

all for one

includes partnership opportunity with:



**Veterans of Foreign Wars
of the UNITED STATES**

Product and Business Overview

February 5th, 2010

The Opportunity



- Problem with Social Networking Universe Today?
No Business Model
- Examples:
Facebook: Required 420M users to hit cash flow positive
iLike: Revolutionized music labels, but sold for \$20M after \$16M invested
Twitter: Unrivaled growth and user base, but where is shareholder value?
- There is an **opportunity**
If you can make revenue with EVERY new user, then the concept of Viral Growth and Social Networking will become the first massive growth digital business model opportunity of this decade

The Model



The largest Digital Start-Up successes came from taking a brick & mortar or “old-world” model and deploying it digitally in a way that adds incremental value
ie: Newspaper (Yahoo), Classifieds (e-Bay), Bookstore (Amazon)

Think about the concept of the “Wedding Registry”

- Consumers say exactly what products they want
- Consumers provide a list of contacts that want to buy them the products
- Consumers’ contacts purchase the products for them

Why can’t we take this Digital, Viral, and for Everyone???

Introducing All For One

Step 1:

User creates a list “gifts” they want

Step 2:

Users input their Facebook, MySpace, Gmail, and Yahoo Mail credentials to create an address book of Friends and Family to ask for \$\$\$ for “gifts”

Step 3:

Everyone receiving a “request” to help pay for a “gift” is then prompted to create their own lists and ask for “gifts” from their contacts

The screenshot displays the All For One website interface. At the top, the user is logged in as Justin Fisher, with a welcome message and navigation buttons for Settings, Your Lists, and About Us. The user's profile shows a photo, name, age (12), and location (Poway, CA). A summary of the gift registry shows: Earned to Date: \$424.00, Spent: \$250.00, and Active: \$174.00. The main feature is a 'Top of the List' item: an Apple iPod touch 64 GB (3rd Generation) priced at \$299.99, which is 33% funded. Below this, there are two columns: 'Wish List' and 'Gifter List'. The Wish List includes items like iKaraoke (\$39.99, 0% funded), Razor E300 (\$199.99, 100% funded), and Ucreate Games (\$29.99, 70% funded). The Gifter List shows a 'Thank You Message' from Justin Fisher and a list of gifters, including Kellie Fisher (who donated \$30.00 to the Razor E300 and \$100.00 to the Apple iPod), Ian Jones, and Carl Jones. A 'Dan Evans' gifter is partially visible at the bottom.

With these three simple steps, All For One will create a the first Viral Gift Registry

Product Strategy



- **Users on All For One**
Users monitor their lists and are updated via email and mobile alerts when someone remits for one or multiple of their gifts
- **Remitters on All For One**
Remitters are alerted regularly on the status of the gift they have given and offered the option to move from one product to another on the customer's gift list if the gift requires multiple purchases and seems unlikely to be purchased
- **Users "*Badgering*" of Remitters**
Users can ask their remitters for permission to move their money from one product to another

All for One maintains the usage "continuum" of remitters and users through the constant request to move money until products are purchased - constant updates, success stories, product deliveries, thank you notes, testimonials.

“User View”

all for one.com

Welcome back Justin Fisher! Logout Settings Your Lists About Us

Justin Fisher My name is Justin Fisher. My 13th birthday is coming up and if can help me get some of these gifts that would be awesome!

Age: 12
Poway, CA

Earned to Date: \$424.00
Spent: \$250.00
Active: \$174.00

Top of the List: **Apple iPod touch 64 GB (3rd Generation...)** \$299.99
33% Funded

Wish List
Anyone can search for and see this list.
Manage List Shop for Gifts

Gifters List Invite Gifters

Thank You Message:
"Thanks for the gifts! I'll be sure to post some pics of them and my awesome birthday party!"
- Justin Fisher

Total Gifters: 13 Pending Gifters: 6

Kellie Fisher Donated to the following: Razor E300 \$30.00, Apple iPod... \$100.00
Ian Jones Send Reminder
Carl Jones
Dan Evans

The “User View” is a personal portal, enabling users to see total amount remitted to date, contact information for their “gifters,” and access simple links to request moving money from one gift to another

“Remitter View”

all for one.com

Login Create a List About Us

Justin Fisher My name is Justin Fisher. My 13th birthday is coming up and if can help me get some of these gifts that would be awesome!

Age: 12
Poway, CA

Total Funded: **66%**

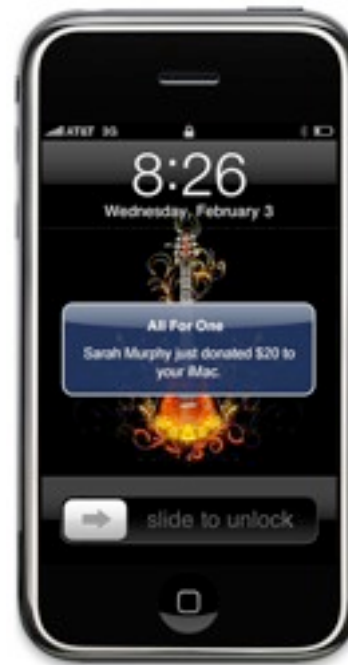
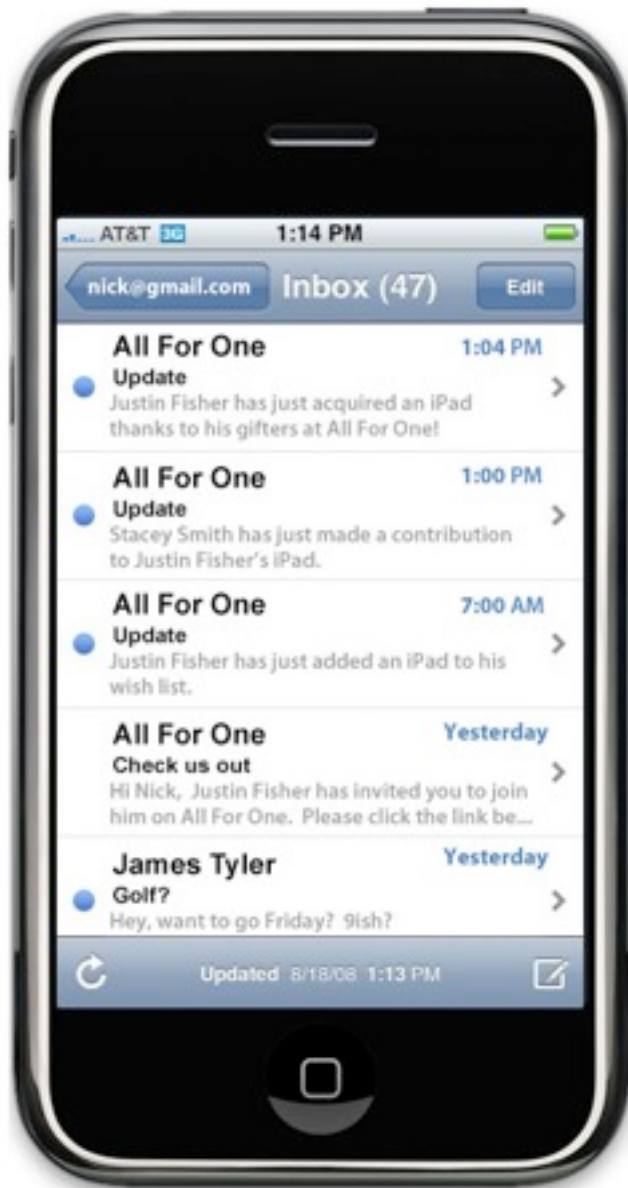
Top of the List: **Apple iPod touch 64 GB (3rd Generation...)** \$299.99
33% Funded

Wish List

Gifters List Total Gifters: 13

Kellie Fisher Donated to the following: Razor E300, Apple iPod...
Parker Evans Donated to the following: Apple iPod...
Joan Smith Donated to the following: Razor E300
Cindy Chang Donated to the following: Razor E300
Emily Jones Donated to the following:
Sarah Murphy Donated to the following:

The “Remitter View” is a user’s broadcasted homepage, where “gifters” can learn more about the gifts, select a gift for remittance, see who else has gifted the user, and communicate directly with other “gifters” of the user



Mobile Alerts

Users and their remitters remain in constant contact through email and mobile alerts

“Gifter” Address Book

- All For One enables a user to import a contact list through social networking tools
- Support for Social Network Sites (Facebook, Twitter, and MySpace)
- Support for web-based email (Yahoo Mail, Google Mail, MSN)

Invite Gifters

Upload your Contacts

 Facebook	<input type="button" value="Import"/>
 Twitter	<input type="button" value="Import"/>
 MySpace	<input type="button" value="Import"/>

Web Mail

Outlook

Contact Files

Revenue Models



Standard Web & E-Commerce Revenue Models:

- Partner with retailers to get discounts on products
- Enable high CPM display advertising by knowing the exact purchasing interest of each user
- Capture billing information on everyone involved (users & “gifters”), building a database of not just billing information, but the relationships between users & gifters

Unique Revenue Models:

- Storing and retaining \$\$\$ before it is remitted for a product someone wants
creates revenue through standard banking interest - All For One profits while money is being retained for group-purchase products (ie: xbox, car, college tuition, home, vacation, etc.)
- Similar to “Gift Card” model at major retailers, where the retailers earn interest on Gift Card \$\$\$ once the card is purchased and before it is used

Marketing Model



- We are vocal about individual altruistic uses
ie: Family that needs a house or a car
ie: Straight-A inner-city student that needs ivy-league tuition
- Drives massive awareness and adoption while directing users to create their own personal product lists and contacts

We have recently seen incredible success in Facebook when children have gotten their parents to commit to quit smoking if they can capture 1,000,000 “friends.” All for One can grow with similar altruistic requests.



All for One icon and creative is designed to draw association with other major social networking successes, such as MySpace, Facebook, and Twitter

Imagine These Customers



- Tween kids
- College Student
- Single Adult
- Married Couple w/Kids
- Retiree
- Displaced National

All for One's success will be multiplied by the ability to offer different "skins" and product enhancements to support a wide range of customers.



**Veterans of Foreign Wars
of the UNITED STATES**

and



All for One will perform a prototype test with VFW, with the specific goal of increasing registered VFW donators and total VFW donations by leveraging All for One as a white label technology solution

VFW - Landing Page

The screenshot shows the VFW website landing page. At the top, there is a browser window with the address bar showing 'www.vfw.org' and a search bar with 'Google'. Below the browser window is the VFW logo and the text 'Veterans of Foreign Wars of the UNITED STATES'. To the right of the logo, it says 'powered by: all for one' with a person icon. There are three buttons: 'Login', 'Create Account', and 'About Us'. Below this is a main banner with a blue background. On the left, there is an image of a soldier saluting the American flag. The text reads: 'For more than a century, the VFW has led the charge to protect our veterans and serve our troops and their families. With our country at war, and thousands of new veterans returning from the battlefield, that mission is more important than ever. We rely on patriots like you to help us meet the growing needs of America's defenders. Thank you for your generosity.' On the right of the banner, there is a progress bar showing 'Progress: 66% of Contributors Reached'. Below the banner is a section titled 'Most Needed:' with an image of two men in military uniforms. The text reads: 'VFW National Military Services (NMS) VFW National Military Services encompasses three long-standing, successful VFW programs and provides much needed assistance to America's heroes through VFW Unmet Needs, VFW Military Assistance Program... Read more...'. There are two buttons: 'Contributors' and 'Give \$'. Below this is a section titled 'Other Causes' with three sub-sections. The first is 'National Veterans Service Fund' with an image of a man in a military uniform. The text reads: 'Assists more than 120,000 veterans and their families with VA claims. Assists with other veteran advocacy issues each year. VFW launched its Benefits Delivery at Discharge (BDD) program to better assist service members departing from the military.' There is a progress bar showing '500,000 Contributors' and '0% Reached'. There are two buttons: 'Contributors' and 'Give \$'. The second is 'Voice of Democracy/Youth Development Program' with an image of a man and a woman. The text reads: 'This Scholarship Competition and Patriot's Pen Essay Contest garners more than \$3.4 million in scholarships and incentives for hundreds of thousands of students. The VFW provides assistance to Posts and Auxiliaries across the country to promote patriotism, higher ideals and personal achievement in our country's youth.' There is a progress bar showing '750,000 Contributors' and '100% Reached'. There are two buttons: 'Contributors' and 'Fully Funded'. The third is 'VFW Operation Uplink™' with an image of a man in a military uniform. The text reads: 'Through this one of a kind program, VFW provides monthly "Free Call Days" to troops in Iraq, Afghanistan and Kuwait, as well as free phone cards to hospitalized veterans and troops recovering from injuries. New fathers, anxious parents and worried spouses are so grateful for the chance to talk to their loved ones!' There is a progress bar showing '500,000 Contributors' and '75% Reached'. There are two buttons: 'Contributors' and 'Give \$'.

Personal Fundraising Tool

All for One will build a landing page that will enable users to Choose a Cause, Donate to a Cause, and Invite their Friends & Family to Donate

VFW & All for One Goals

This prototype will target two key goals: Increasing the Number of Total Registered Users and Increasing the Amount of Registrations to Specific Causes

Database of Donators

All for One will deliver a database of increased donators, but also the "uber" donators: the donators that spawned the most additional donators, helping VFW target future fundraising initiatives

VFW - Donator Page

Veterans of Foreign Wars (VFW)

www.vfw.org

Google

Other Ocean - Lead Artist Nihilistic So...e - UI Artist Blue Fang - Art Director Japanese La...ation Pages

Veterans of Foreign Wars of the UNITED STATES

Welcome back Andrew! Logout powered by: all for one

Profile Search About Us

Andrew Bells Contributor Rank: 2
Age: 65
Sacramento, CA
Organizer

Your Contributions: \$1,673.00
Friends You Invited: 135
Friends Contributions: \$300,426.00

Your Causes Anyone can search for and see this list. Manage List Add Cause

Cause	Contributed	Friends	Total Contributors
National Veterans Service Fund Assists more than 120,000 veterans and their families with VA claims. Assists with other veteran advocacy issues each year. VFW launched its Benefits Delivery at Discharge (BDD) program to better assist service members departing from the military. Read more...	\$621.00	\$100,354.00	750,000
Voice of Democracy/Youth Development Program This Scholarship Competition and Patriot's Pen Essay Contest garners more than \$3.4 million in scholarships and incentives for hundreds of thousands of students. The VFW provides assistance to Posts and Auxiliaries across the country to promote patriotism, higher ideals and personal achievement in our country's youth.	\$600.00	\$70,239.00	550,000
VFW Operation Uplink™ Through this one of a kind program, VFW provides monthly "Free Call Days" to troops in Iraq, Afghanistan and Kuwait, as well as free phone cards to hospitalized veterans and troops recovering from injuries. New fathers, anxious parents and worried spouses are so grateful for the chance to talk to their loved ones!	\$413.00	\$110,399.00	1 Million
VFW National Military Services VFW National Military Services encompasses three longstanding, successful VFW	\$339.00	\$50,932.00	413,000

Customized Donator Page

Once a user donates, they are given a suite of tools to cause additional donations and to be rewarded for it

The All for One Experience

The Donator page showcases tracking total money raised by one user virally, using social networking site & webmail address books to invite friends to donate, and reward "badges"

All about Fundraising

Users use these tools not just to donate, but to illicit viral donations and be rewarded for them with badges. It's beyond what a user donates, it is how many donations they have caused



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Next Steps:

Meet to discuss timeline for Prototype development and determine the key success factors