

Social networks

From virtual to real life

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Presentation plan

- What is MadeinLocal.com
- Why / how to launch a start-up in CH
- The techno-business opportunity
- Will we succeed ?
- Demo
- Technical challenges

Who am I ? The team

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- Education

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 - ES, CH, FR, USA

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- MadeinLocal kick-off Feb 2008

What is MadeinLocal ?

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- How do you enjoy local life ?

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 - best local info from your friends

What is MadeinLocal ?

- How do you enjoy local life ?
- MadeinLocal is a social city guide
 - best local info from your friends
 - enjoy local life with your friends

Start-up motivations

Start-up motivations

- I. Pain and passion

Start-up motivations

- 1. Pain and passion
- 2. Business opportunity

Start-up motivations

- 1. Pain and passion
- 2. Business opportunity
- 3. Technology evolution opportunities

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- What else do you need ?

1. Passion - 2. biz opp -3. tech evol

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- From the pain and passion comes the dream

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- From the pain and passion comes the dream
- From the dream comes the vision

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- From the pain and passion comes the dream
- From the dream comes the vision
- From the vision comes the people

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- From the dream comes the vision
- From the vision comes the people
- From the people comes the power

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- From the pain and passion comes the dream
- From the dream comes the vision
- From the vision comes the people
- From the people comes the power
- From this power comes the change

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Peter Gabriel - Fourteen black paintings

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2. Business opportunity

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- Suboptimal business process

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- Travel desintermediation

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2. Business opportunity

- Suboptimal business process
- Vacation rentals
- Travel desintermediation
- Put local merchants and consumers in contact (bookings)

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3. Technology evolution

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- Social networks

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- Social networks
- Trust

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- Collaboration

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- Wiki, web 2.0

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- Mobile platforms

Mobile paradigm

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- Ubiquity

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- Positioning (GPS)

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 - 65 mio today

Our business opportunity

- FB and mySpace were created for home alone users on desktop PCs
- Is it possible to create a specialized social network for mobile users ?
- From virtual to real life ?

Will we succeed ?

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- Why not us ?

Will we succeed ?

- Why not us ?
 - What does twitter do ?

Will we succeed ?

- Why not us ?
 - What does twitter do ?
 - Where are you ?

Will we succeed ?

- Why not us ?
 - What does twitter do ?
 - Where are you ?
 - Chat with friends to enjoy real life

How to make money ?

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- What business model should we use ?
 - Business partner of local merchants

Our product

Demo time

Technical challenges

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- Technology we use

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 - Probabilistic approach
 - Infrastructure: grid, cloud, cluster
 - Scalability architecture (geographically?)

The challenge

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- Launching viral(pandemic) marketing

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- Promotion

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 - Build partnerships

The challenge

- Launching viral(pandemic) marketing
- Promotion
 - Build partnerships
 - Talk to the innovators and visionnaires

CERN visionnaires

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- Add a comment to your favorite bar in GVA

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CERN visionnaires

- Add a comment to your favorite bar in GVA
- The CERN MadeinLocal club

CERN visionnaires

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 - e-mail me manuel@madeinlocal.com
- The CERN contest
 - Vacation rental in the Canary Islands

Thank you

Questions - Discussion

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