widgets.fromAnywhere.com
Executive Summary

Our mission is to make the Internet **easier** to use and help people around the world **discover** something new every day, from anywhere.

George Vanous
george@fromAnywhere.com

widgets.fromAnywhere.com Executive Summary
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Main Office

fromAnywhere.com
311 Oak St. #523
Oakland, CA 94607
USA

Mobile   206-792-9876
Email   george@fromAnywhere.com
Website   http://widgets.fromAnywhere.com/

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AUTHOR
George Vanous

CONTRIBUTORS
Maryann Ohki
Yingwu Zhong
Holly Lane

WIDGETS.FROMANYWHERE.COM

OVERVIEW

Ad platform

We are a simple-to-use ad platform using widgets on mobile devices and social networks. Distribution is based on personal interest, similar to how Google ads are based on relevant page context.

Mobile devices and websites

Our widget container allows us to publish and share widgets on any blog, website or capable mobile device by abstracting away the API details of Facebook, OpenSocial, the iPhone, Windows Mobile and Google Android.

Personal interests

The widget content is not random. Users choose to embed widgets in their blog or their web pages based on their personal interests. For example, if I wanted to know what new movies have been released, I would browse the movie widget channel and embed the movies that interest me in my blog. My friends, who are interested to learn about my favorites, will more likely view widgets in my blog than click random banners or advertisements.

Banners cost 100 impressions and generate five clicks.
Widgets cost five impressions and generate 100 clicks.

Music industry

We are initially targeting the North American music industry with our partner in New York. Our goal is to demonstrate to the major record labels how new media distribution techniques can bolster waning music sales and improve marketing in the digital music world.

China and North America

Our next target is to introduce widgets to the China and North America media markets as a better way to bundle entertaining, interactive and informative ads.

THE OPPORTUNITY

ENTERTAINMENT INDUSTRY

There are 6 million bands registered on MySpace.com.
The music industry is the only industry with a 90% failure rate.
Only 1% of the 100 billion music downloads in 2007 were legal.

The traditional marketing strategies of emailing newsletters, building fancy $10,000 websites, and measuring success by your number of friends on MySpace do not work.

As this summary is being written, Madonna has abandoned Warner Music for a concert promoter, Radiohead released their latest album with open pricing on the Internet, Ash declared that they will no longer be making albums, and Prince has given away his album and made $11 million from it.

While this data is about the music industry, it also applies to the entertainment industry in general. Movies and TV series are being downloaded just like music tracks.

Today, Facebook has 90 million users. MySpace has 100 million.

More than a hundred websites support OpenSocial widgets, including Yahoo, AOL, MySpace, Bebo and Netblog.

Widgets have the potential to reach many of these users through the viral nature of people reading what their friend's blog about.

THE PROBLEM AND THE SOLUTION

THE PROBLEM

Today there are many different ad platforms, such as Facebook, Myspace, Google AdWords, and Microsoft adCenter.

Advertising overload

Ads come in many shapes and sizes, from banners to skyscrapers, and use different combinations of text, images, Flash or Javascript.

THE SOLUTION

Our widget-based ad platform bridges the existing platforms and provides one consistent API.

Consistent size and technology

The widgets are small 320x320 Flash or Javascript containers that fit in mobile devices and social networks and support a variety of interactive media.

For example:
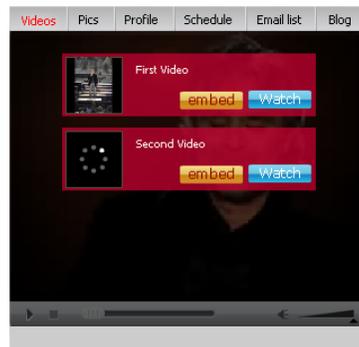http://widgets.fromAnywhere.com/andrea-bocelli/

Andrea Bocelli widget at 100% size

This widget combines video, images and text in one easy-to-navigate window.

Content can change

Each widget is a mini web browser: the content can change any time, just like the content in a web page can change any time.

For example, we can add new videos:

Andrea Bocelli new videos

INITIAL TARGET MARKET	Initially, we are promoting our technology to the major record labels in New York as a replacement to traditional marketing and advertising methods.
	For example, we have presented the Andrea Bocelli widget to the VP of Marketing for Decca Records, a Universal music company.
SERVICE OFFERING	Our service is three-fold:
Widget production	(1) Widget production
	We deliver a complete widget in four weeks, two weeks for development and testing and two weeks for incorporating client feedback.
Widget distribution	(2) Widget distribution
	Based on the intended target audience, we spread the widget through social networks, mobile device networks, blogs and affiliate sites.
	We target a minimum of 20,000 demographically-relevant clicks per month.
Widget tracking	(3) Widget tracking
	We track detailed information about user activity, such as how many people shared the widget, how long people viewed it and what they clicked on.
	This information helps understand the widget spread and usage statistics and is reported through email and a secure online web site.
Pricing	Our pricing structure:
	Widget Production $5,000 per widget
	Widget Distribution $2,000 per month
	Widget Tracking $1,000 per month

THE COMPETITION

There are many companies creating widgets, but few offer our end-to-end solution from production to distribution to tracking. We distinguish ourselves by providing an ad platform that works across mobile devices and the Internet.

Two notable companies in the widget space are TrueAnthem and Nabbr.

TRUEANTHEM	TrueAnthem is a music widget maker: http://www.trueanthem.com/Advertising/
	They recently secured $2 million in financing: http://www.digitalmusicnews.com/stories/072808anthem
NABBR	Nabbr builds widgets for the entertainment industry: http://www.nabbr.com/

THE MODEL

BUSINESS MODEL

Our business model is based on one-time fees for widget production and recurring monthly fees for widget distribution and tracking services.

Scale

We will partner with a China consulting company to produce the widgets. As the demand for widget production grows, we will grow the China team as necessary.

Leverage

To maintain high performance from any country, we will use Internap.com, a content delivery network with servers geo-located around the globe. For example, a visitor from China will receive content from a server close to China, not a server in the USA.

Metrics

We will measure our success by the number of widgets we produce, the number of subscribers we have to our distribution and tracking services, and the unique visitor count to our widget aggregator website.

Goals

By the end of Month 12, our goal is to have shipped 80 widgets for the North American entertainment industry, to have 50 monthly subscribers to our distribution and tracking services, and to have reached 500,000 unique visitors for the widget aggregator website.

REVENUE MODEL

The revenue model is based on the three services: widget production, widget distribution service and widget tracking service.

At the end of Month 12 our goal is to generate:

- $400,000 from widget production (80 widgets at $5000 per widget)

- $150,000 per month from widget distribution and tracking services (50 subscribers at $2000 a month for distribution and $1000 a month for tracking)

MARKETING PLAN

Initially, we are marketing to the North American music industry through Holly Lane. Beginning Month 6, we will begin to market our services in China.

THE TIMELINE

MONTH 0 – MONTH 3

Develop widgets for the music industry
Distribute via social networks and mobile devices
Build a widget aggregator website and start generating traffic

Goal: Create and ship 10 widgets for the music industry and have 5 subscribers

MONTH 3 – MONTH 6

Build a mobile ad platform for the iPhone and Android to deliver widgets
Integrate with OpenID 2.0 and OAuth 1.0
Publish open API for 3rd parties to add content to the widget aggregator website

Goal: Create and ship 20 widgets for the entertainment industry in general, have 10 subscribers, and reach 100,000 unique visitors for the widget aggregator website

MONTH 6 – MONTH 12	Stabilize the ad platform and the APIs Begin marketing in China, targeting the Asian entertainment industry Goal: Create and ship 50 widgets, have 35 subscribers, and reach 500,000 unique visitors for the widget aggregator website
MONTH 12 – MONTH 24	Goal: Create and ship 150 widgets, have 100 subscribers, and reach 2,000,000 unique visitors for the widget aggregator website

THE BUDGET

YEAR ONE COST	The budget for year one is: $560,000
SALARIES	In the first year, the six core members will receive a reduced salary of $60,000. After the first year, salaries will rise to normal industry rates. Salaries: $360,000
OFFICE	We will headquarter in San Francisco, CA and start with a 1,200 – 1,500 sq. ft. space for $5,000 / month with a one-time $25,000 budget for purchasing computer hardware/software, furniture and office supplies. Office: $85,000
WEB HOSTING	Internap CDN: $15,000
SALES MARKETING	We budget $100,000 for sales and marketing in the first year.
YEAR TWO COST	The budget for year one is: $1,200,000. The six core members will receive normal industry rates averaging $130,000. The office will remain $85,000. The Internap CDN will double to $30,000 and sales and marketing will triple to $300,000.
FINANCIAL PROJECTIONS	We expect to generate $550,000 by the end of year one ($400k from widget production and $150k from distribution and tracking subscriptions), essentially recovering the initial investment. Our goal is to continue to grow the widget production service and have a $150,000 per month subscription service going into year two.
YEAR ONE	Year one cost: ($560,000) Year one revenue: $550,000 ($400k from widget production and an average of $12.5k per month from subscriptions) **Year one profit: ($10,000)**
YEAR TWO	Year two cost: ($1,200,000) Year two revenue: $2,700,000 ($750k from widget production and an average of $225k per month from subscriptions) **Year two profit: $1,500,000**

THE TEAM

POSITIONS	There are six core positions (four are filled).

President/CEO	(open)
Developer Manager	Yingwu Zhong
Front-end web architect	George Vanous
Back-end server architect	(open)
Test architect	Tony Lee
Lead graphics designer	Maryann Ohki
Lead Flash designer	(open)
Sales and Marketing	Holly Lane

PEOPLE

Our core four-person team combines the expertise of a 30-year New York music industry veteran (Holly), a Microsoft Windows Live architect (George), a 25-year graphic design specialist (Maryann) and a Bell Labs and Oracle researcher (Yingwu).

GEORGE VANOUS

George Vanous is a Microsoft alumni where he developed Windows Live components running on over 100 million desktops today, such as the Hotmail.com header. Before Microsoft, George managed teams of developers for projects like the Intel 40th Anniversary intranet and the MMORPG Omen Project for Reality Designs Inc: http://www.realitydesigns.com/omen/.

Most recently, George managed the development of http://www.yanzilive.com/ for 孫燕姿 Sun Yan Zi (Stephanie Sun), a Singapore-born singer/songwriter.

HOLLY LANE

Holly Lane has owned, launched or served as President and GM of six record labels with major distribution. She has also launched more than 30 music imprints distributed independently and has worked in rock, pop, urban, dance, Christian, Latin, jazz and classical.

Currently, Holly is working in film and video production in New York, serving as a director's rep and in-house producer.

MARYANN OHKI

Maryann Ohki is a graphic design specialist for both national and local projects. Her work encompasses website design, magazine ads, catalogs, brochures, posters, promotional merchandise, packaging, logos and identity systems, product branding and product photography.

Most recently, Maryann designed the entire http://asia.fromAnywhere.com/.

YINGWU ZHONG

Yingwu Zhong won the prestigious ACM contest award for algorithm design from the Dalian University of Technology in 2002. He conducted research for AT&T Bell Labs in 2004 on P2P and video streaming. In 2005, Yingwu joined Oracle where he focused on expert search engine research.

Currently, Yingwu is working as a web developer for http://www.ask.com/.