

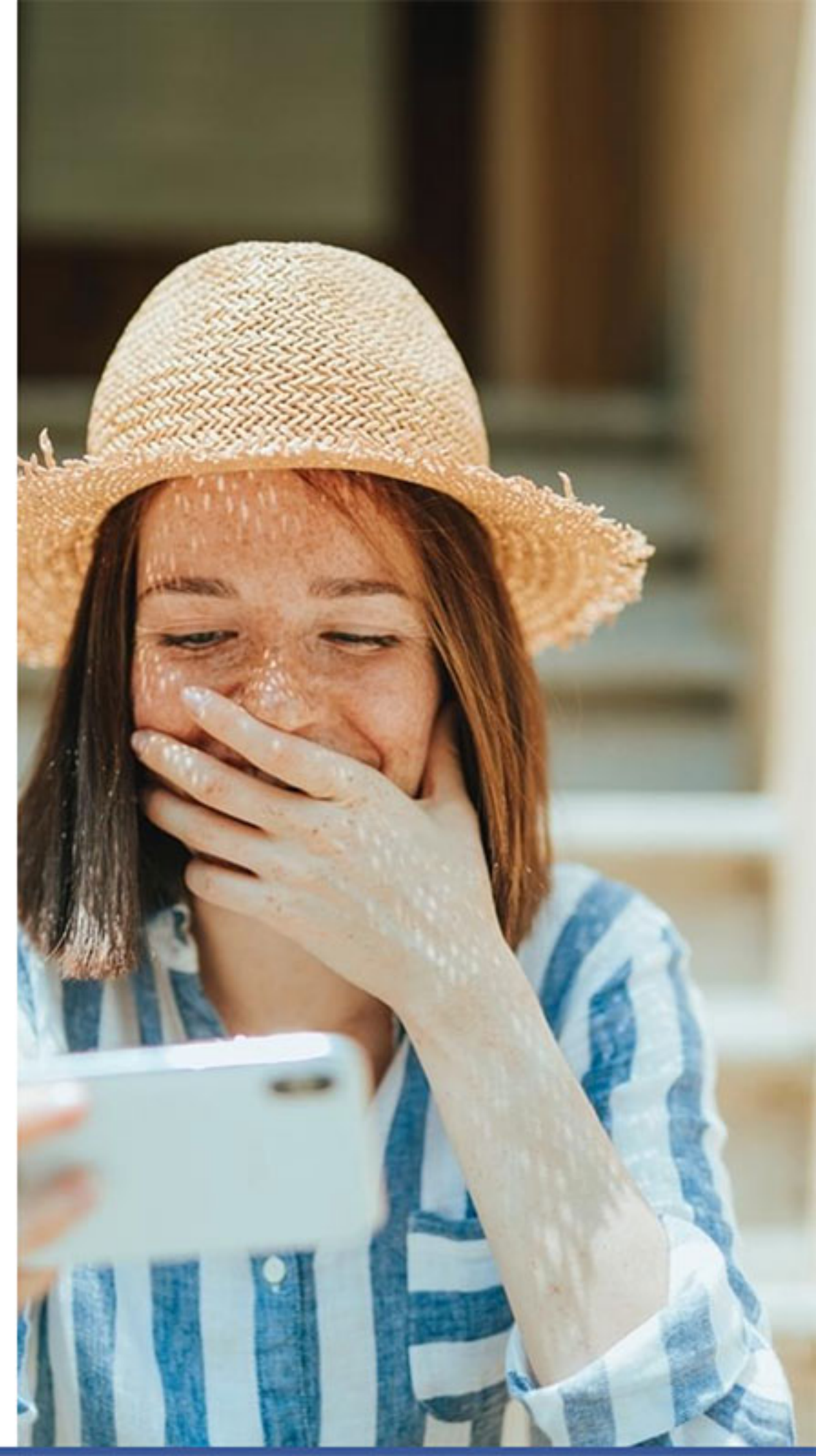


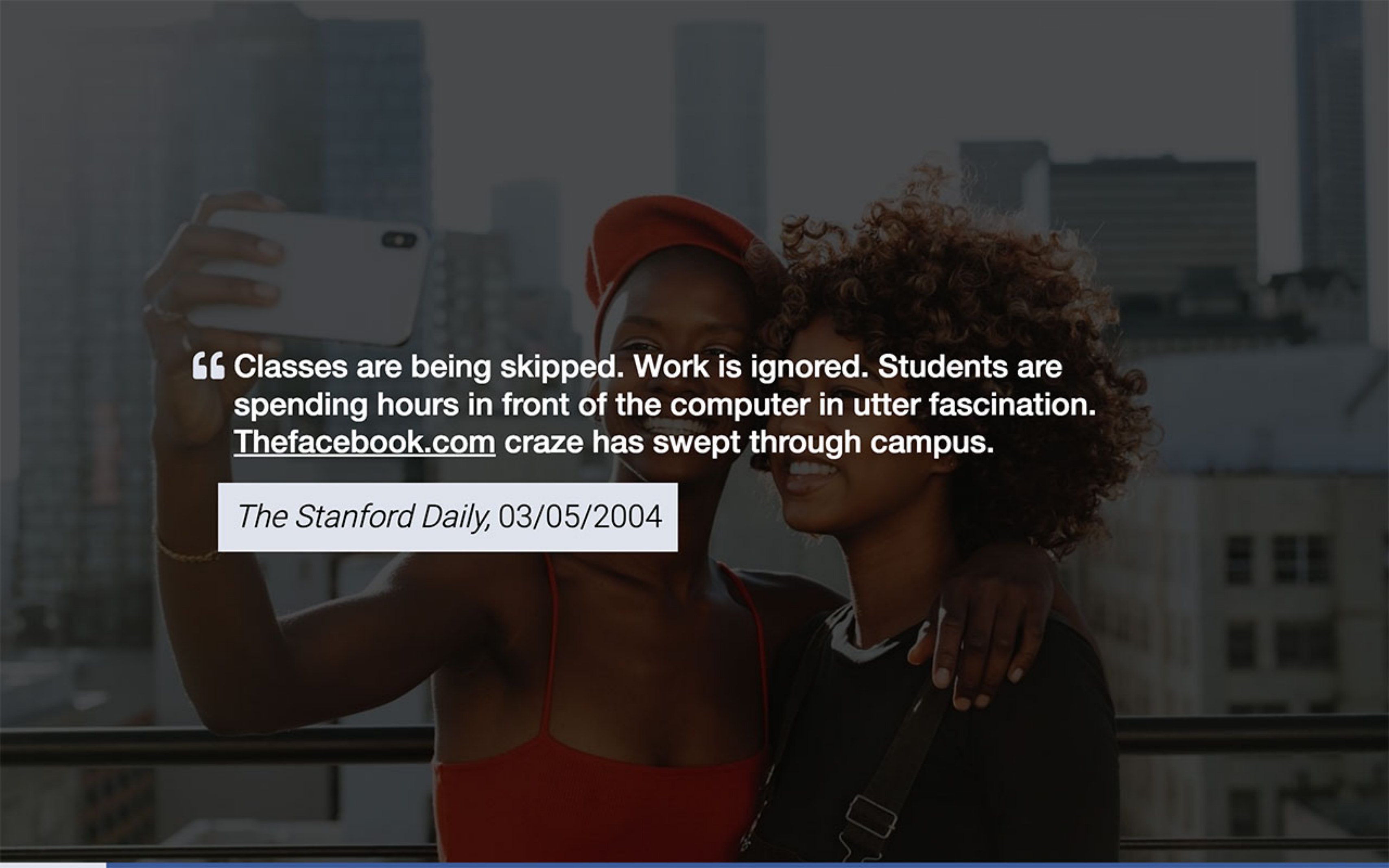
Facebook's Original Pitch Deck

Media Kit

Slide layout

- Cover
- Killer opening quote
- Solution
- Product Description
- Market Validation
- Vision
- Mission
- User Demographics
- User Engagement ✓
- Growth Metrics
- Services
- Contact Us
- Killer closing quote



A photograph of two young women of African descent standing on a rooftop. The woman on the left is holding a white smartphone up to take a selfie. She is wearing a red halter-neck top and a red beret. The woman on the right has voluminous curly hair and is wearing a dark t-shirt with a shoulder strap. They are both smiling. In the background, a city skyline with various skyscrapers is visible under a hazy sky.

“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.

The Stanford Daily, 03/05/2004

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.



Sean Parker's Profile

Picture


[Send Sean a Message](#)
[Poke Him!](#)

Connection

You are friends with Sean.

Mutual Friends

You have 1 friend in common with Sean.

Access

Sean last logged in from facebook headquarters.

Information

Account Info:

Name: Sean Parker
 Member Since: December 31, 1969
 Last Update: June 24, 2005

Basic Info:

School: Harvard
 Status: Student
 Sex: Male
 Birthday: 12/03/1979
 Home Town: Los Altos, CA 9402
 High School: Chantilly High '98

Contact Info:

Contact Email: sean@thefacebook.
 School Email:
 Screenshot:
 Mobile:
 Screenshot:

Personal Info:

Looking For: Random play
 Interested In: Women
 Political Views: Very Liberal
 Interests: blanketing the earth
 Clubs and Jobs: i work for thefacebook
 Favorite Books: unbearable lightness
 Favorite Movies: garden state, waking
 About Me: zoolander,
 cyclothymic

Groups

[Team Squid](#) • [Wirehog](#) • [Harvard Bay Area](#)
[Just Tried To Ford the River and My Fuc](#)

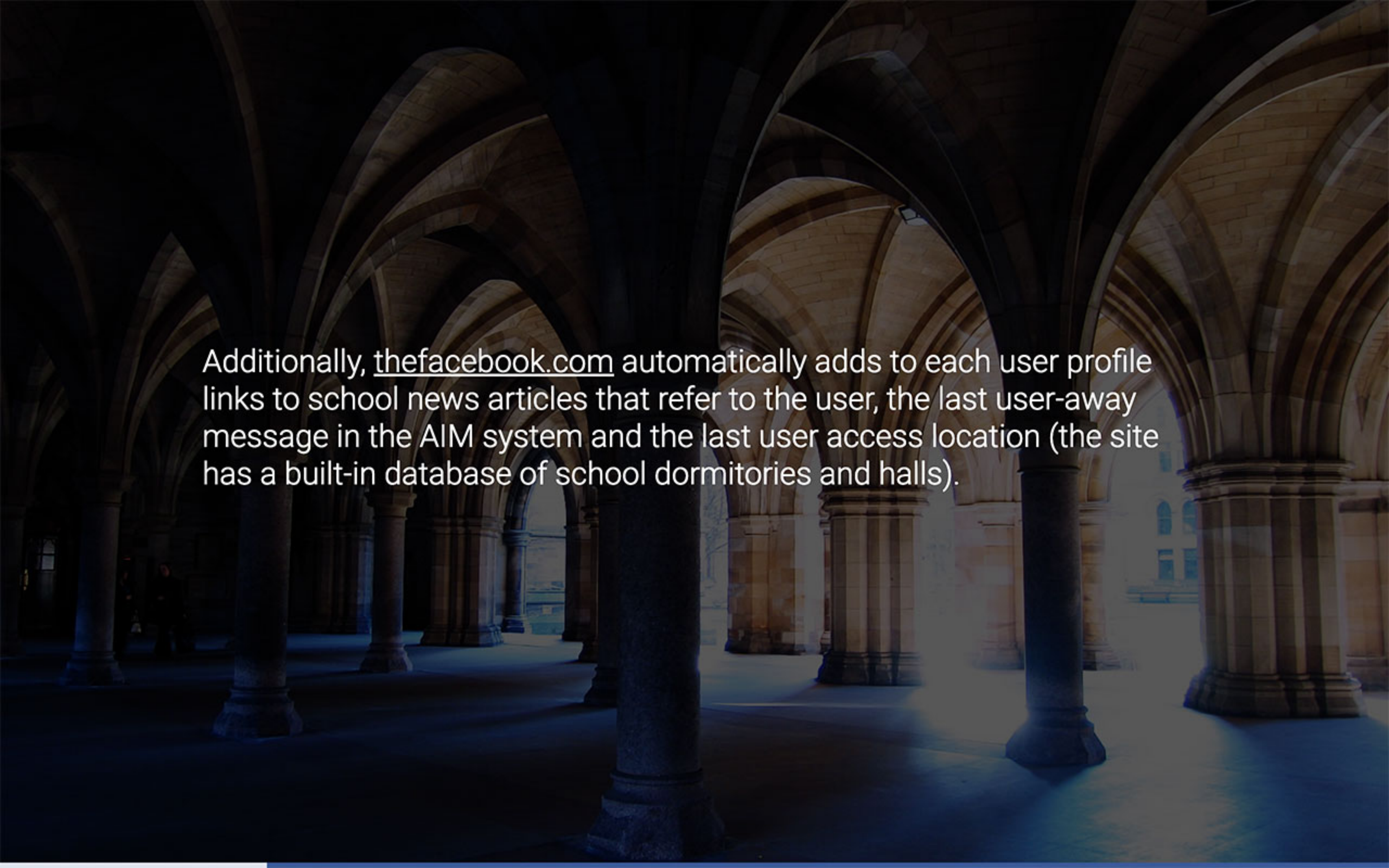
Courses

Sean has not listed any courses.

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**



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

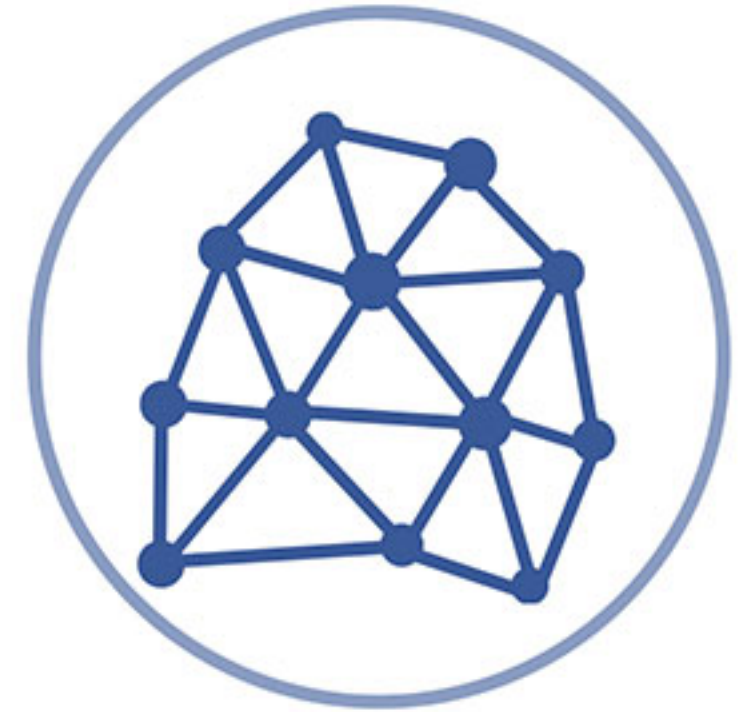
Each thefacebook.com user can browse their school's social network through the following mediums:

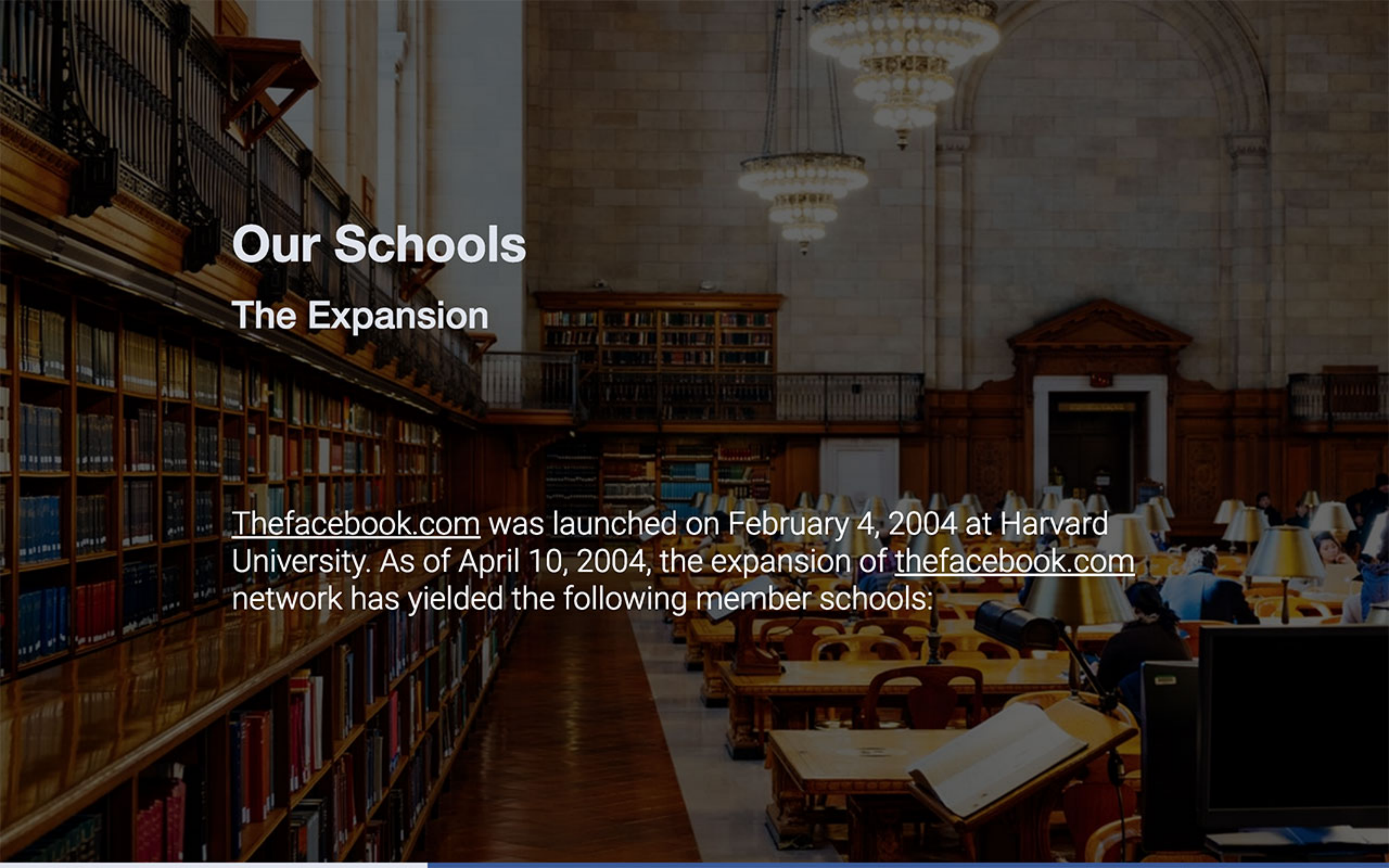
1. **Social Net:** *Displays ten random people from the user's school*
2. **Course Roasters:** *Displays all students enrolled in any given courses*
3. **Advanced Search Engine:** *Allows for search on every user profile parameter*

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	Name
February 4, 2004	Harvard University
February 24, 2004	Columbia University
March 1, 2004	Yale University
March 7, 2004	Dartmouth University
March 7, 2004	Cornell University
March 14, 2004	University of Pennsylvania
April 4, 2004	Brown University
April 4, 2004	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



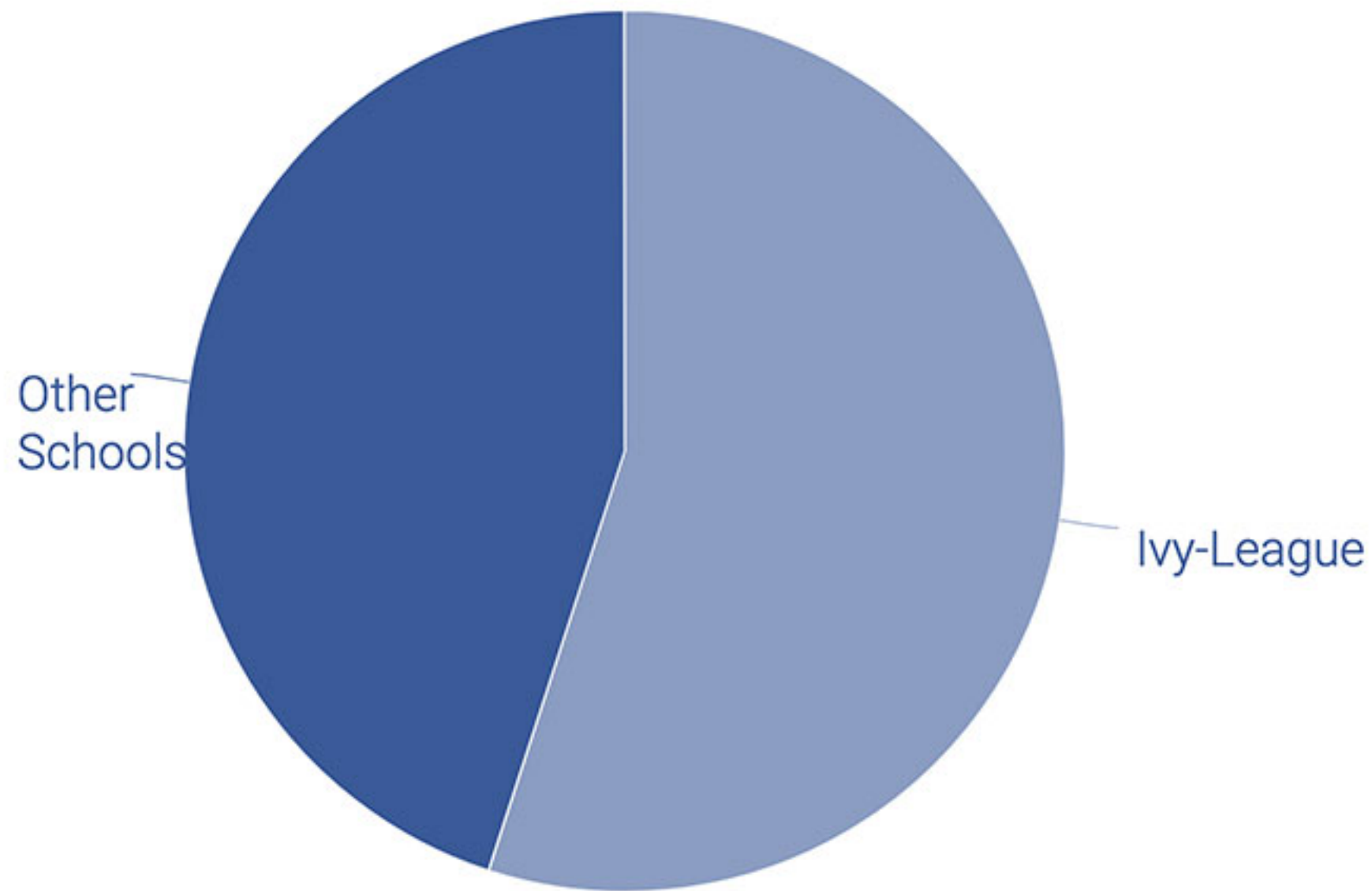
The Expansion Plan

The mission of [thefacebook.com](https://www.thefacebook.com) is to expand to include most of the schools in the United States. By September 1, 2004, [thefacebook.com](https://www.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.



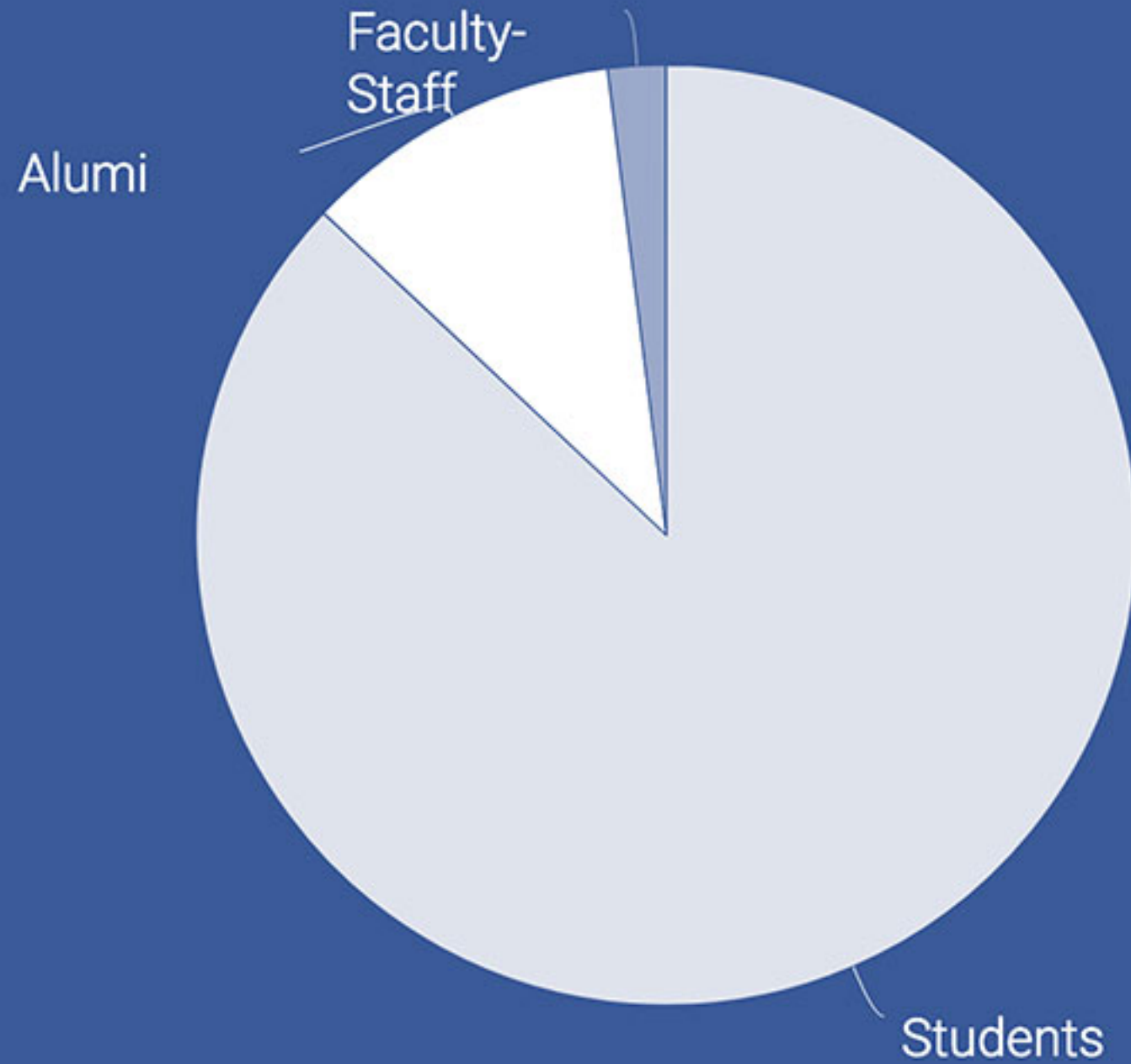
User Base Demographics*

**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%**



Age 18 to 24: **92%**

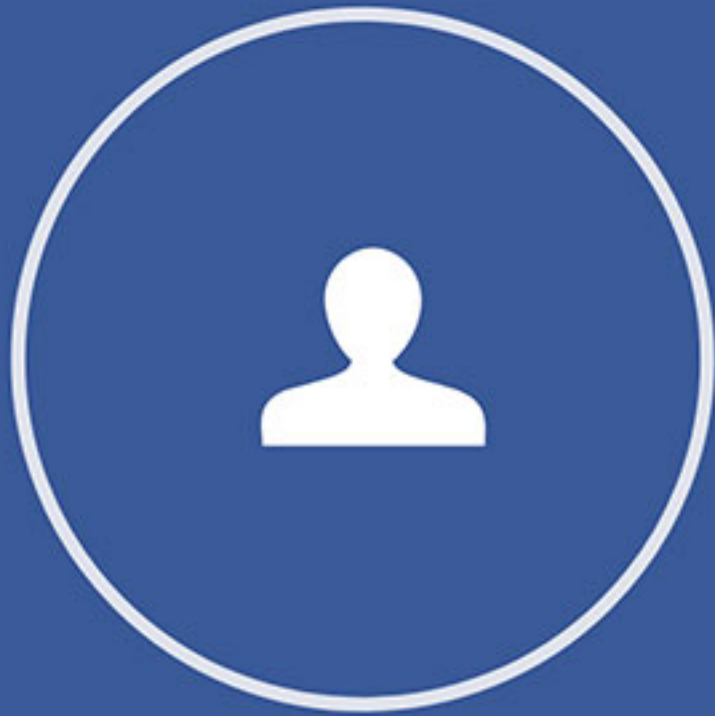


Women: **52%**

*Based on March 2004 Monthly Statistics

Site Usage

Total Students: 70, 000



Daily Unique Users
65%



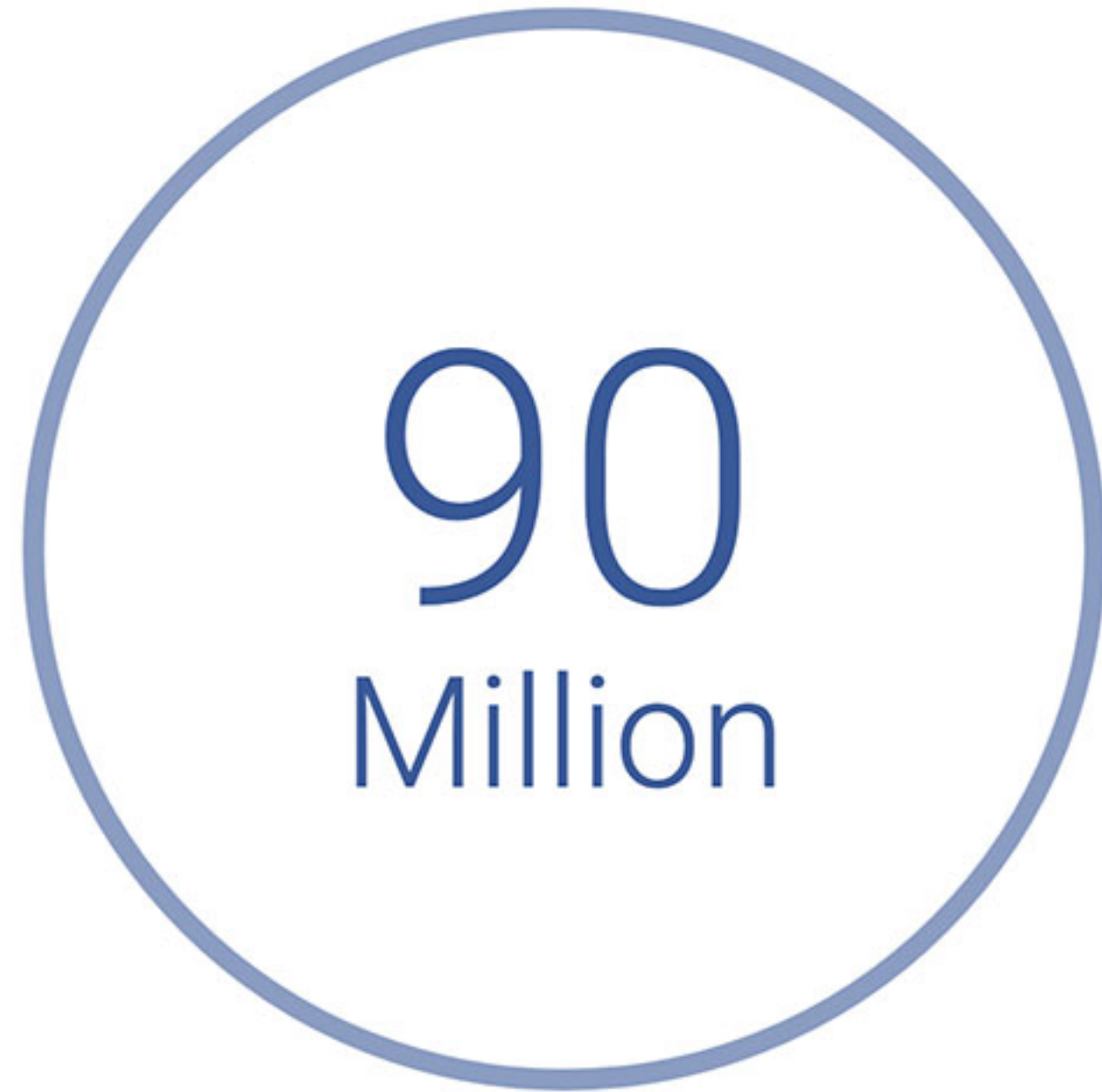
Monthly Unique Users
95%



Daily Traffic in Pageviews
3 million*

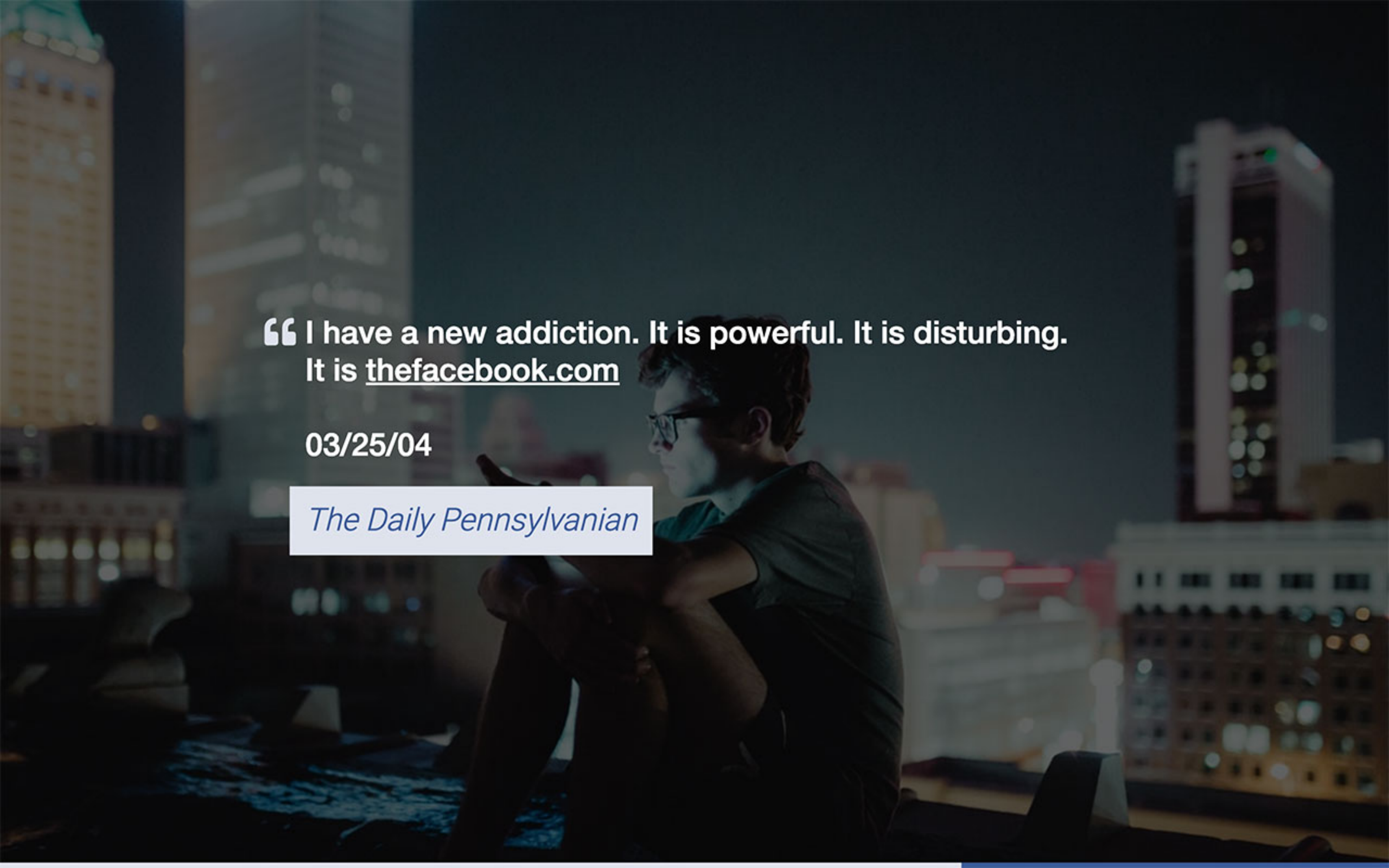
*Based on March 2004 Monthly Statistics

Site Usage*



Monthly Traffic in Pageviews

*Based on March 2004 Monthly Statistics

A man with glasses is sitting on a rooftop at night, looking at a smartphone. The background shows a city skyline with illuminated buildings. The text is overlaid on the image.

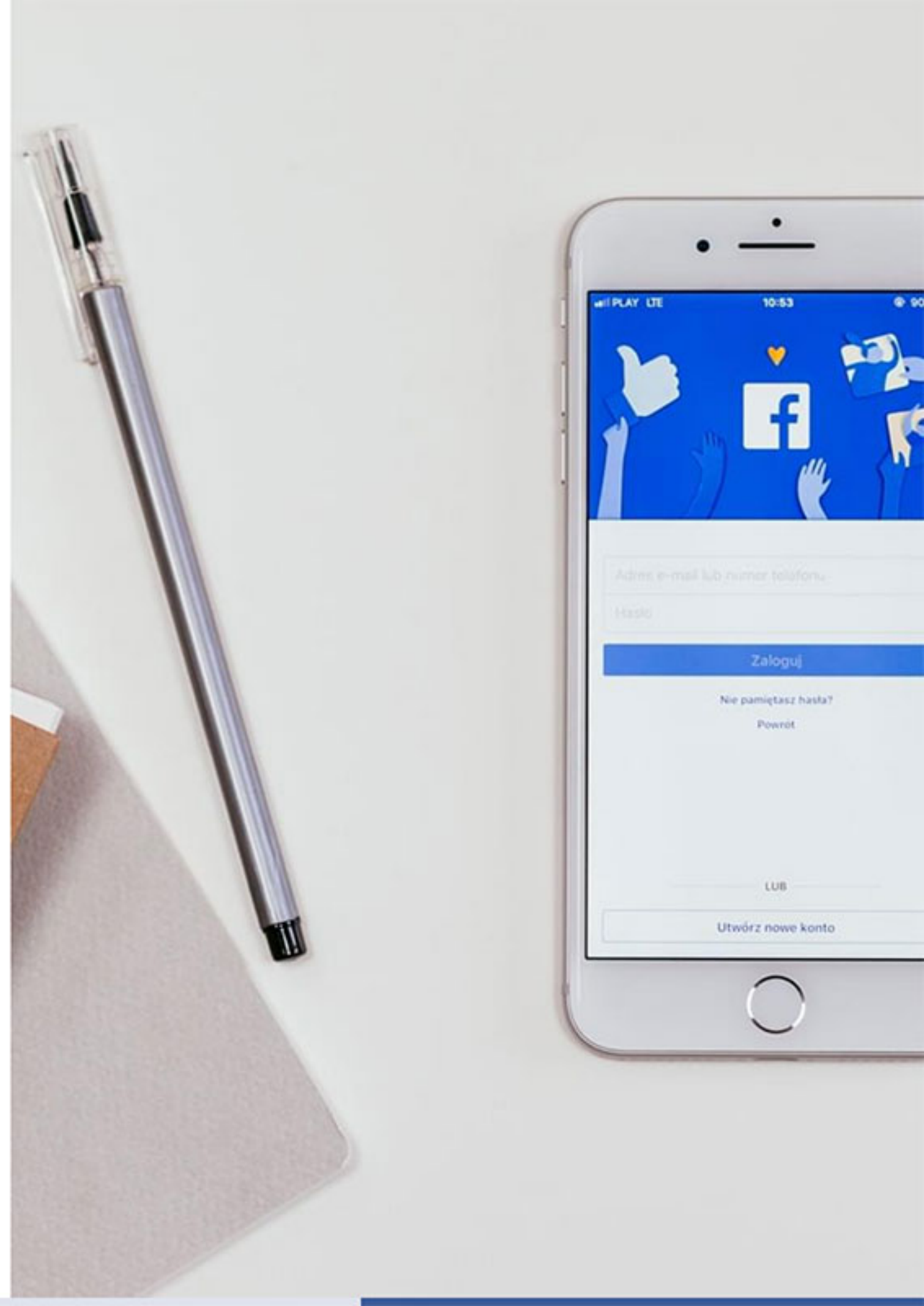
“ I have a new addiction. It is powerful. It is disturbing.
It is [thefacebook.com](https://www.facebook.com)

03/25/04

The Daily Pennsylvanian

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.facebook.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

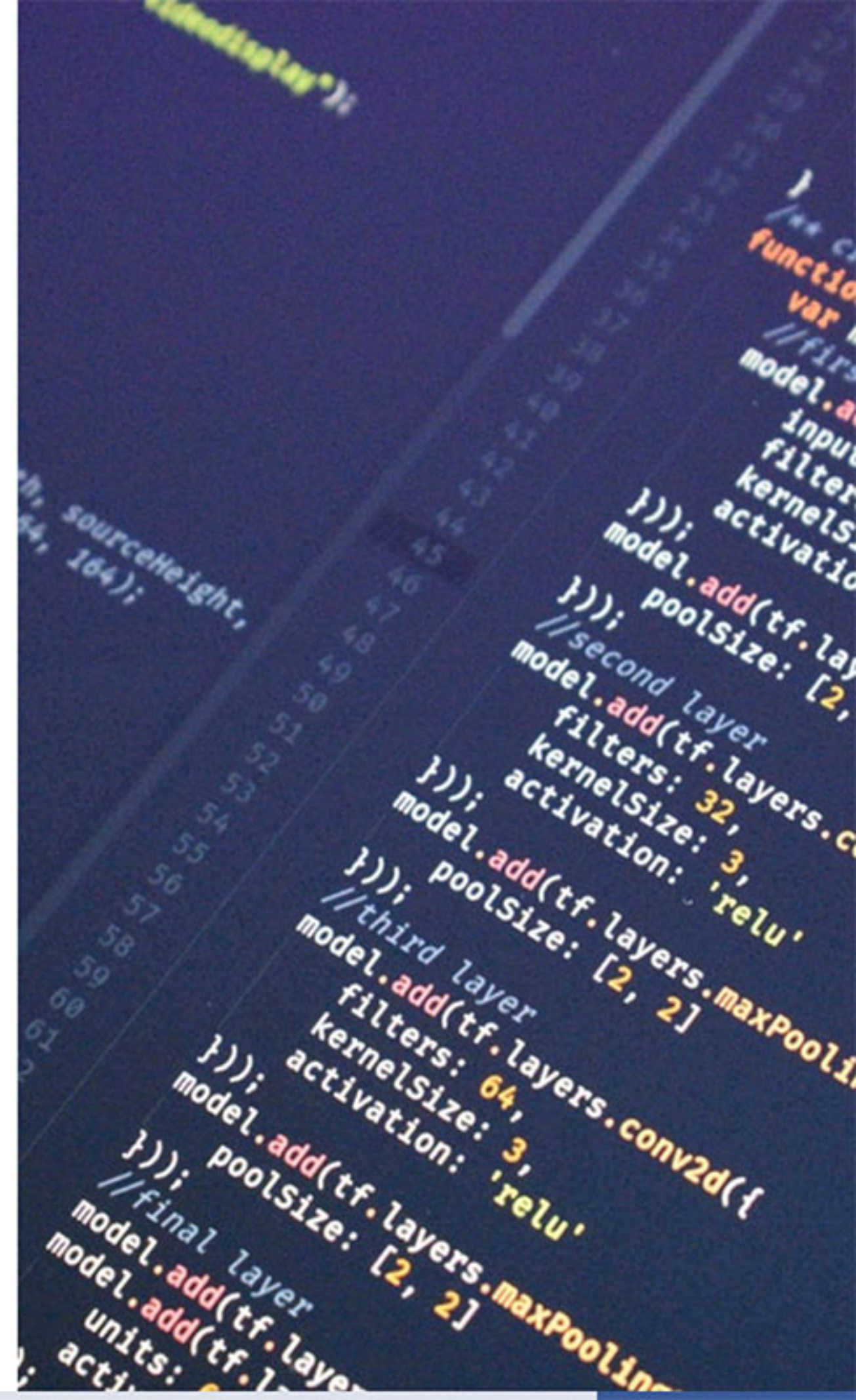
thefacebook.com allows for targeted advertisement on the basis of any (or a combination of) the following parameters:

- 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.





Eduardo Saverin
CFO, [Thefacebook.com](https://www.thefacebook.com)
Cambridge, MA 02138

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.

“ 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

The Harvard Independent