

Facebook's original pitch deck

MEDIA KIT
SPRING 2004

Slide layout

- Cover
- Killer opening quote
- Solution
- Product Description
- Market Validation
- Vision
- Market size

- User Demographics
- User Engagement ✓
- Growth Metrics
- Services
- Contact Us
- Killer closing quote

Modify this templates as you see fit, some slides may not be applicable for your pitch.

The Stanford Daily, 03/05/2004

Classes are being skipped. Work is ignored. Students are spending hours in front of the computer in utter fascination. Thefacebook.com craze has swept through campus.

”

What is thefacebook.com?

thefacebook.com is an expanding online directory that connects students, alumni, faculty and staff through social networks at colleges and universities. This online directory allows for user connections on the basis of friendship, courses and social networks (including intra and inter-school networks), and has a built-in messaging system.

User Profile

Each thefacebook.com user maintains and updates a profile that includes:

- **Contact information**
- **Personal information:** *relationship status and procurement, political views, clubs, jobs and favourite music, books, movies and quote.*
- **Course information:** *the site has a built-in database of school courses and concentrations and automatically builds a user's class schedule.*
- **Picture**

The screenshot displays a user profile on thefacebook.com. The profile is for Sean Parker, a student at UC Berkeley. The page layout includes a search bar at the top left, a navigation menu, and a main content area divided into several sections:

- Profile:** Features a profile picture of a young man with short brown hair, wearing a white dress shirt and a dark tie, sitting at a desk with his arms crossed.
- Information:** A detailed section containing the following data:
 - Account Info:** Name: Sean Parker; Member Since: November 21, 1982; Last Update: June 25, 2005.
 - Basic Info:** School: Harvard; Major: Student; Sex: Male; Birthdate: 11/21/1982; Home Town: Los Altos, CA 94024; High School: Chabot High '99.
 - Contact Info:** Contact Email: sean@thefacebook.com; Default Email: sean@thefacebook.com; Spelling: SeanParker; Home: [Redacted].
 - Personal Info:** Looking For: Friends only; Interested In: Women; Favorite Places: San Diego; Interests: Drinking the party with stuff; Clubs and Info: [Redacted]; Favorite Books: [Redacted]; Favorite Movies: [Redacted].
 - About Me:** [Redacted]
- Related Friends:** A section titled "You have 1 friend in common with Sean."
- Groups:** A section titled "Open and tagged in from Facebook." with a "View Profile" link.
- Courses:** A section titled "Search and filter your courses."

Additionally, thefacebook.com automatically adds to each user profile links to school news articles that refer to the user, the last user-away message in the AIM system and the last user access location (the site has a built-in database of school dormitories and halls).

Social Networking

Intra-School Networking

Each thefacebook.com user can browse their school's social network through the following mediums:

1. **Social Net:** *Displays ten random people from the user's school*
2. **Course Roasters:** *Displays all students enrolled in any given courses*
3. **Advanced Search Engine:** *Allows for search on every user profile parameter*

Additionally, each user can add friendship list to their profile, pending second-source verification of friendship status. Thefacebook.com automatically adds to each profile a visualization of their friendship network and an indication of the user's connection to viewers of their profile (i.e., friends, friend's friends).

Intra-School Networking

Each user can also browse the social network of other schools through the global search function. Each user can add a friendship list for each school in [thefacebook.com](https://www.facebook.com) network



Our Schools - *The Expansion*

Thefacebook.com was launched on February 4, 2004 at Harvard University. As of April 10, 2004, the expansion of thefacebook.com network has yielded the following member schools:

Ivy-League

Launch Date

February 4, 2004

February 24, 2004

March 1, 2004

March 7, 2004

March 7, 2004

March 14, 2004

April 4, 2004

April 4, 2004

Name

Harvard University

Columbia University

Yale University

Dartmouth University

Cornell University

University of Pennsylvania

Brown University

Princeton University

Other Schools

Launch Date	Name	*Launch Date*	Name
February 26, 2004	Stanford University	*April 11, 2004*	Georgetown University
March 14, 2004	MIT	*April 11, 2004*	University of Virginia
March 21, 2004	New York University	*April 19, 2004*	Tufts University
March 21, 2004	Boston University	*April 19, 2004*	Boston College
April 4, 2004	UC Berkeley	*April 19, 2004*	Northeastern University
April 11, 2004	Duke University	*April 19, 2004*	University of Illinois

The Expansion Plan

The mission of thefacebook.com is to expand to include most of the schools in the United States. By September 1, 2004, thefacebook.com network will have more than **200 member schools**.

Our audience - *The College Addiction*

There are 15 million college students in the United States. With an estimated purchasing power that exceeds **\$85 billion**, college students have money in their pockets for your services and products. This year they will spend \$21 billion on restaurants and food, \$9 billion on automobiles, \$5 billion on clothes, \$4 billion on phones and \$46 billion on other amenities. College students are also active job seekers.

User Base Demographics*

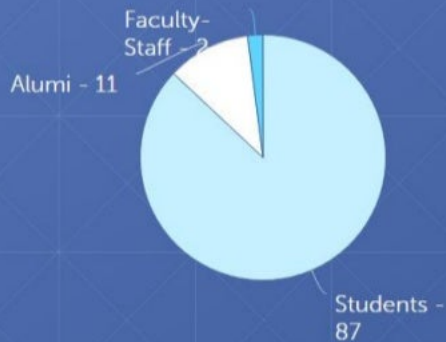
TOTAL STUDENTS: 70, 000



*Based on March 2004 Monthly Statistics

User Base Demographics*

TOTAL STUDENTS: 70,000



*Based on March 2004 Monthly Statistics

User Base Demographics*

TOTAL STUDENTS: 70,000



Men: **48%**



Women: **52%**



Age 18 to 24: **92%**

*Based on March 2004 Monthly Statistics

Site Usage*

TOTAL STUDENTS: 70, 000



Daily Unique Users
65%



Monthly Unique Users
95%



Daily Traffic in Pageviews
3 million*

*Based on March 2004 Monthly Statistics

Site Usage*



Monthly Traffic in Pageviews

90 MILLION

*Based on March 2004 Monthly Statistics

The Daily Pennsylvanian

I have a new addiction. It is powerful. It is disturbing. It is thefacebook.com.

03/25/04

”

User Growth Rate

- The growth rate of the total number of users is increasing, with the addition of 10, 000 thefacebook.com members in the first week of April, 2004.
- The percentage of daily unique users has slightly increased through time.
- The monthly traffic in pageviews has grown through time in proportion to the growth rate of the user base.

Our services - *Online Marketing Services*



Advertisement

[thefacebook.com](https://www.thefacebook.com) website allows your company to reach college students, alumni, faculty and staff at the library, their work, home or dorm rooms.

You can target users using traditional horizontal/vertical banners, links and other more contextual ad placements. We will help you identify the most effective placements to reach the goals of your campaign.



Targeted Advertisement

thefacebook.com allows for targeted advertisement on the basis of any (or a combination of) the following parameters:

- College/University
- Degree Type
- Concentration
- Courses Taken
- Class Year
- House/Dormitory
- Age
- Gender
- Sexual Orientation
- Home City/State/Zip Code
- Relationship/Dating Interests
- Personal Interests
- Clubs and Jobs
- Political Bent
- # of Intra/Inter-School Friends
- Site Usage

Rates

- Banner ads rates vary based on scope, duration and targeting.
- Available sizes include **468x60**, **120x240**, **120x90** and **125x125**.
- Link rates vary based on targeting.

Please contact us for further information and a rate card. Please indicate advertising intentions, including the duration, targeting and budget.

Contact Us

If you are interested in our online marketing services, please contact us via e-mail. We will help expose your product, service or recruitment effort to thousands of college students, alumni, faculty and staff throughout the country.



Eduardo Saverin
CFO, Thefacebook.com
Cambridge, MA 02138

The Harvard Independent

The wonderful thing about The Facebook is its ability to connect so many people through so many different avenues, including courses, interests, houses, politics, concentration, and favourite movies.

03/04/04

”