

[thefacebook]

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The Facebook

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Financial information

- Founded in 2004
- Development stage: on the market
- Capital: 1000 \$
- Current assets: 10.000 \$
- Pre-money evaluation: 2.000.000 \$
- Required investment: 200.000 \$

Team

CEO, CTO & Co-Founder: Mark Zuckerberg
Computer programmer, second year student in Computer Sciences and Psychology at Harvard University. Began writing codes at age 12.

CFO & Co-Founder: Eduardo Saverin
Student of Economics at Harvard University
PROGRAMMER & Co-Founder: Dustin Moskovitz

Student of Economics at Harvard University
CMO & Co-Founder: Chris Hughes
Student of Art in History and Literature at Harvard University

Business Summary

The Facebook is a social network that helps the users to connect and stay in touch with people within their own social network. It can be joined only by people with an e-mail address or domain belonging to major Universities in the United States.

Problem

The existing social networks do not keep their promises in terms of relations and present the following problems:

1. Lack of a global social experience
2. Impossibility to build a "personal history" of the subject
3. Low quality of the conversations
4. Low user's involvement

Solution

To program a new social network to which can participate only people belonging to certain social networks such as university campuses, allowing the users to put in their profiles more information about themselves in comparison to the existing SN.

Market Target

College students. The early adopters will be students in the Ivy League University circuit, starting from Harvard University.

Competitors

Friendster, Myspace

Competitive advantage

The main competitive advantage will be the strong network effect created by the high involvement of the users.

Revenue Model

Advertising (commercial spaces, pay per click, etc...)

Paying clients

At the present time we do not have any paying client as the company's main concern is to try to increase the user base and to reach the critical mass.

