Executive Summary



HipGeo users record, enhance and share their lives. While delivering superior smart phone battery management, HipGeo passively records continuous user activities via smart phones, then maps their locations and routes delivering suggestions and alerts.

Team: Three highly experienced successful technology veterans founded HipGeo in August, 2010. **Scott Daniel** is a serial entrepreneur and skilled s/w engineer who founded, lead, and sold two previous ventures, then worked in senior positions at the acquiring companies, Phoenix Technologies and Geocities/Yahoo. **Jeff Kunzleman** is a s/w architect, coder, entrepreneur, and senior technical manager who worked with Scott on the same two successful startup ventures and at the acquiring companies. **Rich Rygg** is also an experienced entrepreneur, skilled in product strategy, product management, business development, online communities, and customer management. He has worked at CompuServe, AOL, GeoCites, and Yahoo! where the three met.

Stage: Beta release scheduled for February 2011 Invested Capital: \$110K (plus extensive software IP) Founders Salaries: No salaries for twelve months

Capital Sought: \$500K

Competitors: Momento, Path, Foursquare, Gowalla, Loopt, MyTown, BrightKite

Advantage to Users: A free service, user features include a highly interesting record of their life that users can choose to share with their social network. These feeds are integrated with highly relevant suggestions as historical geographic and social behavior patterns are used to build user profiles and match them to relevant information.

Advantage to Advertisers: HipGeo delivers a powerful glimpse into each user's life, unlike ever before. Enormous amounts of historical data can be mined to target timely offers based on past behavior patterns and current location.

Advisers: Ash Patel, one of the early Technical Yahoos and true Internet pioneers, he served Yahoo! in various capacities including Chief Technology Evangelist, EVP of Audience Products, EVP of Platform, Infrastructure and Advanced Development, Chief Product Officer, and SVP Platform Engineering. Charles Conn, one of the Internet pioneers of local services, founded CitySearch. As CEO he led the company through its merger with Interactive Corporation's Ticketmaster, managed its IPO and the acquisitions of Microsoft Sidewalk, Match.com, Evite, and more. Prior to starting TMCS, Charles was a partner with McKinsey & Company. Galen Buckwalter, Ph.D., the Chief Scientist at eHarmony, designed its matching technology systems.

Conclusion: HipGeo offers users a valuable set of tools to record their life, take advantage of opportunities, and keep in touch with friends and family, fully integrated with current social networks. It also offers advertisers a new highly effective means of delivering relevant offers. The highly experienced HipGeo startup founders and advisers bring a strong entrepreneurial skill set, with a history of success.

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