



# THE FUTURE OF COFFEECLUB NETWORK

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## BACK ON 2006 / 2007

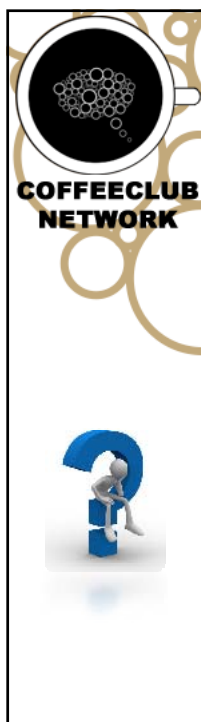
- Social networks, a good bet
- Facebook:
  - 60 million users
  - users doubling every 6 months
- MySpace:
  - 110 million users
  - 1 in 4 Americans was on MySpace
- Incredible growth
- Specific social networks were emerging
- End of 2007: 37% of USA adult online population accessed social networks





## BIG QUESTION

- **How to profit from this “social” value?**
- Facebook, MySpace, Orkut, You Tube, etc:
  - Many investors (Microsoft, News Corp., Google, etc.)
  - No lucrative business model
- Facebook launched an advertising system called “beacon”:
  - a complete failure




## BIG QUESTION

- The fact is:
  - users love social interaction
  - consider their 2<sup>nd</sup> home
  - but...
  - users **hate invasive advertising**




“There’s no patience on the Internet”

Lee Siegel, author of *Against the Machine: Being Human in the Age of the Electronic Mob*, in an interview with BBC Click




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## TODAY

- Social networks, a reality
- Facebook:
  - 400 million users
  - **cash flow positive in 2010**
- MySpace:
  - 150 million users
  - in crisis, changing its focus
- Thousands of sophisticated social networks, not connected, not profitable





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## WHY CAN'T SOCIAL NETWORKS MAKE MONEY?

- Even on big social networks, users:
  - won't pay to just access the network because...
  - online interaction is considered free!
- But, users start to see social networks as web service providers
  - for fun, for business, for travel...






## WHEN WILL SOCIAL NETWORKS MAKE MONEY?



- Profit comes from **perceived value**
- Money will come when social networks achieve maximum **utility** for their users
- Social Networks **must** provide web services and applications to their users, for example:
  - Coffee business opportunities
  - Specific coffee connections
  - Community customization
  - 
  - 
  -





## CCN TODAY

- 100,000 visits from 160 different countries
- Relevant members
- Establishing coffee connections
- Connecting the coffee world
- **Providing online interaction**



## CCN AS A WEB SERVICE PROVIDER

- What our users need
  - Coffee business opportunities...
  - Specific coffee connections...
  - Community customization...
- Technological development required to respond to users' needs
  - Internet technology evolves fast
  - platform outdated
  - develop new web 2.0 service tools
  - customize platform to members' needs

SEEK SUSTAINABILITY BY RESPONDING TO CURRENT AND FUTURE NEEDS



## CCN AT CROSSROADS

- Need to invest to remain in game
- How
  - ICO
  - private “partners”
- ICO fulfilled its “development role”
- Transfer
  - management
  - operationand share future profits

**CoffeeClub Network  
Connecting the Coffee World**



**[www.coffeeclubnetwork.com](http://www.coffeeclubnetwork.com)**

**THANK YOU!**