



BASEBALL
BUFFET

BaseballBuffet.com

Joe Dokes

Fred Fatahlah

Version 12

March 2007

strictly confidential

Overview

- Fundamental Shift in Marketplace
 - User Generated Content
- Key Piece of Real Estate Up for Grabs
 - 18-34 Online Male → Hook: Sports
- We Can Quickly Capture & Exploit
 - 1 m+ users within 6 months → Tipping Point
 - Excellent arbitrage opportunities

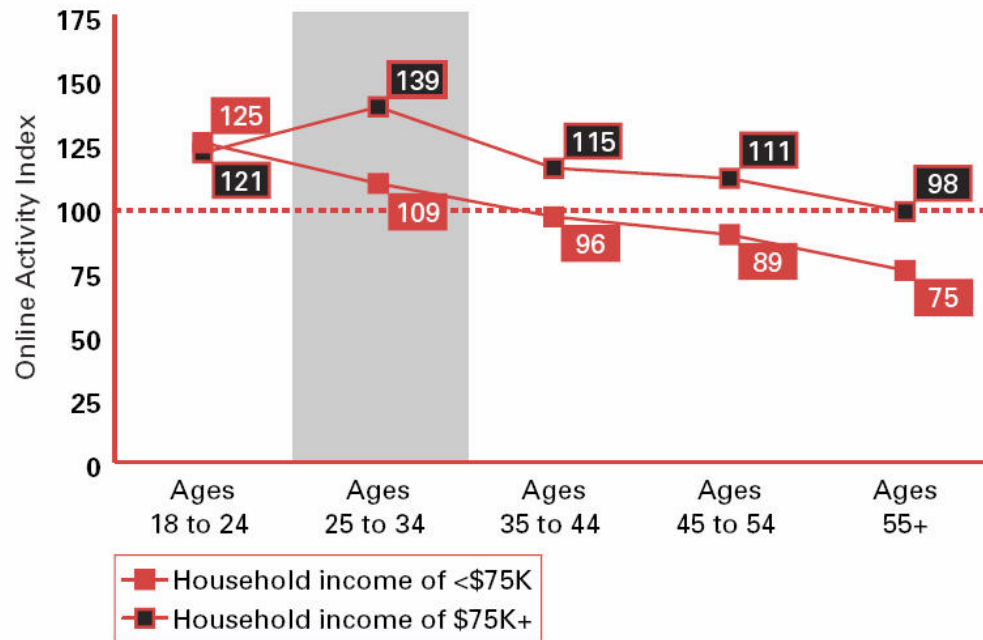
Fundamental Shift

1. Yahoo!
2. Google
3. **MySpace**
4. MSN
5. **Ebay**
6. Amazon
7. **YouTube**
8. **Craigslist**
9. **Wikipedia***
10. Go/ESPN

From U.S. Alexa rankings 11/02/06



Attractive Piece of Real Estate



Target Audience:

- Males
- 18-34 years old
- Online
- 26-30 million

Target Audience Interests:

- Females (70%)
- Sports (50%)

Source: ComScore Media Metrix

Source: Juniper Research, “Demographic Profile of Young Affluents”

Quickly Capture & Exploit

- Unique Big Picture Plan
- Key Pieces Identified and Waiting to Go
 - Cornerstone site to buy (ASAP)
 - Professional Scouting Service
 - Core Management Team
- Funding is Last Piece
- Creates Separation and First to Tipping Point
- Exploit
 - Increase advertising rates and revenues
 - Drive more users
 - More page views per user
 - Economies of Scale

Championship Game Plan

Within two years, BaseballBuffet.com will be the de facto standard site regarding baseball for 18-34 year old online males, specifically to provide:

- 1) Information**
- 2) Entertainment**
- 3) Social Interaction**
- 4) Competition**
- 5) Acquisitions**

Once successful, this model can then be extended to football (FootballBuffet.com) to capture this market year round.

Examples

Thursday, January 4, 2007

- [Yankees still talking Johnson trade](#) - AP (5:32 PM ET)
- [Red Sox sign RHP Pineiro to one-year contract](#) - ST (5:21 PM ET)
- [Foulke and Indians finalize \\$5 million, 1-year deal](#) - AP (5:15 PM ET)
- [Yankees reach preliminary agreement with Mientkiewicz](#) - AP (4:39 PM ET)
- [Angels designate Bootcheck for assignment](#) - AP (4:27 PM ET)
- [Pineiro finalizes \\$4 million, 1-year deal with Boston](#) - AP (4:03 PM ET)

article discussion edit history

Daisuke Matsuzaka



Daisuke Matsuzaka (Kaibutsu/The Monster)
 Bats Right, Throws Right
 Height 6' 0", Weight 187 lb.
 NPB Debut April 7, 1999
 High School Yokohama High School
 Born September 13, 1980 in Higashi Tsugaru-gu, Aomori.

Biographical Information

Daisuke Matsuzaka was considered by many to be the greatest and most popular Matsuzaka exploded onto the scene as a high schooler. He established himself as victory. The next day he was a reliever and won again as his team rallied from a 6-1

J.D. Drew

David Jonathan Drew

Bats Left, Throws Right **Debut** September 8, 1998
 Height 6' 1", Weight 195 lb. **vs. CHC** 2 AB, 0 H, 0 HR, 0 RBI, 0 SB
School Florida State University **Born** November 20, 1975 in Valdosta,
 Brother of [Stephen Drew](#) and Brother of [Tim Drew](#)

Drafted by the [St. Louis Cardinals](#) in the 1st round (5th pick) of the 1998 draft. Player signed July 3, 1998. ([All Transactions](#))

Batting

[Glossary](#) / [Gamelogs](#): Year / [Splits](#): Year / [HR](#)

Year	Ag	Tm	Lg	G	AB	R	H	2B	3B	HR	RBI	SB
1998	22	STL	NL	14	36	9	15	3	1	5	13	0
1999	23	STL	NL	104	368	72	89	16	6	13	39	19
2000	24	STL	NL	135	407	73	120	17	2	18	57	17
2001	25	STL	NL	109	375	80	121	18	5	27	73	13
2002	26	STL	NL	135	424	61	107	19	1	18	56	8
2003	27	STL	NL	100	287	60	83	13	3	15	42	2

WINTER ONCE-OVER

Huge amounts of money were spent this offseason. Who made the best moves? Who made the worst? The winners (and losers)



Fantasy Sports

Baseball Buffet All Star Fantasy Week End March 14-17, 2008



Theo Epstein: Stewardship or Sewership

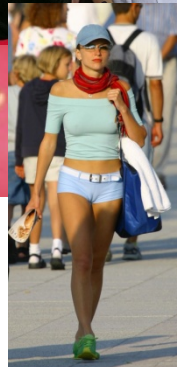
OCT. 8, 2006 -- You don't have to know rocket science or the Theory of Relativity to understand the depth of concern that Red Sox fans have for the organizational direction. Not since 1966 has



In Other News ...



Generalissimo Francisco Franco Is Still Dead
 President Ford Is Still Being Buried
 And J.D. Drew Remains Unsigned



For Fans By Fans
 Without Constraint

confidential

trash talk

Product

National Plate

Local Plate

Personal Plate

Information

- News (fan voted)
- News feed
- Huge statistics bank
- Scouting reports
- Blog scan/RSS feed aggregator
- Scores
- Pitching match-ups
- Odds
- Transactions
- Injuries, etc.

Entertainment and Social Interaction

- Random rants
- Discussion board
- They Really Said That?!
- Top images (fan voted)
- Best Hat
- Video Vault

• One Stop

• Fully Customizable

• Dynamic

• User Driven

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Product

National Plate

Local Plate

Personal Plate

Information

Team focused

- News (fan voted)
- News feed
- Roster
- Standings
- Huge statistics bank
- Blog scan/RSS feed aggregator
- Scores
- Pitching match-ups
- Odds
- Transactions
- Injuries, etc.

Entertainment and Social Interaction

Team focused

- Random rants
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Acquisitions

Team focused

- Clothing
- Tickets
- Memorabilia
- Vacations

• One Stop

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Product

National Plate

Local Plate

Personal Plate

Social Interaction

- Profile
- Photos
- Teammates
- Trash Talk
- Favorites
- Personal Blog
- Contact info

Competition

- Personal standings
- Personal statistics
- Fantasy performance
- Special Recognition
 - ✓ All-Star Weekend
 - ✓ Columnist
- How Points are Calculated

Acquisitions

- Clothing
- Tickets
- Memorabilia
- Vacations

• One Stop

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Competitive Advantages

- “PopSugar” Approach → Focus on Attractive but Well Defined Market
- Technological Clean Slate
- Independent → Without Constraints
- Locked-in users (reward system)
- Differentiated Business Model
- Creativity

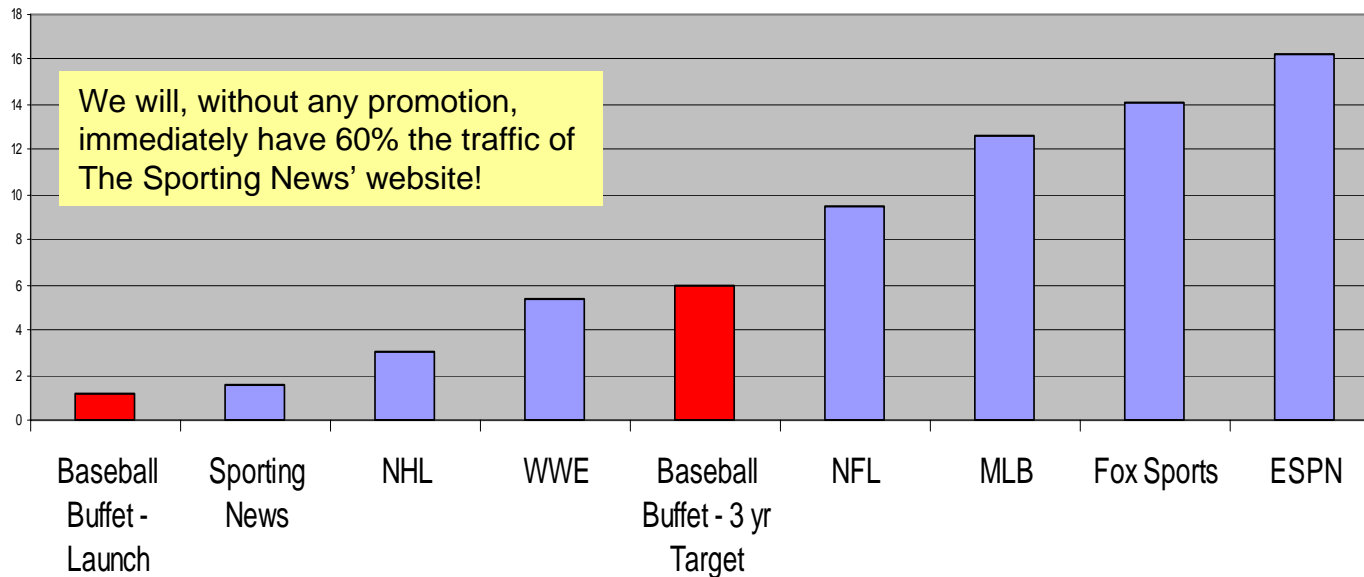
Opportunity: Acquisition = Immediate Traffic

We have an option to buy several under-commercialized website properties, giving us:

1.2M unique users per month

12M page views per month

Monthly Unique Visitors for Sports Websites (millions)



Acquisition price of \$1.5M.
Additional websites are available to accelerate ramp-up.

For Fans By Fans
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What consumer passion has *not* been tapped into via a user participation website?

Sports

There is no established user-participation website for sports fans

How do we know this is a huge opportunity?

Five of the top 52 websites are “centrally controlled” sports sites

- 10. Go (ESPN)
- 26. CBS Sportsline
- 42. Fox Sports
- 45. MLB.com
- 52. NFL.com

From U.S. Alexa rankings 10/10/06

National Plate 

Local Plate 

Personal Plate 

Top Fan-Ranked News

1. Red Sox/Matsuzaka negotiations at a standstill; deadline tonight
2. Remaining free agent list
3. Gil Meche – a \$55M man?!
4. Jason Jennings dealt to Astros
5. Tommy Herr back in baseball as manager

[read more](#)

Show: 3 5 10

Newest News

1. Mike Wood not offered contract by Rangers (9:12 AM)
2. Non-tender free agents (8:04 AM)
3. No tender offer; Piniero now free agent (7:50 AM)

[read more](#)

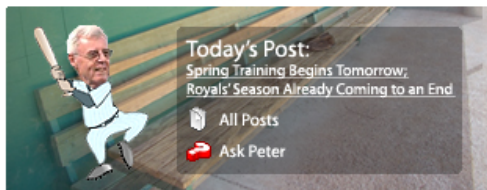
Baseball Almanac

Stats, Stats, Stats!

1. All-time Leaders in RBI/AB Ratio
2. Bert Blyleven's Career Stats
3. Most Errors Season-to-Date

[read more](#)

Peter Gammons Dugout



Today's Post:
Spring Training Begins Tomorrow;
Royals' Season Already Coming to an End

[All Posts](#)
[Ask Peter](#)

Top Pictures

[See all](#) 



Wells sees sausage vendor, forgets to throw pitch

Blog Scan

- Poll: What To Do About a Starting Pitcher**
Posted 49 minutes ago by MetsBlog
- Daisuke And Three More**
Posted 93 minutes ago by A Red Sox Fan In
Pinstripe Territory
- Perez departs, returns**
Posted 95 minutes ago by Cincinnati Reds

[read more](#)

Best Hats

Newest Hat:
Laura from Dedham

Popular:
Yankees, Red Sox, Cubs

Overall | [View all hats](#)



Discussion Board

1. Is McGwire: Hall of Fame Bound?
2. Matsuzaka: Ichiro or Fat Toad II?
3. Gil Meche is the worst free agent signing ever. The Royals are pathetic.

[read more](#)

Random Rants & Witty Wisecracks

Hot Topics:

- Arod
- Matsuzaka
- Theo Epstein

[read more](#)

They Really Said That?!

1. Joe Morgan
2. Tim McCarver
3. Tino Martinez

[read more](#)


Video Vault

Check out the latest fan-submitted videos



National Plate 
Top Fan-Ranked Red Sox News 

1. Matsuzaka in route to Boston on Red Sox Plane (www.boston.com)
2. Lester's cancer in remission ([via www.bostonherald.com](http://www.bostonherald.com))
3. Red Sox favorite to land Clemens ([via www.chron.com](http://www.chron.com))
4. Kapler retires; will manage Red Sox farm team ([via www.sportingnews.com](http://www.sportingnews.com))
5. Pedro blames Red Sox medical staff for shoulder problem ([via www.dr1.com](http://www.dr1.com))

[read more](#)
Latest Red Sox News 

1. Red Sox/Matsuzaka negotiations at a standstill; deadline tonight (3:59 AM)
2. Red Sox executives fly to California in final bid to sign Matsuzaka (11:09 PM, 12/12/06)
3. Kapler retires to become minor league manager (6:22 PM, 12/12/06)

[read more](#)
Sox Stats & Data 
Offensive Stats

	AB	R	H	HR	RBI	AVG
M. Loretta	635	75	181	5	59	.285
M. Lowell	573	79	163	20	80	.284
K. Youkilis	569	100	159	13	72	.279
D. Ortiz	558	115	160	54	137	.287
M. Ramirez	449	79	144	35	102	.321

Pitching Stats

	W	L	ERA	SV	IP	SO
J. Beckett	16	11	5.01	0	204.2	4545
C. Schilling	15	7	3.97	0	204.0	4545
T. Wakefield	7	11	4.63	0	140.0	4545
J. Johnson	3	12	6.35	0	106.1	4545
J. Tavarez	5	4	4.47	1	98.2	4545

[read more](#)

 Local Plate 
Top Fan-Ranked Images
[See all](#) 


I love it when you call me Big Papi

Today's Matchup
April 10th, 2007 - 2:05 at Fenway

 BOS Schilling (0-0, 0.00)
 SEA Rodriguez (0-0, 0.00)

[Get the full scoop with Pags' Scouting Report](#)
7 Day Schedule 

Day	Time	Opponent	Location
Mon	Off		
Tue, 4/10	2:05	SEA	home
Wed, 4/11	7:05	SEA	home
Thu, 4/12	4:05	SEA	home
Fri, 4/13	7:05	LAA	home
Sat, 4/14	1:05	LAA	home
Sun, 4/15	2:05	LAA	home

 Personal Plate 
Red Sox Discussion Board 
Latest Threads

1. I hope Drew fails his physical; I'd rather have Trot
2. Does anyone know why Trup got fired?
3. Guarantee you the Sox will be selling Gyros next year

[read more](#)
Box Score
Final
[Press Pass](#) | [Audio](#) | [Video](#) | [Gameday](#) | [Box](#) | [Wrap](#)

	1	2	3	4	5	6	7	8	9	R	H	E
MIN (90-61)	1	0	0	0	0	0	0	4	3	8	16	0
BOS (81-71)	0	1	0	0	0	1	0	0	0	2	7	1

 W: [B. Bonser](#) (6-5, 4.36); L: [C. Hansen](#) (2-2, 6.87)
 HR: MIN: [T. Hunter](#) (28). BOS: [D. Ortiz](#) (50)

Division Standings

East	W	L	PCT	GB	L10	STRK
New York	97	65	.599	-	5-5	L2
Toronto	87	75	.537	10.0	7-3	W2
Boston	86	76	.531	11	5-5	W1
Baltimore	70	92	.432	27.0	4-6	L1
Tampa Bay	61	101	.377	36.0	3-7	L4

Red Sox Gear & Memorabilia
Gear

Tees, Jerseys, Hats & More

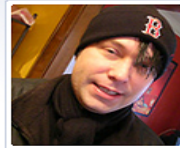

Memorabilia

Event Tickets, Collectible, More

National Plate 

 Local Plate 

 Personal Plate 
My Account
Weebs

 Boston Red Sox Affiliate
 Invite
 Contact

[view photos](#)
About Me

They call me Weebs. Yes, with a nickname like that, I must be from Boston, and I'm a Sox fan. The World Series Win was great, but we've gotta get back on top. 3rd place last year? Behind the Blue Jays? The Blue Jays? You've got to be kidding. Let's get it going, guys. Bring on the trash talk, Yankees fans.

[edit](#)
Weebs' Favs

	Fav	Hate
Team	Red Sox	Yankees
Player - current	David Ortiz	ARod
Player - retired	Sam Horn	Paul O'Neil
Season	2004 Red Sox	1986 Red Sox
Announcer	Jerry Remy	Tim McCarver
Park	Fenway	Yankee Stadium
Park food	Clam chowder	None - all good

[read more](#)
Red Sox Gear & Memorabilia
Gear
 Tees, Jerseys, Hats & More

Memorabilia
 Event Tickets, Collectible, More

Weebs' Blog

12/12/06: Is anyone worried about defense?
 12/08/06: Trade for Dunn. Please.
 12/07/06: I hope Matsuzaka's wife gets a tv gig here

[read more](#)

Latest Blog Posting: Who is The 5th Starter

Something important to do, while knocking on wood, is to explore what would happen, from a pure baseball standpoint, if Wakefield is moved to the bullpen. The rotation would look like:

Schilling
Matsuzaka
Beckett
Papelbon
?

I still think that Tavaréz would be a good low-cost option to fill the 5th starter role, certainly at least until Jon Lester is ready to pitch (assuming/hoping it will be sometime this season)...

Miguel Batista
 Personally, I feel he will find someone who will give him a multi-year deal, even if it isn't for very much money....

Jason Johnson
 ...just kidding

Rick Helling
 Rick pitched in the Brewers organization last season, so I actually have gotten to see a fair bit of his work with the Nashville Sounds...

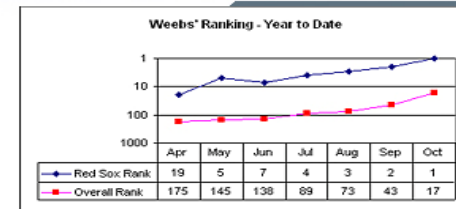
Mark Redman
 Redman pitched for the Royals last season. He was their default #1 starter, staff ace, and wholly deserving All-Star...

Tony Armas Jr.

Weebs' Rankings

	Today	Month	Year
Red Sox Overall	11	17	1
Overall	82	105	17

How rankings are determined


[More graphs](#)




Top Red Sox fan wins 2008 Red Sox season tickets!

[Daily prizes](#) [Monthly prizes](#) [Season prizes](#)
Weebs' Stats

Category	Baseball Equivalent	Weebs
Hat of the Day	Home Runs	47
Referrals	Batting Average	0.301
Page views	RBI's	97
Teammates	Runs	114
Articles posted	Stolen Bases	45
Metatags	ERA	4.27
Discussion posts	K	87
Encyclopedia posts	Wins	12
Comments	WHIP	1.25
Voting	Saves	22

Weebs' Teammates

Weebs has 47 Friends

Crimson Ninja		Marissa	
Steve Sox		Tim the Beer Guy	

[view all](#)

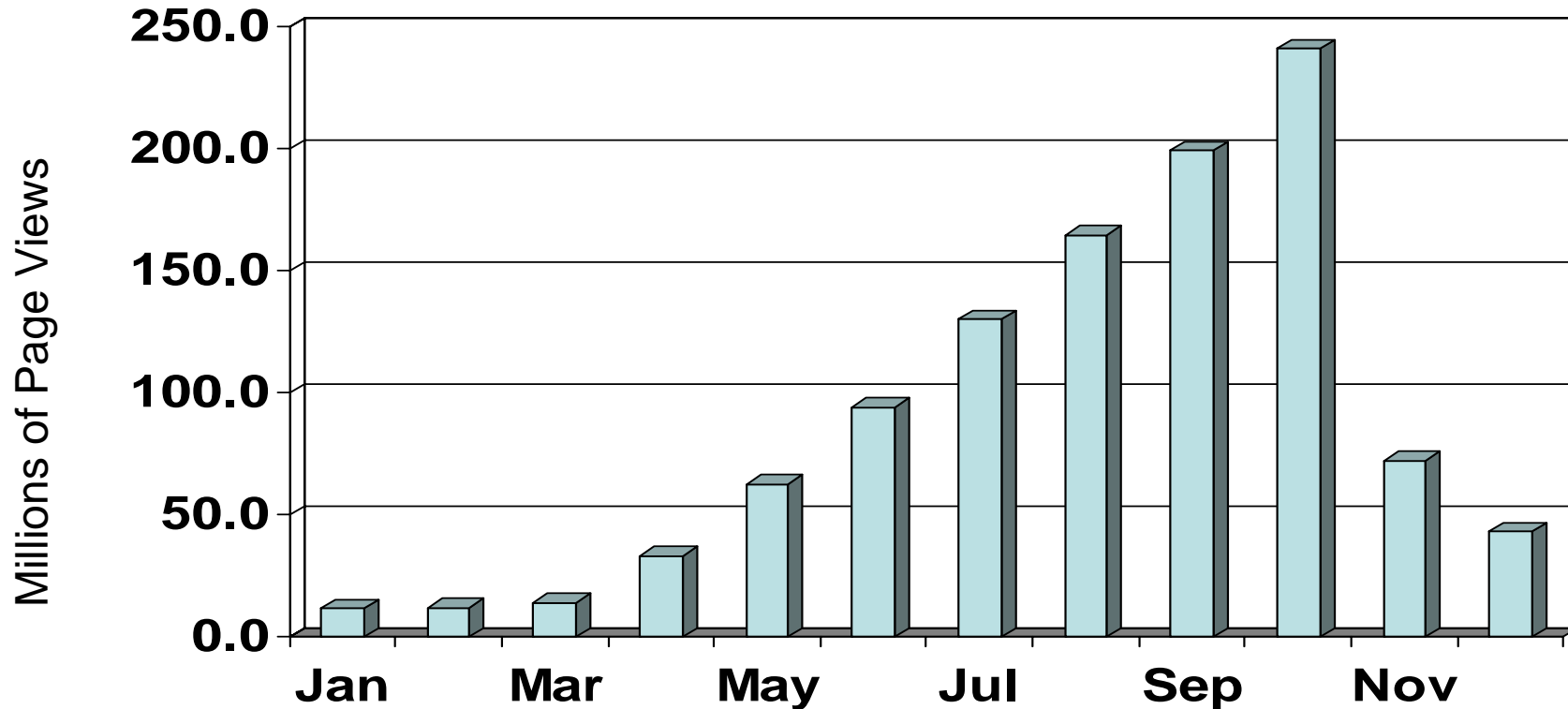
Driving Traffic

A 12-point Go-To-Market Plan

- Acquire 1.2M Users to Jump Start
- Driven Viral Marketing
 - Citizen Editors
 - Mailing list of acquired site
 - Baseball Buffet incentive system (referrals = rbis)
- Guerrilla Marketing
 - MySpace
 - The Sporting News
 - Fan websites
 - Domain name registration
- Partnerships with small fan websites
 - Syndication/Advertising/Higher Level Partnerships
- Search Engine Optimization
- Other

Ultimately, Users and User Generated Content generates more users

Site Traffic – Monthly Page Views Year 1



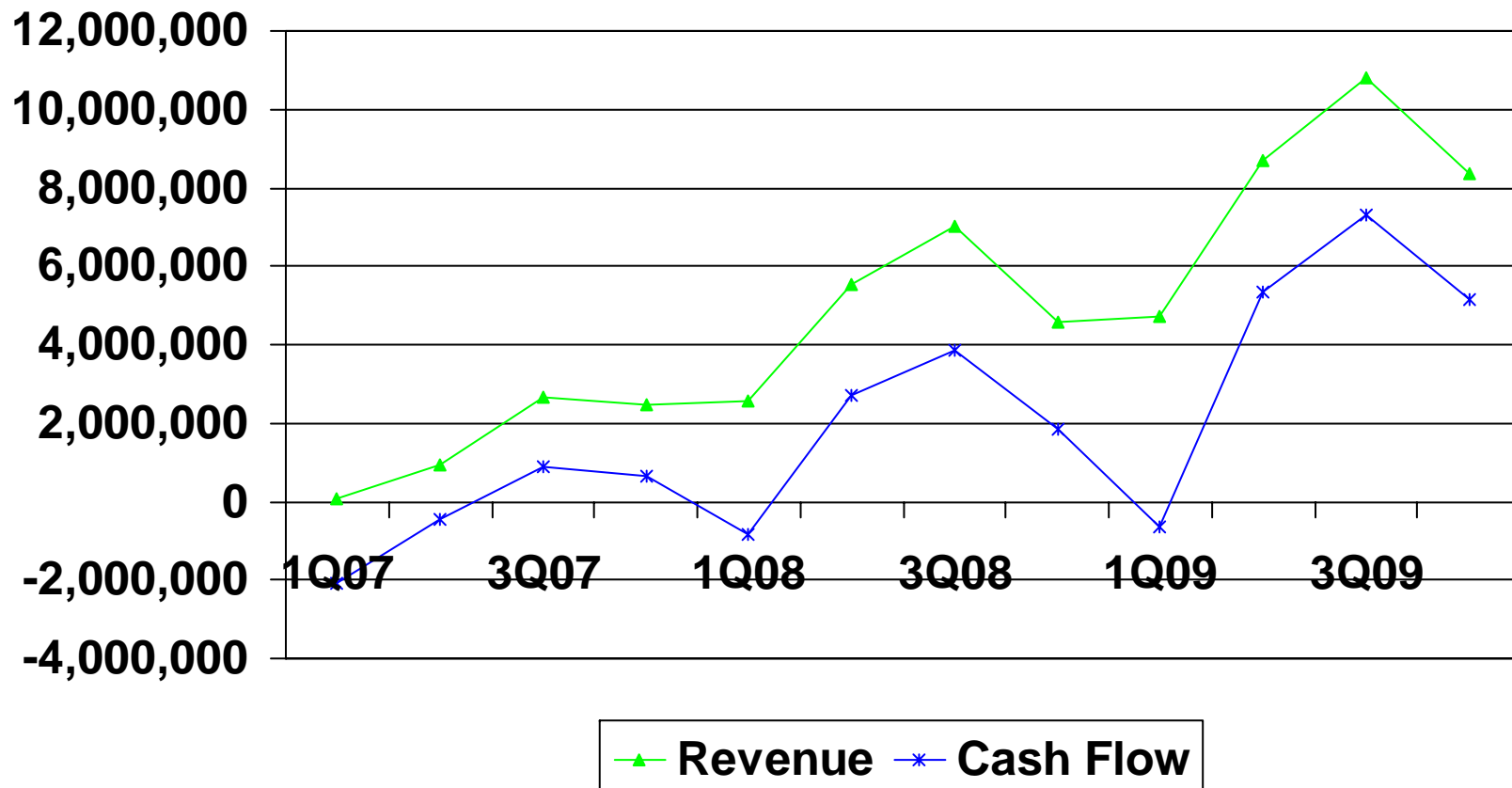
	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>Jun</u>	<u>Jul</u>	<u>Aug</u>	<u>Sep</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>
Unique Visitors (UV)*	1,181	1,204	1,264	1,707	2,134	2,560	2,944	3,239	3,563	3,919	2,351	1,881	27,947
Page Views (PV) per UV	10	10	11	20	29	37	44	51	56	61	31	23	
Total PVs*	11,805	12,282	14,186	33,515	62,840	94,260	130,079	164,550	199,105	240,917	72,275	43,365	1,079,179
CPM		\$2	\$2	\$3	\$3	\$3	\$3	\$3	\$3	\$4	\$4	\$4	
Total Ad Revenue	0	24,319	28,088	98,533	184,750	274,297	378,529	473,903	573,423	915,485	280,428	168,257	\$ 3,400,011

* UVs & PV are in units of 1,000 so 1,200 -> 1.2m

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Summary Quarterly Financials



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Core Personnel

Roles

Qualifications

Joe Dokes, CEO

- Short and long-term strategic planning
- Operations and execution excellence
- Exit strategy formulation and creation

- Public Rollup/Turnaround (CFO, Visionics)
- Serial Entrepreneur (InterfaceTechnologies, SDD)
- P&G 11 years, MBA & Board Member of Web 2.0 CIC and former professional baseball player

Fred Fatahlah, Founder/President

- The ultimate fan/face of the organization; “Tom” of Myspace
- New product development and marketing
- Drive content and traffic

- Diehard baseball fan; stats junkie; fantasy fanatic
- President/CEO, Biometrix
- MBA, MIT Sloan – Thesis: *Understanding Needs of Pro Sports Fans*

TBA, Director of Revenue

- Drive revenue generation from advertising, fantasy games, affiliate programs and premium subscriptions.
- Develop new forms of revenue

TBA, Director of Client Experience

- Owns quality, quantity & packaging of content and user experience

TBA, Director of Web Site Traffic

- Owns number for web site traffic

Driven Viral Effect Extraordinaire



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- Fundamental Shift in Marketplace
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- Key Piece of Real Estate Up for Grabs
 - 18-34 Online Male → Sports
- We Can Quickly Capture
 - 1 m+ users within 6 months → Tipping Point

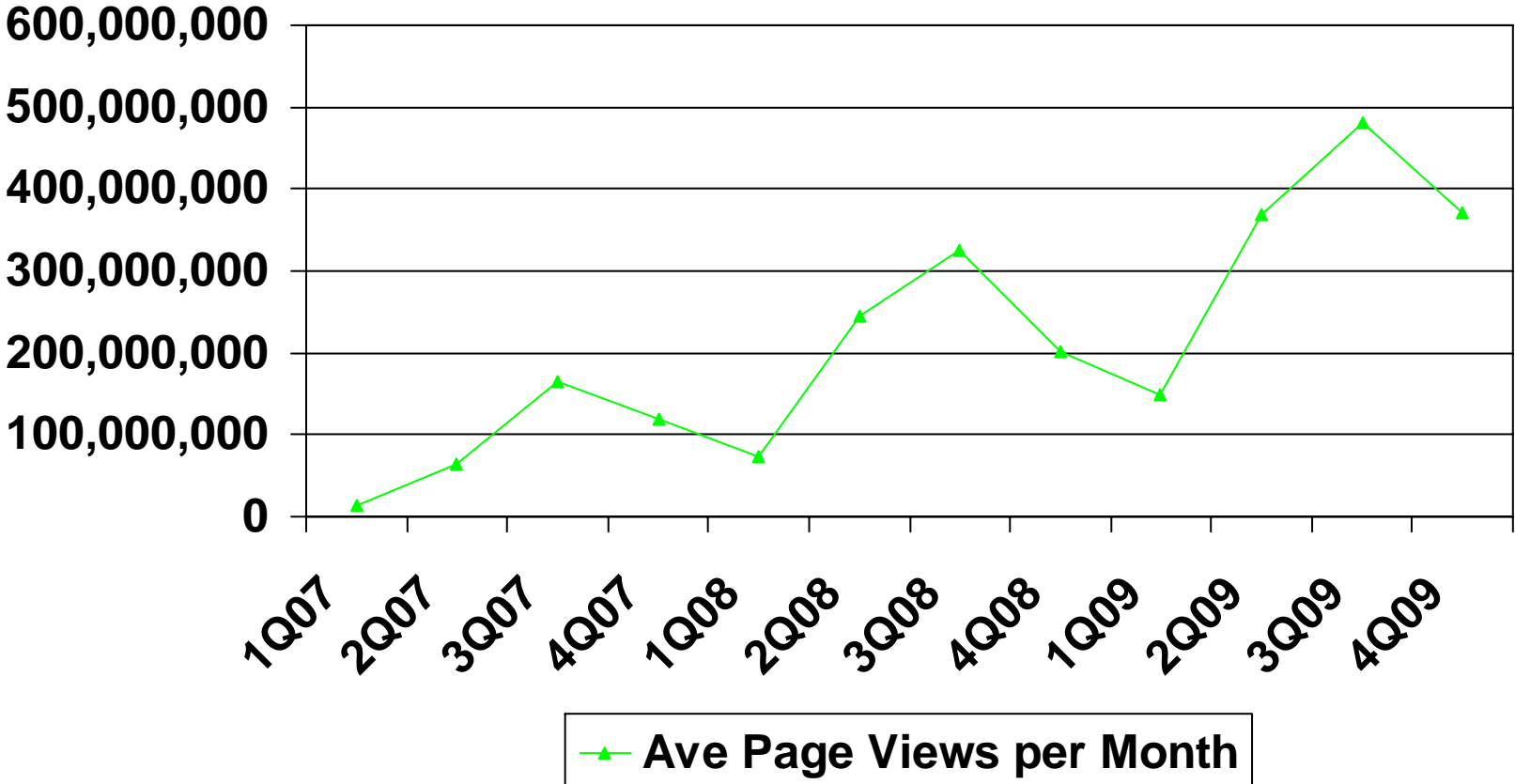
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Sources of Revenue

	Year 1	Year 2	Year 3
Advertising	3,400,000	11,991,000	23,342,000
Affiliate Programs	808,000	2,451,000	2,890,000
Fantasy Baseball	530,000	1,774,000	2,314,000
Premium Subscription	1,426,000	3,454,000	4,014,000
Total Revenues	6,154,000	19,671,000	32,561,000

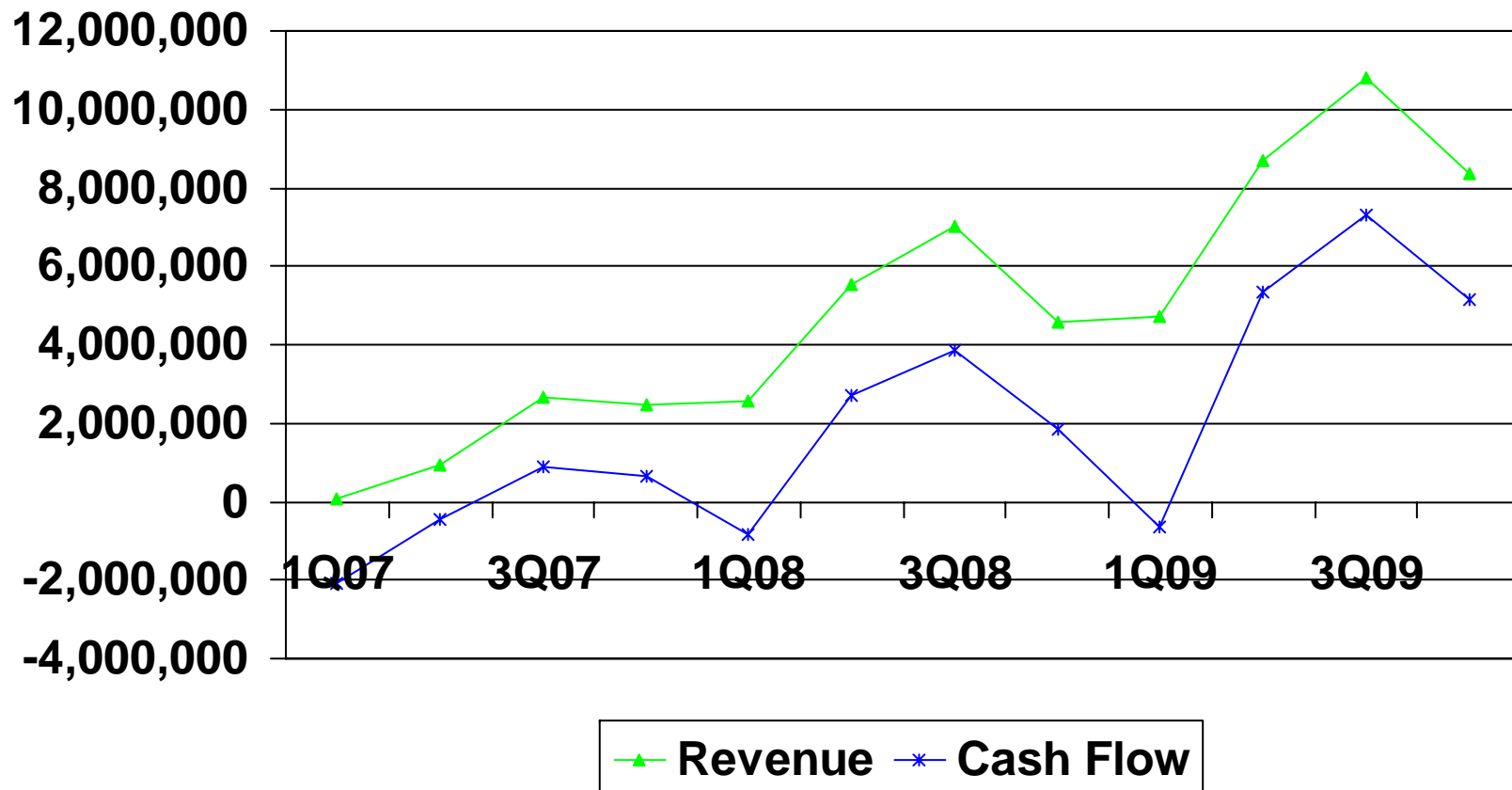
Summary Quarterly Traffic



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Summary Quarterly Financials



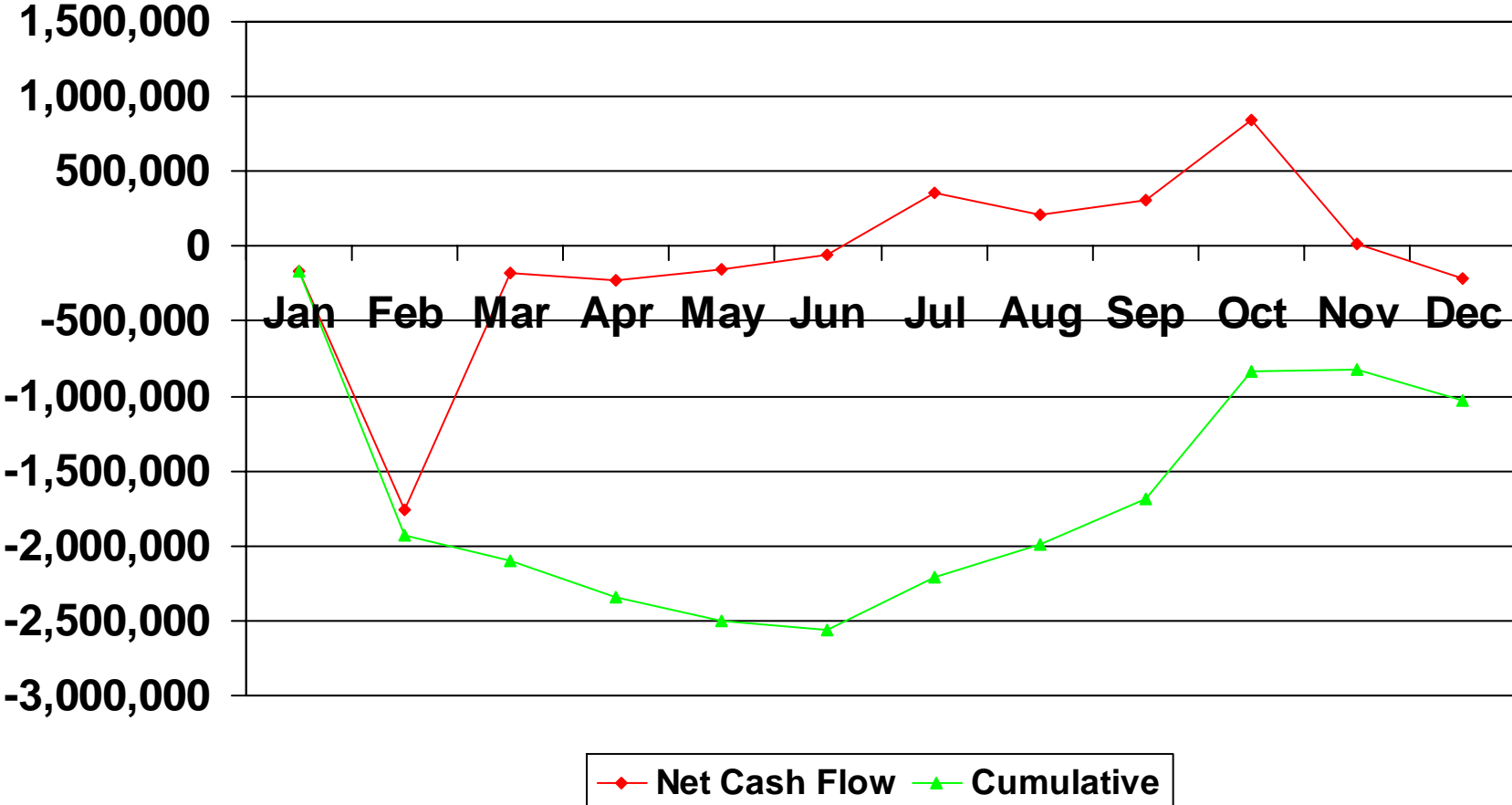
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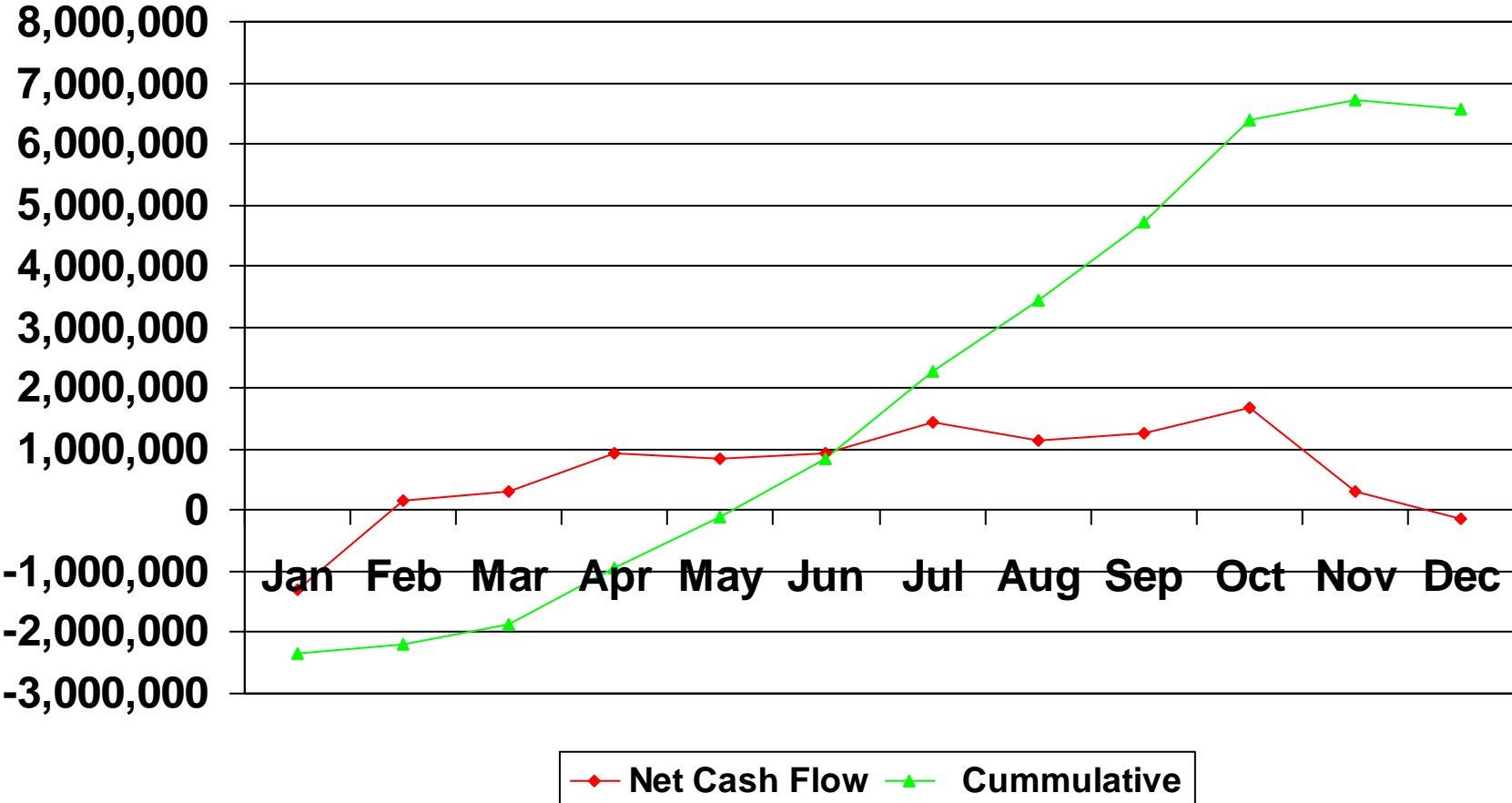
Projected 3 Year Cash Flow

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Total</u>
Revenues	6,153,618	19,670,751	32,560,576	58,384,945
Cash Out				
Employee	2,586,267	4,476,619	5,722,337	12,785,224
External sales commission	1,138,435	2,721,327	2,482,192	6,341,954
IT/Hosting	778,000	1,255,000	1,272,000	3,305,000
Promotion	530,000	540,000	600,000	1,670,000
Content	149,167	131,667	140,000	420,833
Acquisitions	1,500,000	1,000,000	2,000,000	4,500,000
Other	504,690	1,938,245	3,156,641	5,599,575
Total Cash Out	7,186,559	12,062,858	15,373,170	34,622,587
Pre-tax cash flow	-1,032,941	7,607,893	17,187,406	23,762,358

Monthly Cash Flow for Year 1



Monthly Cash Flow for Year 2



Use of Funds in Year 1

Acquisition #1	\$1,500,000
Payroll in Year 1	2,600,000
Website development	780,000
Advertising & Marketing Programs	530,000
Capital Expenses & External Services	500,000
External Content	150,000
Total	\$6,060,000

Team

Current Roster

- ✓ Domain Expertise
- ✓ Drive to Start
- ✓ Experienced Management
- ✓ Core Advisory Board
- ✓ Passion

Free Agents

- ✓ Web 2.0 Development
- ✓ Scouting Service
- ✓ Citizen Editors
- ✓ Web 2.0 Revenue Strategy Advisor
- ✓ Standard Content (Stats Inc., AP, YouTube)

Farm System

- VP of Content
- Advertising Sales
- In House VP of Development
- Expand Advisory Boards
- Citizen Editors/Sports Commentator Rock Stars of the Future

Fund Raising

- Key Part of Strategy
- Use of Funds
 1. \$1,500K for acquisition #1
 2. \$1,000K-3,000K to hire key staff
 3. \$800K to build site
 4. \$550K for marketing programs
- Milestones
 1. Acquire XXX – by Feb 1 (12 M plus page views per month)
 2. Baseball Buffet Site Up and Running – April 2
- Exit Strategy
 - Estimate \$25-200M in 2-3 years
- Expectations of Partner
 1. Shared Vision & Passion
 2. Rolodex
 3. Domain Expertise in “Web 2.0”
- Action Plan
 1. Interest
 2. Follow Up Meetings
 3. Commit February 1, Funds by February 15 → Spring Training

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Simple Entertaining UGC Examples

Will Borat Speak at Sox Presser?



Size Does Matter



Is Hansen Ready to Get in the Game?



Abandon Ship



Epstein Knocks Out Boras;
No 'Fort Knox' for Dice-K



Drew's Anatomy



Derek and Burke to Determine If J.D.'s Body Can Withstand Another Grueling 45 Minute Physical

Thank God That's Over



Content Generation

Non-User Generated Content

Proprietary

Info/Analysis

- *Baseball expert columnist*
- *Acquired Assets*
- *Professional Scouting Reports*

Alliances/Non-Proprietary

Info/News

- *Associated Press*
- *STATS Inc.*
- *Real time game scores*
- *Stats*
- *Box scores*
- *Standings*
- *Schedule*
- *Transactions*
- *Images*

Acquisition

- *Tickets (StubHub+)*
- *Merchandise (Amazon+)*
- *Auctions (eBay+)*

User Generated Content

Info

- *Blogs*
- *User-generated scouting reports*
- *Breaking info*
- *Rumors*

Socialization

- *User profiles*
- *Teammates/Discussion*
- *Groups*
- *Discussion board*

Entertainment

- *Best hat/babe of the day*
- *User-submitted videos/YouTube*
- *Rants*
- *Commentator gaffes*

Competition

- *Fantasy baseball*
- *Fantasy baseball writer*
- *Other games*

Point system for all contributions to determine:

- **All Star Weekends**
- **Fulltime Columnist Job**
- **Season Tickets**

* -- visible via My Personal Plate at all times

Challenges

- Drive Users & Content at the Same Time
 - Target #1: 18-34 Online Male
 - Target #2: Content Creators
- Speed – Race to Tipping Point
- Competitors:
 - Old Guard: ESPN, CBSSportsline, SI
 - New Generation
- Mix of National and Local
- Monetizing at Right Time and Right Way
- Keeping it all Manageable – Product Design

Core Personnel

Roles

Qualifications

Joe Dokes, CEO

- Short and long-term strategic planning
- Operations and execution excellence
- Financial reporting and financial projections
- Fundraising and investor relations
- Exit strategy formulation and creation

- CFO, VisionicsTechnology
- President, InterfaceTechnologies
- Founder, System Decision Dynamics
- CFO, IBM New England
- MBA, MIT Sloan

Fred Fatahlah, Founder/President

- The ultimate fan/face of the organization: Craig of Craig's list; Tom of MySpace
- New product development and marketing
- Interaction with baseball fans and site users
- Catalyzing of initial content generation
- Competitive analysis

- Diehard baseball fan; stats junkie; fantasy fanatic
- President/CEO, Biometrix
- Founder/President, Global Strength Federation
- MBA, MIT Sloan
 - Thesis: Understanding Needs of Pro Sports Fans

TBA, Chief Baseball Writer Guy

- Generation of unique content
- Promotion via appearances on sports talk radio
- Identification and securing of content generation talent
- Writing coach

- Highly recognizable baseball writer from Sports Illustrated, ESPN, etc.
- Accomplished author
- Networked sports talk radio guest

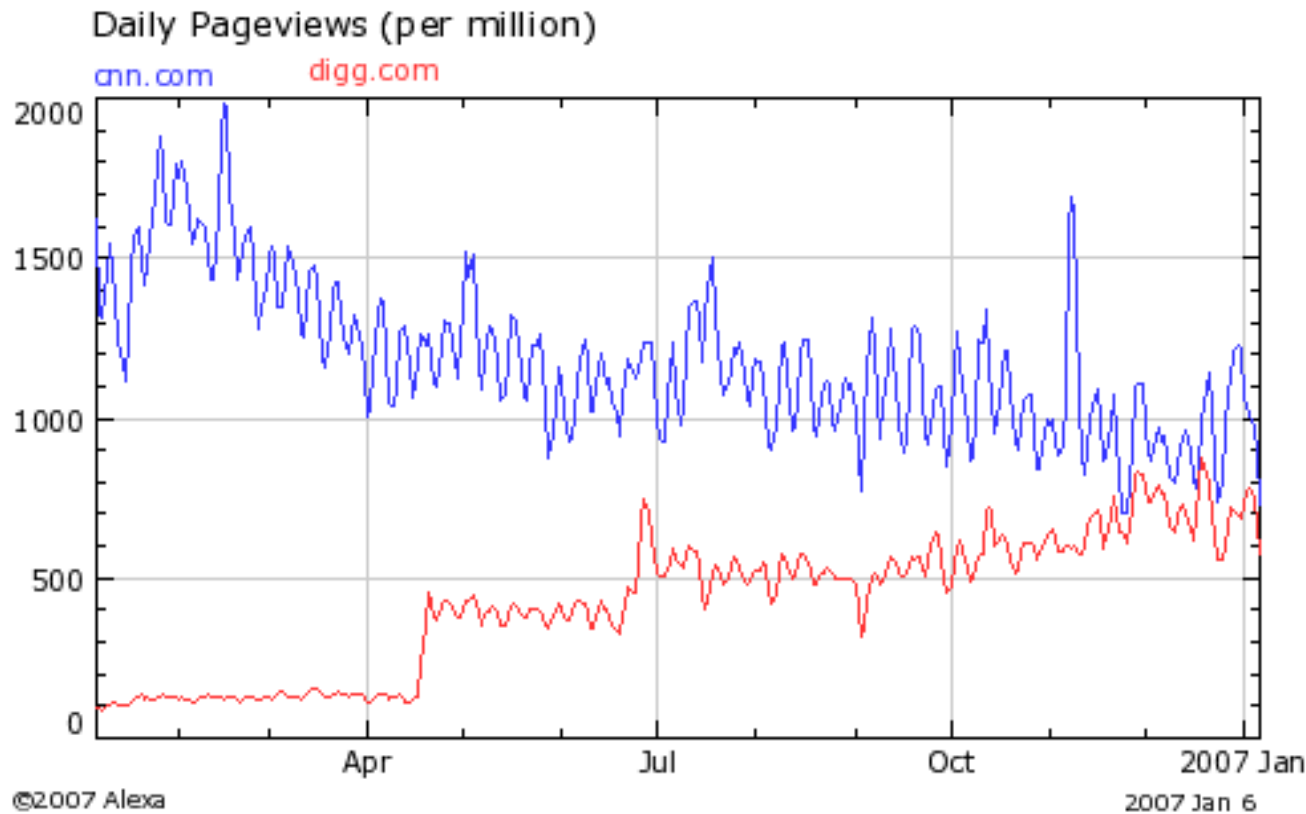
Competitive Advantages

- “PopSugar” Approach -- Focus on Attractive but Defined Market
 - Baseball
 - 18-34 online (largely) male
 - First of two key pieces
- Clean Slate Allows Modern User Driven User Interface
 - UGC designed from ground up
 - Use proven formulas
 - Expedited Darwinian selection process for new sports commentator rock stars
- Without Constraints
 - Huge differentiator to existing players
 - Entertainment value
 - Adam
- Differentiated Business Model
 - Well funded
 - Jump start to create separation
 - Content and design creation advantage
- Right Product
 - Dual Barrel Approach

User participation – the new Internet business model

Traditional “central control” websites are losing ground to user participation sites

Example: CNN.com vs. Digg.com*



*a technology focused news site where stories are chosen by users, not editors

Digg's page views are more than 2/3rd of CNN's after only 2 years of operation!

For Fans By Fans
Without Constraint

confidential