

Second | BrainTM All Your Content

Lars G. Teigen - Founder/CEO

June 2008 | lars@secondbrain.com | www.secondbrain.com

Company purpose:

Desktop



Installed software
Windows/Mac
Personal
Create, consume
Unified and integrated

Internet



Software as service
Internet
Social
Create, consume, collaborate
Fragmented and distributed

**PEOPLE ARE MOVING FROM DESKTOP CENTRIC
COMPUTING TO INTERNET CENTRIC CONTENT CREATION,
CONSUMPTION AND SOCIALIZATION.**

Company purpose:

Desktop



Installed software
Windows/Mac
Personal
Create, consume
Unified and integrated

Internet



Software as service
Internet
Social
Create, consume, collaborate
Fragmented and distributed

**SECONDBRAIN MAKES IT EASY ORGANIZE AND DISCOVER
ONLINE CONTENT.**

Company purpose:



**CREATE THE FIRST COMPLETE CONTENT PLATFORM
WHERE PEOPLE CAN MANAGE ALL THEIR ONLINE
CONTENT AND SERVICES IN A SINGLE INTERFACE.**

Problem: The Pain of Our Customers

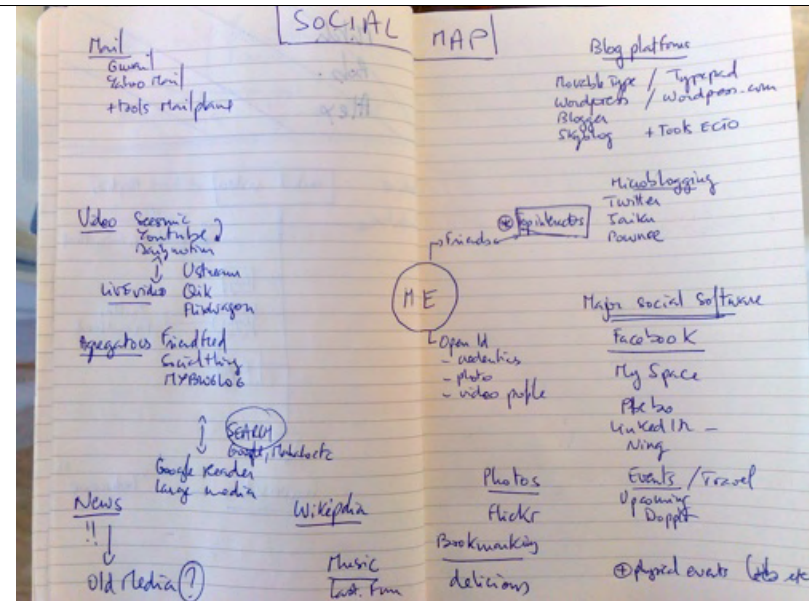
People spread their content on multiple devices and services.

Devices and services are disconnected

People create and socialize around content, but it's hard to keep track.

Services creates a lock-in.

Difficult to migrate desktop content to online services.



TOO MUCH CONTENT IN TOO MANY PLACES CREATES A FRAGMENTED EXPERIENCE. THERE IS NO EFFECTIVE WAY TO MANAGE ALL THIS CONTENT AND SERVICES.

Problem: How People Address This Issue Today



The screenshot shows the ReadWriteWeb website. The header features the ReadWriteWeb logo and a navigation bar with links: Home, Web Apps, Trends, Google, Microsoft, Facebook, Yahoo, Jobs, and Archives. Below the header, a blog post titled "35 Ways to Stream Your Life" is displayed, written by Josh Catone on February 29, 2008. The post includes a grid of social media icons and a paragraph discussing the concept of lifestreaming. The post has 96 diggs and 41 comments.

ReadWriteWeb

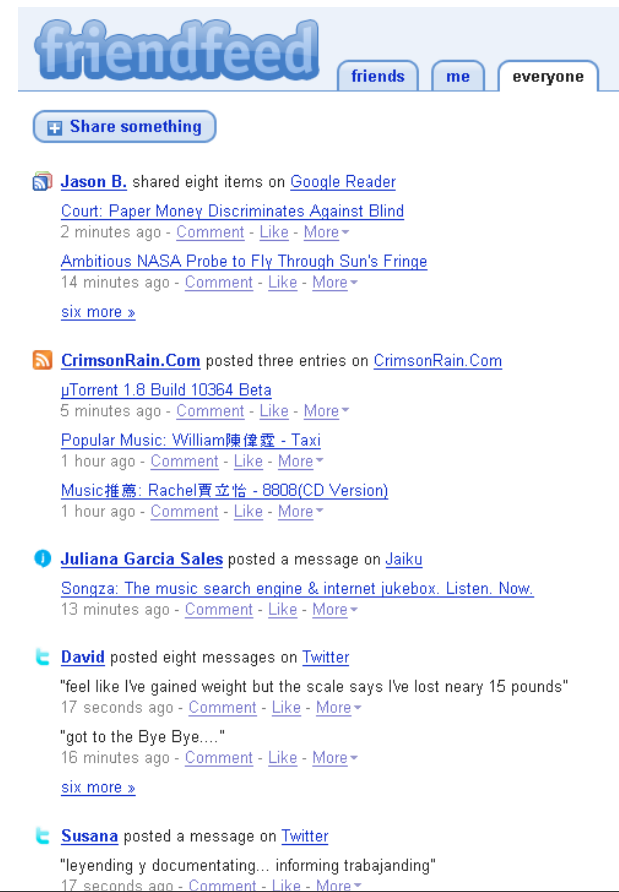
Home | Web Apps | Trends | Google | Microsoft | Facebook | Yahoo | Jobs | Archives

35 Ways to Stream Your Life

96 diggs · digg

Written by [Josh Catone](#) / February 29, 2008 10:49 AM · 41 Comments

It's a pretty good bet that if you're not making a Twitter or Facebook application, you're probably making a lifestreaming application. Okay, so not everyone is into lifestreaming, but it is one of the hottest areas for development out there, and there are an overwhelming amount of services offering a way to aggregate all the little bits of your online life (which, for the purpose of this post, is the definition of lifestreaming that we'll use). Richard MacManus wrote an [excellent primer](#) on lifestreaming in January, but we touched on just 5 such services. The purpose of this post, rather than to review, is to just list the various options out there.



The screenshot shows the friendfeed website. The header features the friendfeed logo and navigation tabs: friends, me, and everyone. Below the header, there is a "Share something" button and a feed of updates from various users. The updates include links to articles, music, and social media messages.

friendfeed friends me everyone

[Share something](#)

[Jason B.](#) shared eight items on [Google Reader](#)
[Court: Paper Money Discriminates Against Blind](#)
2 minutes ago - [Comment](#) - [Like](#) - [More](#) ▾
[Ambitious NASA Probe to Fly Through Sun's Fringe](#)
14 minutes ago - [Comment](#) - [Like](#) - [More](#) ▾
[six more »](#)

[CrimsonRain.Com](#) posted three entries on [CrimsonRain.Com](#)
[uTorrent 1.8 Build 10364 Beta](#)
5 minutes ago - [Comment](#) - [Like](#) - [More](#) ▾
[Popular Music: William陳偉霆 - Taxi](#)
1 hour ago - [Comment](#) - [Like](#) - [More](#) ▾
[Music推薦: Rachel賈立怡 - 8808\(CD Version\)](#)
1 hour ago - [Comment](#) - [Like](#) - [More](#) ▾

[Juliana Garcia Sales](#) posted a message on [Jaiku](#)
[Songza: The music search engine & internet jukebox. Listen. Now.](#)
13 minutes ago - [Comment](#) - [Like](#) - [More](#) ▾

[David](#) posted eight messages on [Twitter](#)
"feel like I've gained weight but the scale says I've lost nearly 15 pounds"
17 seconds ago - [Comment](#) - [Like](#) - [More](#) ▾
"got to the Bye Bye...."
16 minutes ago - [Comment](#) - [Like](#) - [More](#) ▾
[six more »](#)

[Susana](#) posted a message on [Twitter](#)
"leyending y documenting... informing trabajanding"
17 seconds ago - [Comment](#) - [Like](#) - [More](#) ▾

SOCIAL MEDIA AGGREGATORS THAT TAP INTO VARIOUS ACCOUNTS/SERVICES HELP PEOPLE CONNECT THE DOTS AND FACILITATE A COLLECTIVE EXPERIENCE.

Solution: Our Value Proposition

The first complete content consolidator: Organize your all your bookmarks, social media services and files in one place online.

Read/Write access to online services.

Browse, search, share and remix content in collections for easy organization and retrieval, and Content centric socialization and collaboration.

Human filtered/organized content destination.

What Facebook did for social networking we are doing for online content management.

**SECONDBRAIN OFFERS THE NEXT LEVEL OF
AGGREGATION AND THE MOST POWERFUL CONTENT
MANAGEMENT PLATFORM IN THE INDUSTRY**

Solution: Where Our Product Will be Available



SECONDBRAIN WILL BE EXTENDED FROM WEB TO DESKTOPS AND MOBILE CLIENTS.

Solution: Use Cases

The Content crowd

Have lots of blogs and social media accounts and uses S|B mostly for lifestreaming and socializing around content.

thedudedean.secondbrain.com / sigalon.secondbrain.com

The College group

Collects content for research/knowledge mgt and organizes things in collection for easy retrieval and sharing with project groups.

diptychal.secondbrain.com / jk.secondbrain.com / katti.secondbrain.com

The Casual user

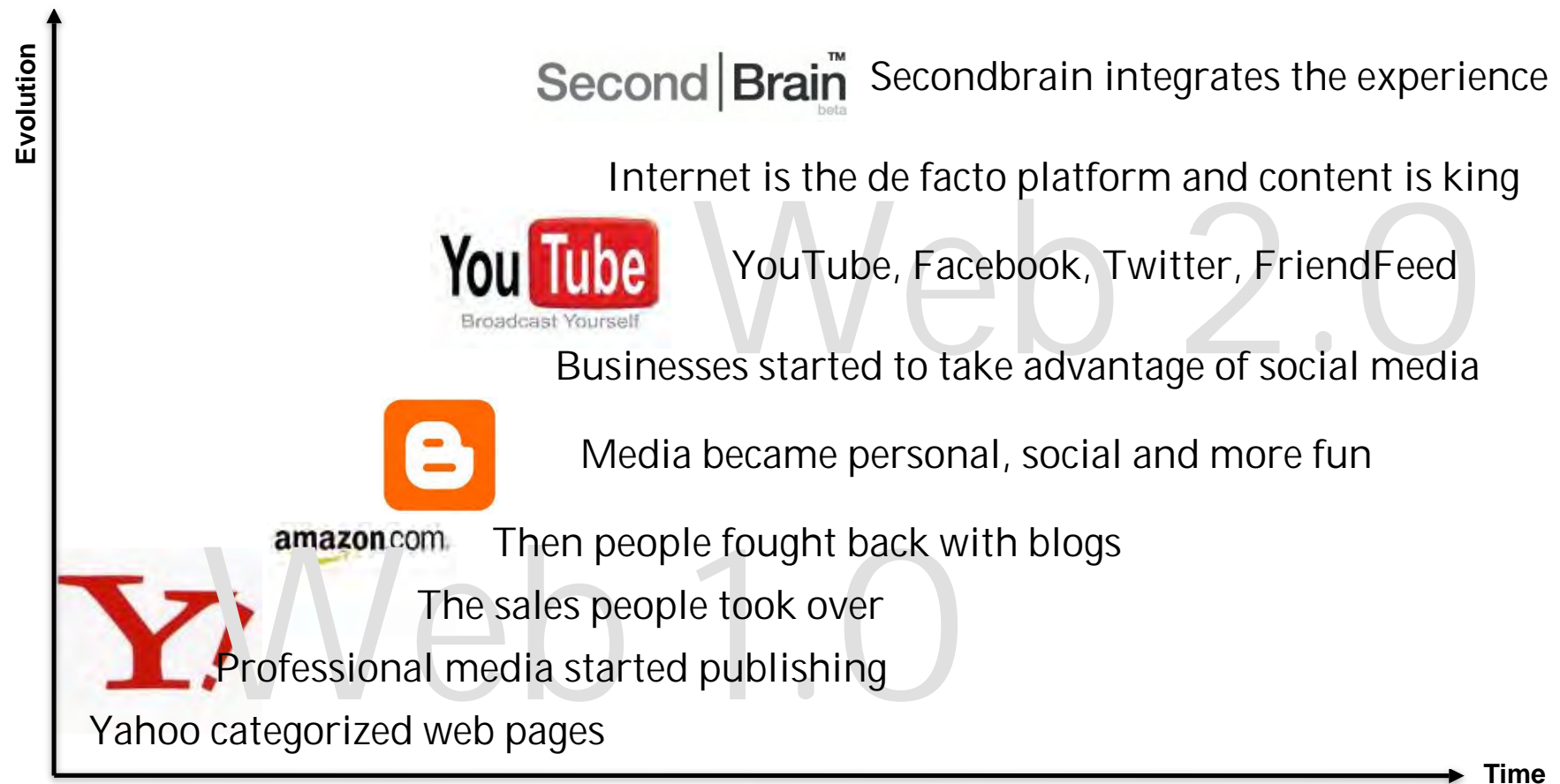
Have hobbies and use the web to casually search for content and inspiration. Uses S|B to collect content for future reference and discover other people's content. Many people find S|B content through Google.

julie.secondbrain.com / paals.secondbrain.com



USE-CASES SHOW HOW VARIOUS GROUPS OF PEOPLE USE SECONDBRAIN DIFFERENTLY.

Why now: The Historical Evolution of Our Category



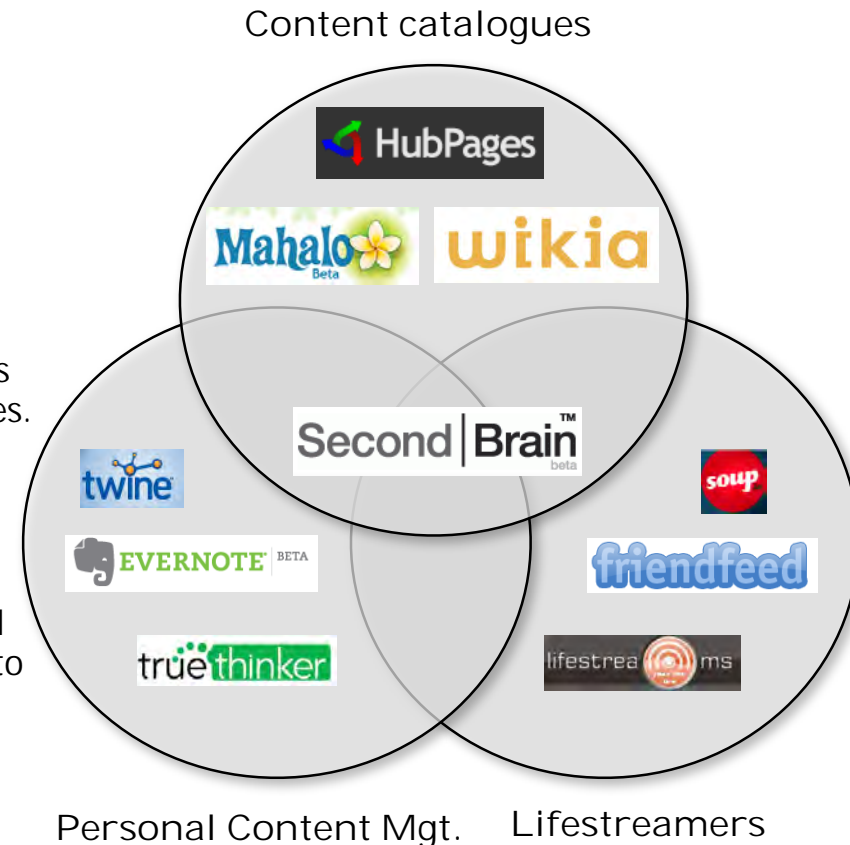
SECONDBRAIN IS A LOGICAL NEXT STEP IN THE EVOLUTION OF INTERNET AS PLATFORM.

Market Size: Our Main Competitors

Content Catalogues: Top down or bottom up organizing/publishing of content. No service connections. No personal content approach. Good destination for content. High barriers to entry.

Personal Content Managers: Social interactions around collaboration. Deeper connections to services. Utility tool to manage and find content. A lifetime archive. Higher barriers to entry.

Lifestreamers: A la news feed in Facebook. Social interactions around events. Light RSS connections to services. In the moment status appeal and tracking over time. Low barriers to entry.



SECONDBRAIN IS GOING FOR AN ATTRACTIVE MID POSITION WHERE ALL THE NEEDS CONVERGE

Market Size: Our Competitive Advantages

The first personal content mgt. platform for the cloud/ecosystem of internet services.

A complete consolidator for all your files, bookmarks and social media/ services online.

Powerful but simple organization capabilities to search, share, organize and discover user generated content accross services.

Strong API connections with services allows for two-way Read/Write features with services.

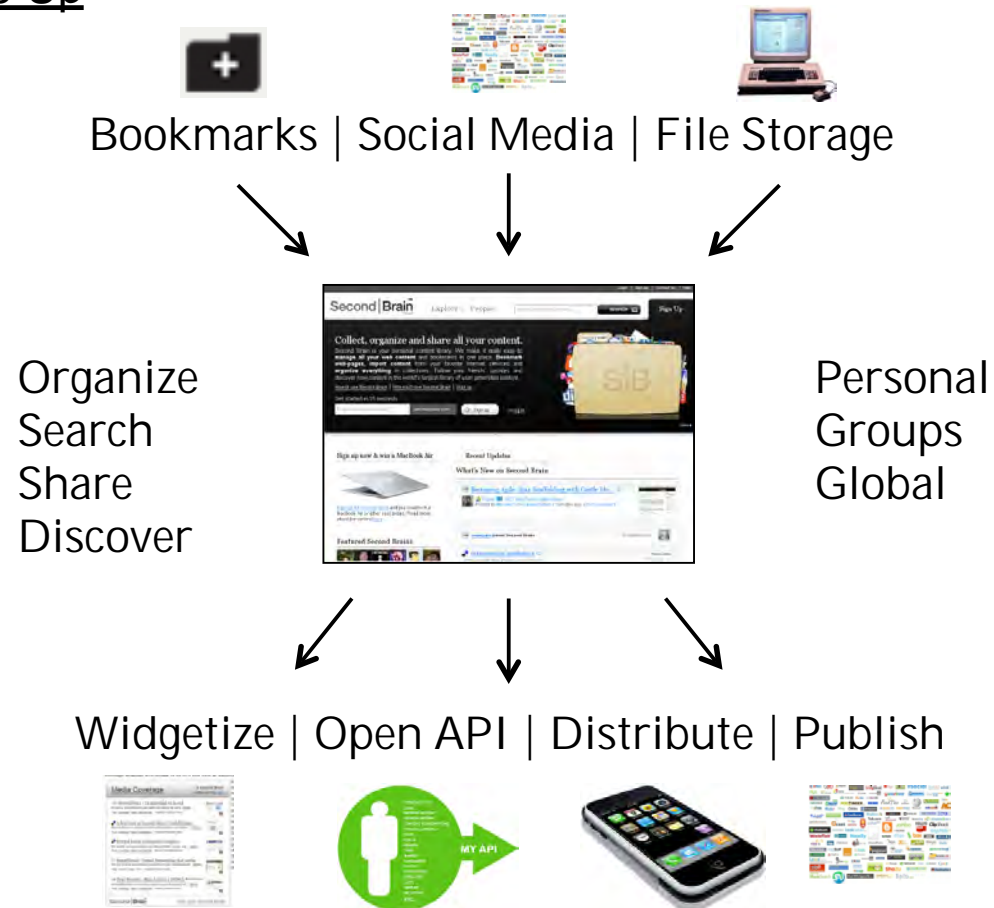
Great potential for smart search, recommendation and filtering features.

A self-organizing human organized library of good content.

Making it easy for later adopters to transition to the cloud.

SECONDBRAIN IS THE FIRST PERSONAL CONTENT MANAGEMENT PLATFORM FOR THE CLOUD.

Product: Line Up



**OPEN SERVICE ORIENTED ARCHITECTURE BASED ON
ASP.NET TECHNOLOGY.**

Product: Development Roadmap

File storage and sharing (1GB free, pay for more).

Many more services, and generic support for RSS.

Super bookmarking and browser integration with rich capture options (toolbar).

Advanced and granular control of privacy and sharing options.

Two-way capabilities (Upload, Publish to service, Edit).

Rank people, content and services

Create recommendation and filtering engine like on Amazon.com combined with Social Search.

Group libraries for communities.

Open API – plug in your service, build 3rd party apps on S|B.

Localized versions of S|B.

Smart coll., Widgetize content, Desktop client, Content Previews, UI.

**OUR ROADMAP TAKES US TO A UNIQUE POSITION AS A
CONTENT AGGREGATION PLATFORM**

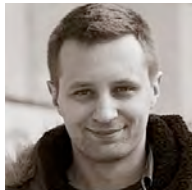
Team: Founder and Management



Lars G. Teigen – Founder/CEO
Co-founder Making Waves AS
BS Marketing/Msc Communication



Johan Høgåsen-Hallesby – Product Manager
Experience from international start-ups
MA Interaction Design from AHO



Maciej Grzyb – Lead Developer
Senior .NET developer from Apriso
MSc in Computer Science



Audun Kjelstrup – Community Manager
Start-up experience from Ezmo.com
BS in Media/Technology/Culture

**A YOUNG ENERGETIC TEAM WITH START-UP SPIRIT AND
EXPERIENCE**

Team: Board of Directors/Board of Advisors



Even Fossen – Chairman of the Board
Co-founder and CEO of Making Waves AS
BS Marketing/Msc Management



Lars G. Teigen – Founder/CEO Second Brain AS
Co-founder Making Waves AS
BS Marketing/Msc Communication



Svein Berggreen – Advisory Board
25 year experience from IBM and Making Waves.
Founder of Trimanet.

**AN EXPERIENCED BOARD – ADDING KEY RESOURCES AS
NEEDED**

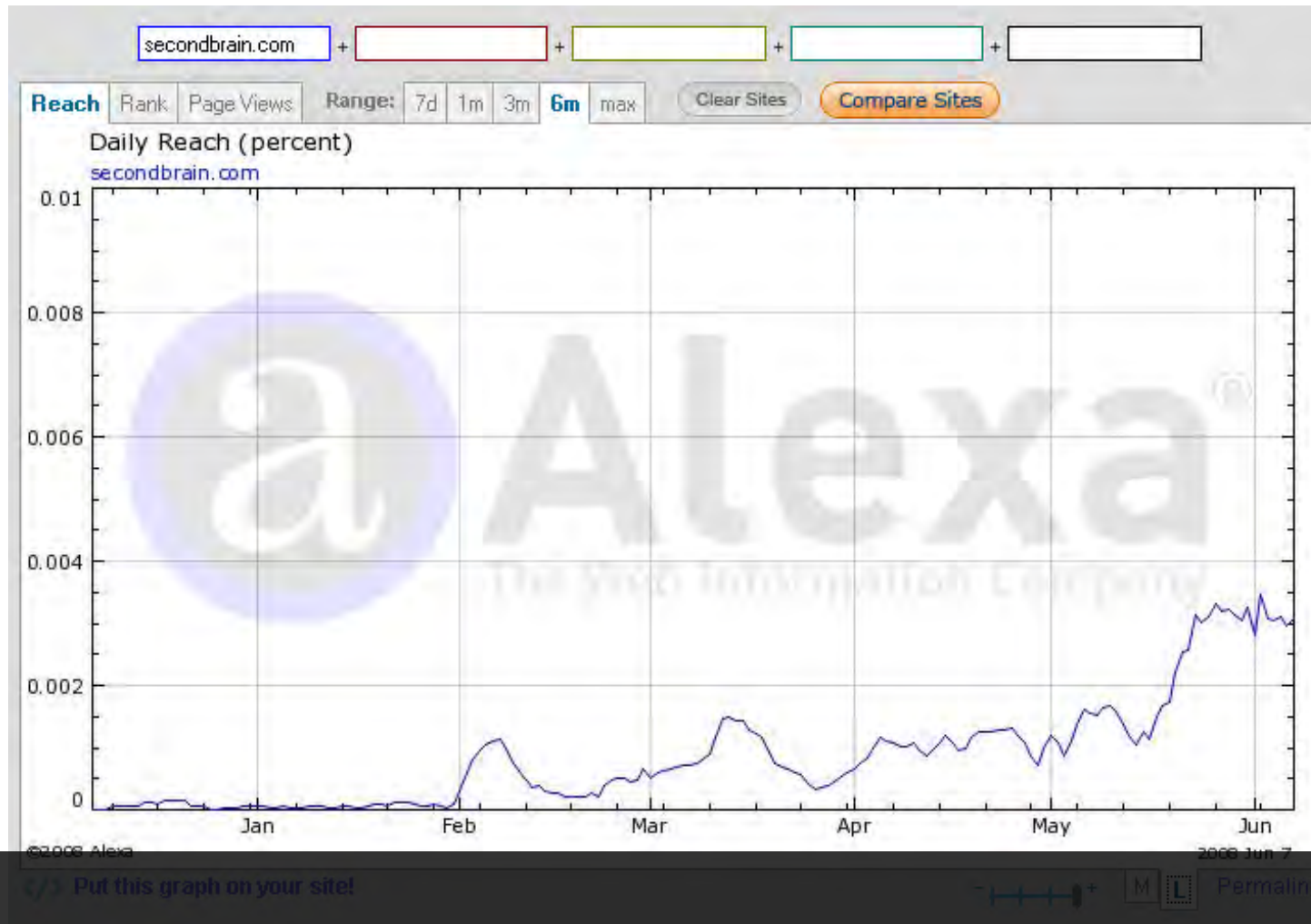


MORE INFORMATION

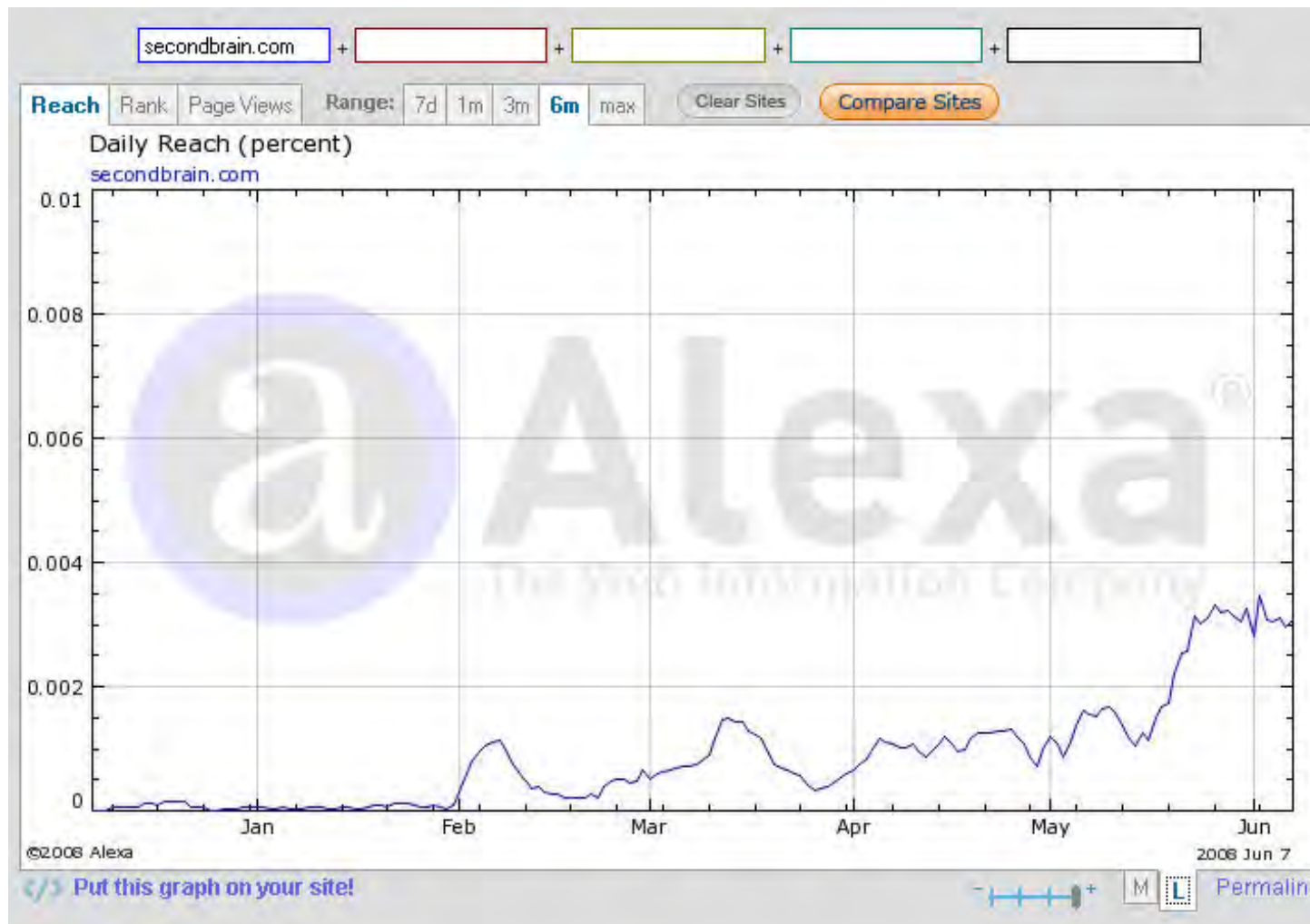


ESTABLISHED IN TOP FIVE IN GROWING MARKET

Statistics:



STATISTICS: 10,000 USERS – OVER 100% INCREASE LAST EIGHT WEEKS.



OVERALL GROWTH TREND IS GREAT

Dashboard

May 19, 2008 - Jun 27, 2008

Comparing to: Site ?

Export Email

Graph by: Day Week Month Visits



Site Usage

117,945 Visits

64.61% Bounce Rate

264,920 Pageviews

00:07:57 Avg. Time on Site

2.25 Pages/Visit

83.02% % New Visits

STATISTICS: STRONG GROWTH TREND

Search Engines

May 1, 2008 - Jun 27, 2008

Comparing to: Site ?

Export ▾

Email

Add to Dashboard

Graph by: Day | Week | Month | Visits ▾



Search sent 30,934 total visits via 19 sources

STATISTICS: INCREASING TRAFFIC FROM SEARCH ENGINES

Time on Site for all visitors

May 1, 2008 - Jun 27, 2008

Comparing to: Site ?

Export  Email  Add to Dashboard

Graph by:  Hour |  Day |  Week |  Month |  Avg. Time on Site



00:07:46 Avg. Time on Site

STATISTICS: PEOPLE SPEND MORE TIME ON THE SITE

Map Overlay

May 1, 2008 - Jun 27, 2008

Comparing to: Site ?

Export

Email

Add to Dashboard

Visits



145,188 visits came from 7,262 cities

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Segment: [Choose...](#)

STATISTICS: USERS FROM ALL OVER THE WORLD



nlupus [Edit](#)

Sell IT.

Live online at <http://nlupus.tumblr.com> and <http://my.opera.com/nlupus>.

Interested in web 2.0, semantic web, trends, and more.

Tags

Tags

Collections

apps Blogging Bookmarklets books Design
Fun IM **imported** Industry Information
interesting microblogging mobile music news
Opera Origami PortableSoft RSS Search
Shopping SocialNetworks Soft software Tech
ToBlog Trash twitter web Web2.0

You follow (1)

[Your updates](#)

Your Library

[Your collections](#)

Socila Media #1 General Stragety



Share

Add to collection

Tags: No tags

Public

Work research on blogging.

Posted by nlupus on MindMeister [4 days ago]

Comments

Post a comment

☐ Notify me of follow-up comments?










I think one button will be enough, so you can open and close the panel with the same button.

Here I think I should be able to control privacy options. One click – private, another, public.

Would be nice to be able to type tags right here (auto-completion of course:)

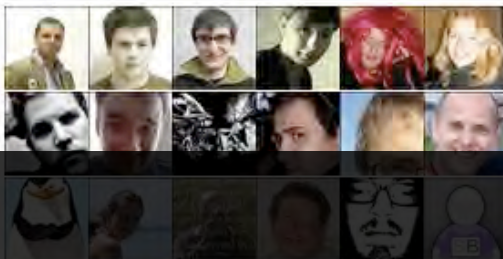
USER-DRIVEN DEVELOPMENT

Recent Collections

-  Media coverage on Second Brain (1)
-  Nasza Klasa (1)
-  Test (1)
-  granatowyprawieczarny (27)
-  helo (13)
-  Gorillaz (5)
-  elo (2)
-  Test1 (5)
-  Programming (49)
-  Tuscany - apartaments, maps (16)

[Show more](#) >

lars follows (19)



1. Edit (DSC0057.jpg successfully uploaded)

Title

Description


Tags



2. Publish

 ☐


[Add photo to Flickr...](#)

 Picasa ☐

[Add photo to Picasa...](#)


Second BrainTM ☐


[Add to collection...](#)

 **Publish**

2. Upload another











Choose file...

 **Browse**

 **Upload**

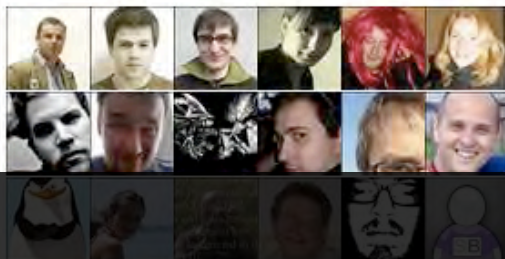
MORE TWO-WAY FEATURES

Recent Collections

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lars follows (19)



Editing DSC0057.jpg from [Flickr](#)











Summer dreams

[Edit description](#)

MORE TWO-WAY FEATURES: POST TO AND EDIT EXTERNAL CONTENT

[Save](#)

Collections by these users

-  Media coverage on Second Brain (1)
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Tags

[Tags](#)[Collections](#)
[Find](#)

Developing SB




Public

Rating: ★★★★★ (1)

Posted: 1/31/2008

[Comments: \(0\)](#)Tags: [development](#) [secondbrain](#) [technology](#)[BOOKMARK](#) [Remove from favorites](#)

Collaborators:

[marek](#)[bartek](#)[hubert](#)[kira](#)Filter by content type Sort by: [Date](#) | [Title](#)

[Second Brain early edition](#)

A previous edition of Second Brain

Tags: [beta](#) [demo](#) [secondbrain](#) [web2.0](#) Posted: 2/1/2008 Public[Developing SB](#)

[ReSharper: The Most Intelligent Add-In To Visual Studio](#)

Boost individual and team productivity in the world of .NET development. (More)

Posted: 1/29/2008 Public

[Developing SB](#)

COLLABORATION AND GRANULAR PRIVACY CONTROL

Media coverage:

Techwhimsy is one of the first blogs to pick up our new release. They do a very thorough analysis and review of us in A first look at Second Brain.

Media Coverage

a Second Brain collection by [lars](#)

SecondBrain - Tu actividad en la red

Sin duda, una aplicación que habrá que seguir de cerca. [\(More\)](#)

Tags: [coverage](#) [media](#) [secondbrain](#) Posted: 2/14/2008 Public

A first look at Second Brain | TechWhimsy

Second Brain is a service to watch and provided it can remain ... [\(More\)](#)

Tags: [coverage](#) [media](#) [secondbrain](#) Posted: 2/13/2008 Public

Second Brain, ordenando nuestros

Por suerte, nos encontramos con Second Brain, que es una ... [\(More\)](#)

Tags: [coverage](#) [media](#) [secondbrain](#) Posted: 2/10/2008 Public

Secondbrain - Social Networking that works

Got my invite to secondbrain today and am very impressed with... [\(More\)](#)

Tags: [industry](#) [news](#) [tech](#) Posted: 2/7/2008 Public

Four Starters | Blog Archive | [FOWA] Roundup!

Unlike MeCard and most the other, this app focuses a lot ... [\(More\)](#)

Tags: [coverage](#) [media](#) [secondbrain](#) Posted: 2/5/2008 Public

Second|Brain

Get your Second Brain


It looks like Second Braining itself as the one-stop everything an individual online from del.icio.us bookmarks, Google Docs documents, blog posts, Flickr photos, You Tube videos and so on through the miracle that is XML/RSS and the public APIs for these services. Second Brain is more than just a raw social feed aggregator. It also provides the user with a way of organising content from these different services, giving each person the ability to play their own personal librarian.

ABOUT SECOND BRAIN

Second Brain is a social content aggregator. We make it really easy to keep track of all the content you have online. Bookmark web-pages and import content from your favorite internet-services. Organize everything in collections and share your updates on your public page.

Request access to the Beta or go to [secondbrain.com](#)

SUBSCRIBE TO UPDATES

 Subscribe to Second Thoughts


CATEGORY CLOUD

advice agenda bug design
development funding future
ideas marketing media_coverage

DISTRIBUTE CONTENT OUTSIDE S|B WITH WIDGETS

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▾](#)

hallesby@gmail.com | [Classic Home](#) | [Web History](#) | [Preferences](#) | [Sign out](#)



[Google Search](#) [I'm Feeling Lucky](#)

[Advanced Search](#)
[Search Preferences](#)
[Language Tools](#)

[Home ▾](#) [TV](#) [Add a tab](#)

New! [Select theme](#) | [Add stuff »](#)


[Wikipedia](#)

Wen [Go](#) [Search](#)


[Wikipedia](#)


Wno [Go](#) [Search](#)


[Search YouTube](#)




[Second Brain](#)


 Lars says: Second brain release is... [\(more\)](#)
Posted: 02/25/2008


 Second Brain on Techwhimsy
Posted: 02/23/2008


 Freezing winter in Cracow
Posted: 02/23/2008


 Crazy japeeese gameshow: Weird... [\(more\)](#)
Posted: 02/25/2008


[Google Docs](#)

 Høgåsen-Hallesby Budsjett 5/5/07

 Høgåsen-Hallesby Budsjett v.2 6/4/07

 Prismatrise 4/24/07

 budsjett07 5/5/07


 Meglere 5/4/07


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[Box.net](#)


Logged in as johanhal@aho.no [\[Logout\]](#)


MyBox


 AHO


 Backup


 Documents

 flash_widget

 IXD

 Misc

 Music

 ...











[Western Sahara Culture](#)

All about the culture life of sahrawis in Western Sahara

Ads by Google

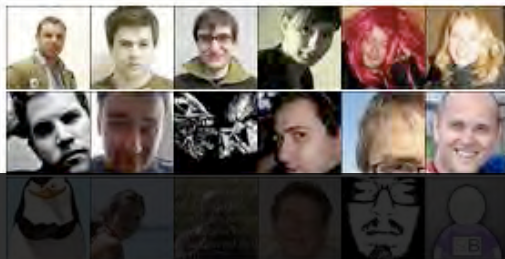
DISTRIBUTE CONTENT OUTSIDE SJB WITH WIDGETS

Recent Collections

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lars follows (19)



Business Tourists



Imagine a company lobby as a sightseeing destination.

Posted: 05/23/06

Tags: [san francisco](#), [yahoo](#), [funding](#), [travel](#), [secondbrain](#), [even](#)

Comments

Post a comment

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At that time

[Hotels in the bay area](#)[The pitch](#)[Ask the VC](#)

CREATE GOOD RECOMMENDATION SYSTEMS

TechCrunch  

Second | BrainTM
beta



DOGA
NORSK DESIGN-
OG ARKITEKTURSENTER

OM DOGA
UTSTILLINGER
ARRANGEMENTER
LOKALER & UMLEIE

GENERELL INFORMASJON
ANSATTE
EIERE / STYRET
SPONSORER / SAMARBEIDSPARTNER
OM BYGGET
DOGA MAGASINET



HOSTING OSLO STARTUPS 2008 ON SEPTEMBER 3RD.