The Web is failing...

hyperlink 1.0 by authors

traffic lifeline online business
What’s happening?

- search engine **ping pong**
- channel **pinball** effect
- **lack of overview** in overload
What is f»dforward?

- recommendation network
- interconnected widgets
- follow what others read
- recommend what you write

Plug into a smarter web
The Widget

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The Lateral Web

- break out of **web patterns**
- turn into a **live network**
- horizontal **navigation**
- provide **the missing links**

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Building the Lateral Web

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social web  semantic web  read/write web
The Social Web

- activity in social connections
- captivating network trails
- links from similar people
- links from expert people

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The Semantic Web

- **topical cohesion** in social web
- **social suggestions** in **context**
- **integrated similar** algorithms

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The Read/Write Web

the ease of publishing

changing ratio of read/write
Real-time web

- personal recommendations
- real-time data
- contextual cohesion
Features

- move like swarms
- twitter for the web
- create content networks
- user engagement analytics
- transparency control

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Advantages

- increasing readership
- expand your network
- user engagement insight

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Unique Technology

cross-domain platform

integrated social & semantic

user engagement insight

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Perceived Competition

- related content tools
- social bookmarking
- RSS readers
Business Model

freemium social analytics

pro version for products

white label affiliate networks

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Market Potential

- over 100m blogs
- like analytics/metrics
- also like behavioral targeting
- analytics 1b in 2014
- BT 4.4b (gross) in 2012

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Milestones

250,000 Dutch blogs in 2009

launch premium 2010 Q1

launch PRO 2010 Q2

North America & EMEA 2010

white label networks 2010 Q3

kimengi engine 2011 Q2

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Management Team

CEO Lucien Burm

CTO Christian Vogel

more than 13 years web pro’s

both management positions

13 years in recommendations

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Capital Requirements

- **seed funding** in 2008
- seeking **1.5m Series A**
- **NA & EMEA growth**
- monthly **Break-Even 2011 Q1**
- expansion **sales & tech team**
Recommend & Follow

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