THE FUTURE OF COFFEECLUB NETWORK

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 2nd home
  • users hate invasive advertising

“There’s no patience on the Internet”
Lee Stengel, author of Against the Machine
Managing E-mail in the Age of the Internet
Also in an interview with BBC, 2003
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

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  - Platform outdated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
  - Operation
  - And share future profits