



Ever Growing.

Ever Caring.

EverFamily

Ever Loving.

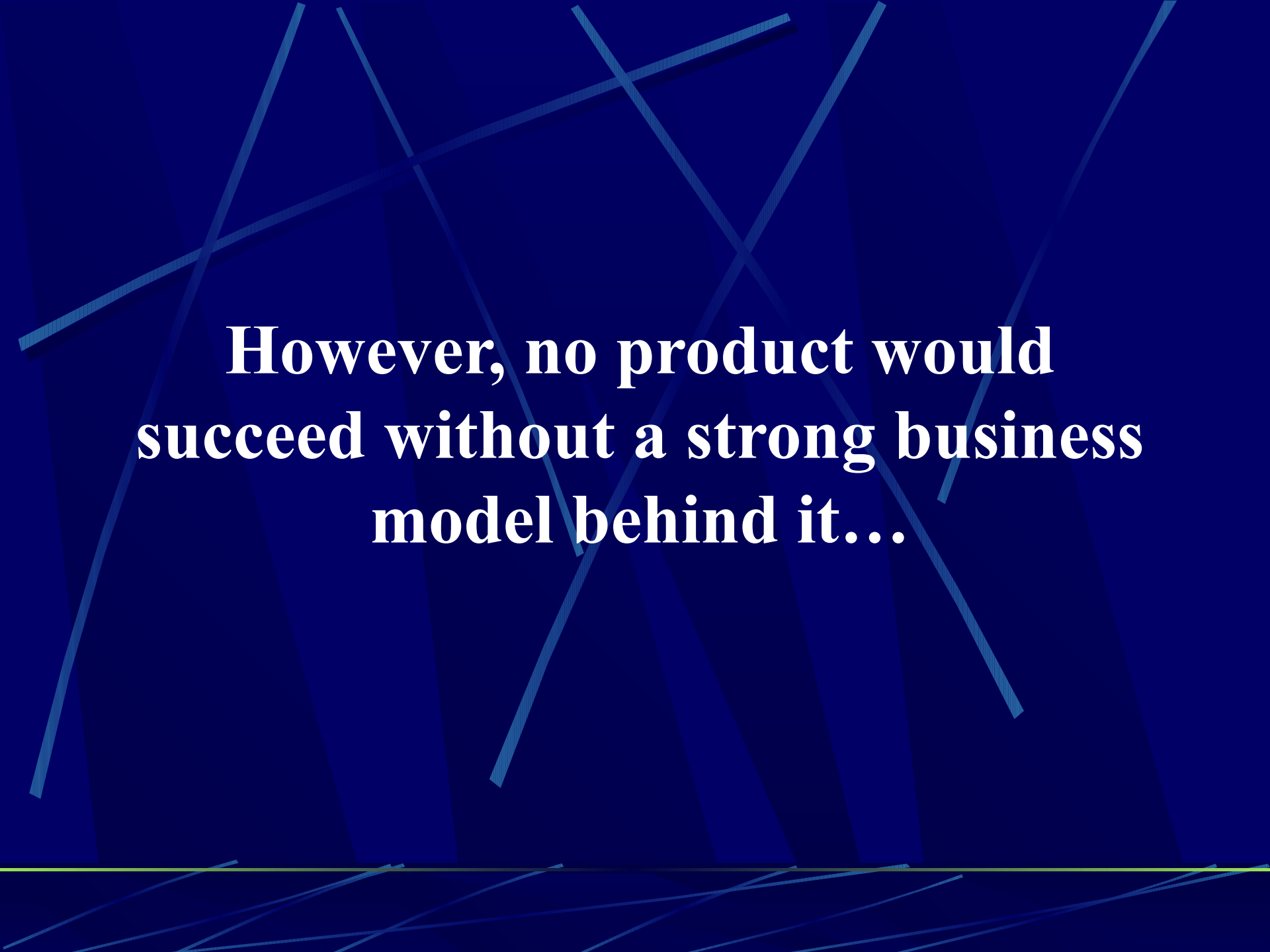
Ever Want This?

# EverFamily? What IS It?

- EverFamily is an Internet company dedicated to bringing families closer together via the versatility of the Internet and the power of human memories.
- Using a developing technology known as C.A.R.E. (**C**ontext **A**ware **R**emembrance **E**ngine), the EverFamily website expects to not only attract first-time users but to also turn them into lifetime users.

# What IS It? (cont.)

- EverFamily will also provide the following free services:
  - Internet chat between family members
  - Free e-mail service
  - Story exchange section
  - Excellent customer service
  - A reliable link between the people you care about



**However, no product would  
succeed without a strong business  
model behind it...**

# EverFamily: A Business Model

- The business aspects of EverFamily must be carefully laid out lest it go the way of other, less successful Internet startups.
- For this reason EverFamily has decided to pursue three successive phases of implementation...

# PHASE I: IIT

In order to build a following and strong user base, IIT has been chosen to be the first target market for EverFamiy. Some benefits and drawbacks follow:

## Benefits

- Close to home
- Willing users
- Ease of advertising
- Ease of data collection

## Drawbacks

- Not enough users to generate immediate revenue

# PHASE II: Chicago

Once a substantial user base is formed at IIT, EverFamily will offer its services to other college campuses:

## Benefits

- Closer to the initial mission of EverFamily
- More chance for excessive word of mouth advertising
- More users = revenue

## Drawbacks

- Slightly higher maintenance and advertising costs
- Less of a controlled environment for testing

# PHASE III: NATIONAL

As EverFamily continues to grow, it will eventually become what was envisioned – a service linking families across America together:

## Benefits

- Huge user base making EverFamily a target for financial partnerships with other companies
- EverFamily being a successful company through careful planning and patience

## Drawbacks

- Extensive use of the site will require overhauls in the original infrastructure, which may get costly
- Company will have to be expanded to include numerous employees for technical maintenance and customer support



# PHASE IV: INTERNATIONAL?

- Judging from the success of EverFamily in its initial three phases, a fourth phase may see EverFamily extending its services across the oceans.
- However, this step will be long in coming and is out of the scope of the current business plan for EverFamily.

# Business Plan: The Details

- The remainder of the presentation will be focused on describing the overviews for:
  - The business revenue model and costs
  - Competitive analysis
  - Porter's Five Forces analysis
  - The income generating possibilities of C.A.R.E.
  - Customers and Users – First and Lasting

# Revenue Model

- Proposed sources of revenue for EverFamily include:
  - Advertisements from other companies
  - Financial partnerships
  - Leasing of C.A.R.E. software to interested parties
  - POSSIBLY: selling of gathered research data (this will be governed by a strict allowance and privacy policy so as not to betray the users' trust)

# Business Costs and Expenses

## Costs

- Server(s)
- Marketing
- R&D for C.A.R.E.
- Internet Connection

## Expenses

- Maintenance
- Salaries (later stages)

# Competitive Analysis

- Some of the existing competitors out there for EverFamily are:

- FamilyBeat.com
- Familybuzz.com
- SuperFamily.com
- MyFamily.com

# Porter's Five Forces

## Potential Entrants:

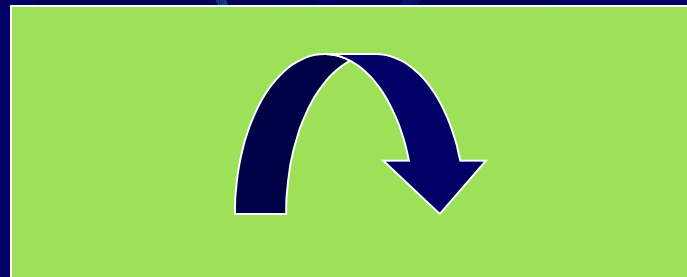
Initially, EverFamily competes with other sites out there

Once established, our services will keep other entrants out

## Bargaining Power of Buyers:

Users can choose not to use our service

Partners can choose other investments



## Bargaining Power of Suppliers:

The Internet connection must be up 24/7 to maintain satisfaction from customers

## Substitutes: Industry Competitors:

Users of EverFamily should see that we are differentiated from them because of C.A.R.E. given what the site provides, it is really unique and has no direct substitutes.



# The Income Generation Possibilities of C.A.R.E.

- Reminder: C.A.R.E. = Context Aware Remembrance Engine
- This technology, once developed, can be leased out as software for other companies to use.
- Such powerful technology would be very useful in other applications like: database querying, data critiquing and analysis, and information retrieval. This would result in a very lucrative position for EverFamily as licensing the software could bring in moderate revenue.

# Customers and Users– First and Lasting

- The users of EverFamily are the people who will interact with the site.
- The customers of EverFamily are the possible companies who would like to partner with EverFamily or advertise on the site.



# First Time?

## Users

First-time users of EverFamily will be drawn to the novelty of the site and the uniqueness of its ability to evoke memories of the family.

## Customers

First-time customers will be drawn due to a large user base and the possibilities of “click-throughs” to their own sites.

# Retention

## Users

Users will like to come back to the site in order to share more experiences with their family, interact with members that are logged on, or to perhaps shop at the stores advertised.

## Customers

Customers will stay with EverFamily due to the high volume of potential customers that may shop at their on-line stores.

# Timeline

- Present: Continue refining EverFamily and the development of C.A.R.E.
- Year 1: Projected loss of income due to lack of partners/advertisers but increase in site traffic.
- Year 2: Increased site traffic generates partners/advertisers and gain of revenue. EverFamily expects to break even.
- Year 3: EverFamily expands to service Chicago and eventually the country.
- Year 4: EverFamily begins leasing out C.A.R.E. to other companies.
- Year 5: EverFamily becomes a household name and begins thinking about an IPO.

# Conclusion

- EverFamily will alleviate communication between friends and family members.
- EverFamily will become a successful company through its phase strategy.
- EverFamily will thrive in a oft-time volatile environment due to customer loyalty and retention.
- EverFamily will be here for you!