

FAVEQUEST


a reflection of YOU



We help companies leverage social utilities

**Online Video is at the
brush fire stage**

Just wait ... ain't
seen nothin' yet



Making Money

7 Secrets

Is Content King?

Hmm ...
think friends, fun,
simplicity

The Impact

**Opportunities
everywhere**



On-line video is
growing like
crazy

U.S. Internet Users Viewed 11.4 Billion
videos online in July 2008

Comscore

Look at the
numbers

142 million U.S. Internet users watched
an average of 80 videos per viewer in July

Comscore

nuff said!

Online video grows 60% year over year

Comscore



Social networks are growing like crazy

MySpace and Facebook have 100M+ monthly users each (250k new users/day)

Look at the numbers

400M videos watched on MySpace in July 2008 (fox overall = 445M)
Comscore

nuff said!

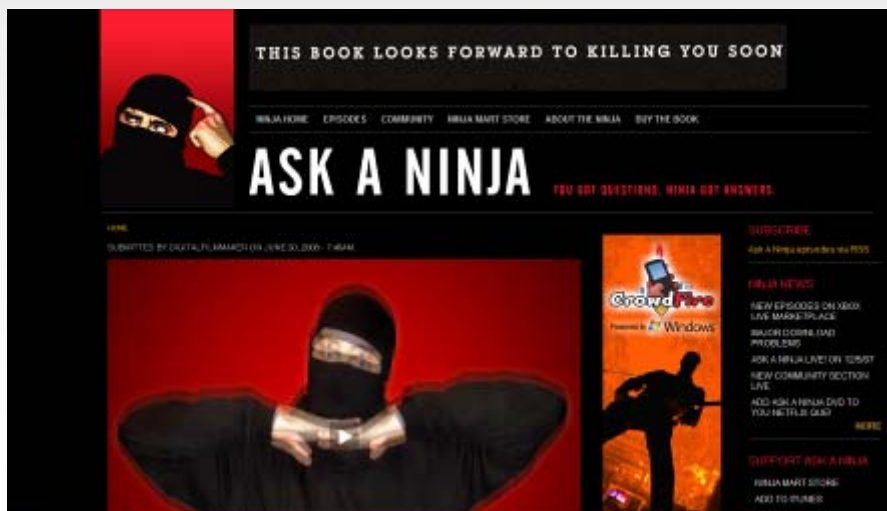
21M pictures posted to facebook every day (#1 photo sharing site)
Facebook



A middle ground is emerging

**niche semi-pro
“entertainment”
getting popular**

**created with very
low overhead**





User gen content is popular but \$ have been elusive

Quality content still attracts \$ but views are much lower

You can make money from both

How? ...



5B Videos viewed in July

VS



119M Videos viewed in July

Content
is not king
so what is? ...

CONTEXT

is king

(where, when, how, why)



Aggregate content
as a service

Embed in **social
networks, blogs**

Make it relevant

Make it Social

Demo





Go Mobile!

with mobile browsers **and** app stores

Social mobility is next frontier



FAVEQUEST Q: What does FaveQuest do?



We are creating a **new social video platform** to build online audiences

for companies that wish to expand their reach and engagement

so they can **increase revenues**





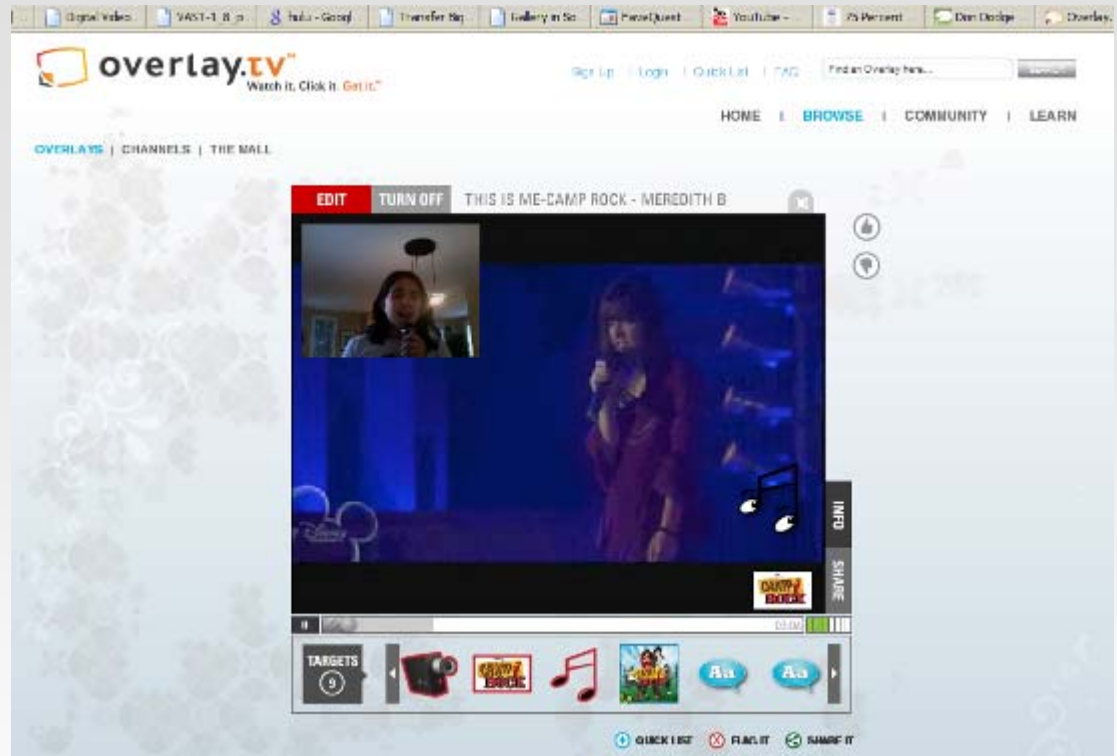
Help people

“DO” things with the video

and make it fun ...

they'll tell their friends and they'll tell their friends

...





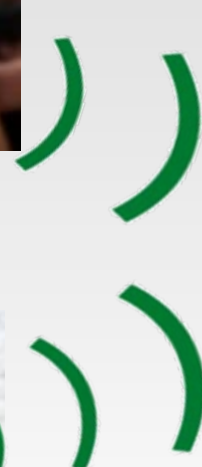
Post straight to
the web!

**Imagine the impact
on the**

wireless

and

wireline
infrastructure!





**The internet and the
T.V. will be
connected soon**

Forget 500 channels.

When that
happens ...

watch out!





**The winners in this
online video world
will be the ones that
get the context right:**

Location

Experience (fun,
friends)

Easy

About Me





Thank YOU!

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