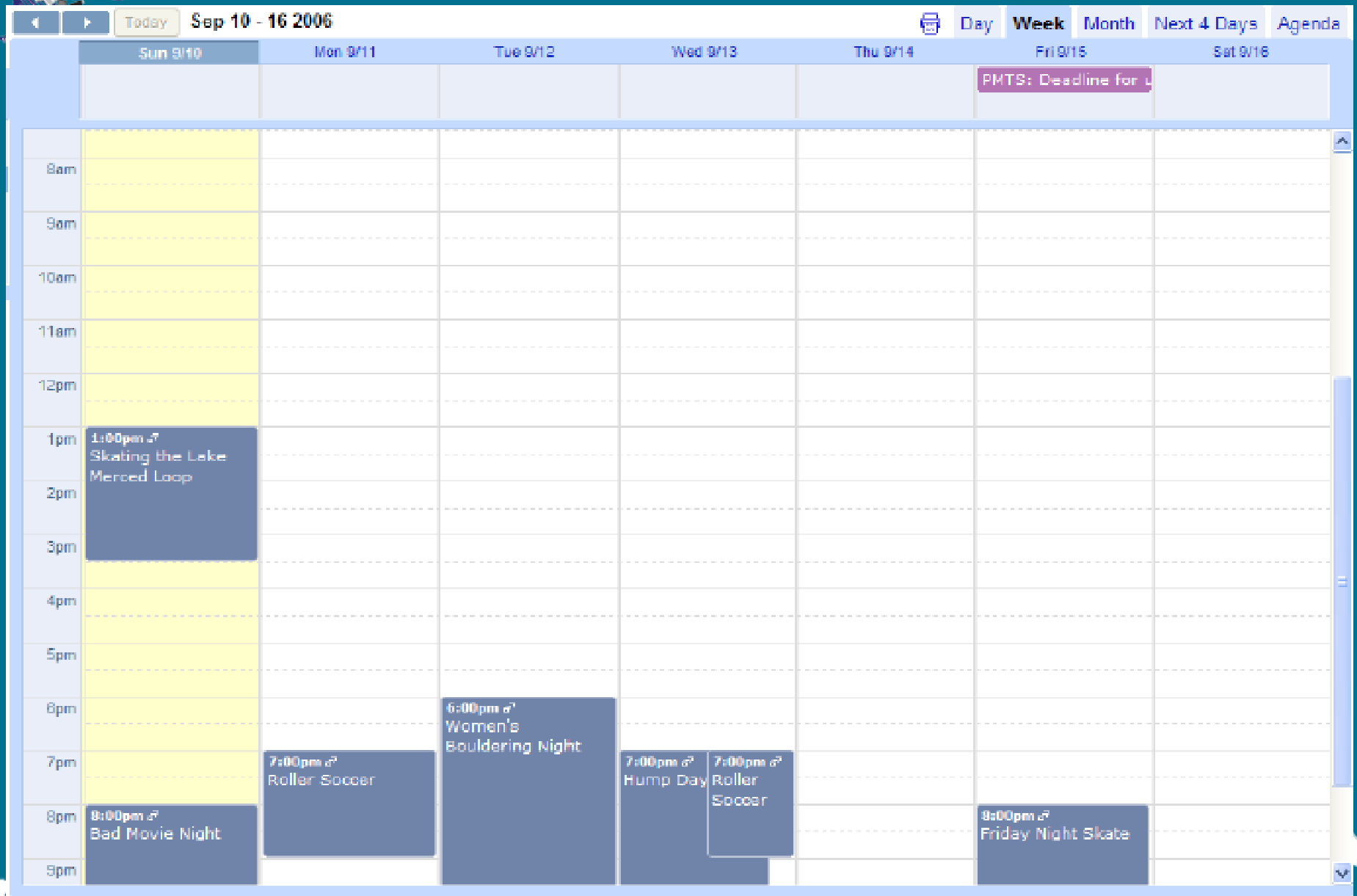


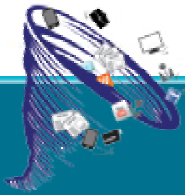
# Perfect Calendar

- Everyone wants to be smart when they attend event or meeting – you'll get the best meetings for you, and when you do go, you'll arrive informed.
- And maybe, even a discount on that restaurant or event
- You're in control – what you add, what you accept, and control the level of personal detail



# Business, Technology and the Media: Charting a Course Through Chaos





# Key Milestones

- Create thePerfectCalendar.com
- Identify media partners, such as ColumbiaMissourian
- Work with partners on requirements
- Build out technology in agile fashion
- Integrate with social tools like Facebook
- Integration with other technologies, like Outlook and Google, iCal
- Self-serve advertising modules
- Deployment, with milestones for sales, sales training, consumer testing, feedback, marketing



# Revenue streams

## Place:

Local coupons – merchant initiated  
Local coupons – crowd triggered  
Preferred location – need a place  
Classified listings

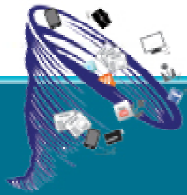
## Time:

Ad day-parting

## Retailer specific:

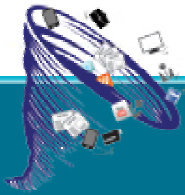
Sales reminders  
Impulse buy specials, local and national, ie WOOT.com





# Industry

- Partners: Google Calendar, Microsoft Outlook and iCal, Facebook
- Competitors: Zvents, Yelp
- Our Differentiators: Facilitation, Participation and delivery of news



# Perfect Calendar

- Everyone wants to be smart at a meeting....
- It's a SMART choice for local media and a SMART choice for consumers, and a very SMART choice for advertisers