Second | Brain™ All Your Content

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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

S|B

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

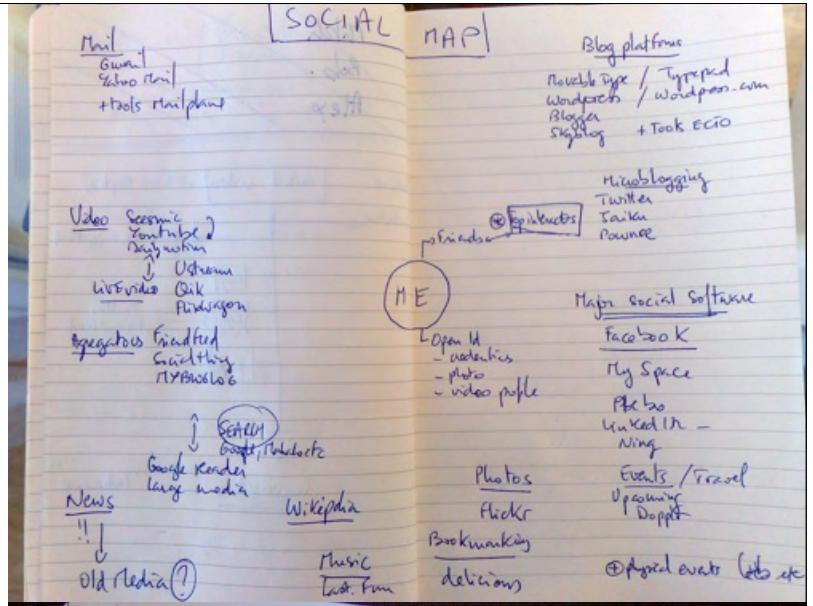
People spread their content on multiple devices and services.

Devices and services are disconnected

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

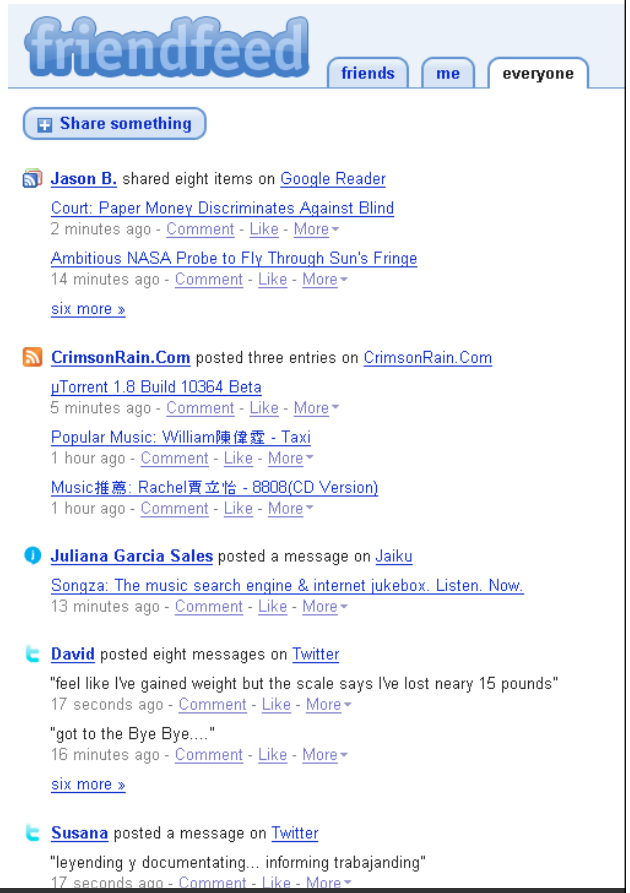
Services creates a lock-in.

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



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.

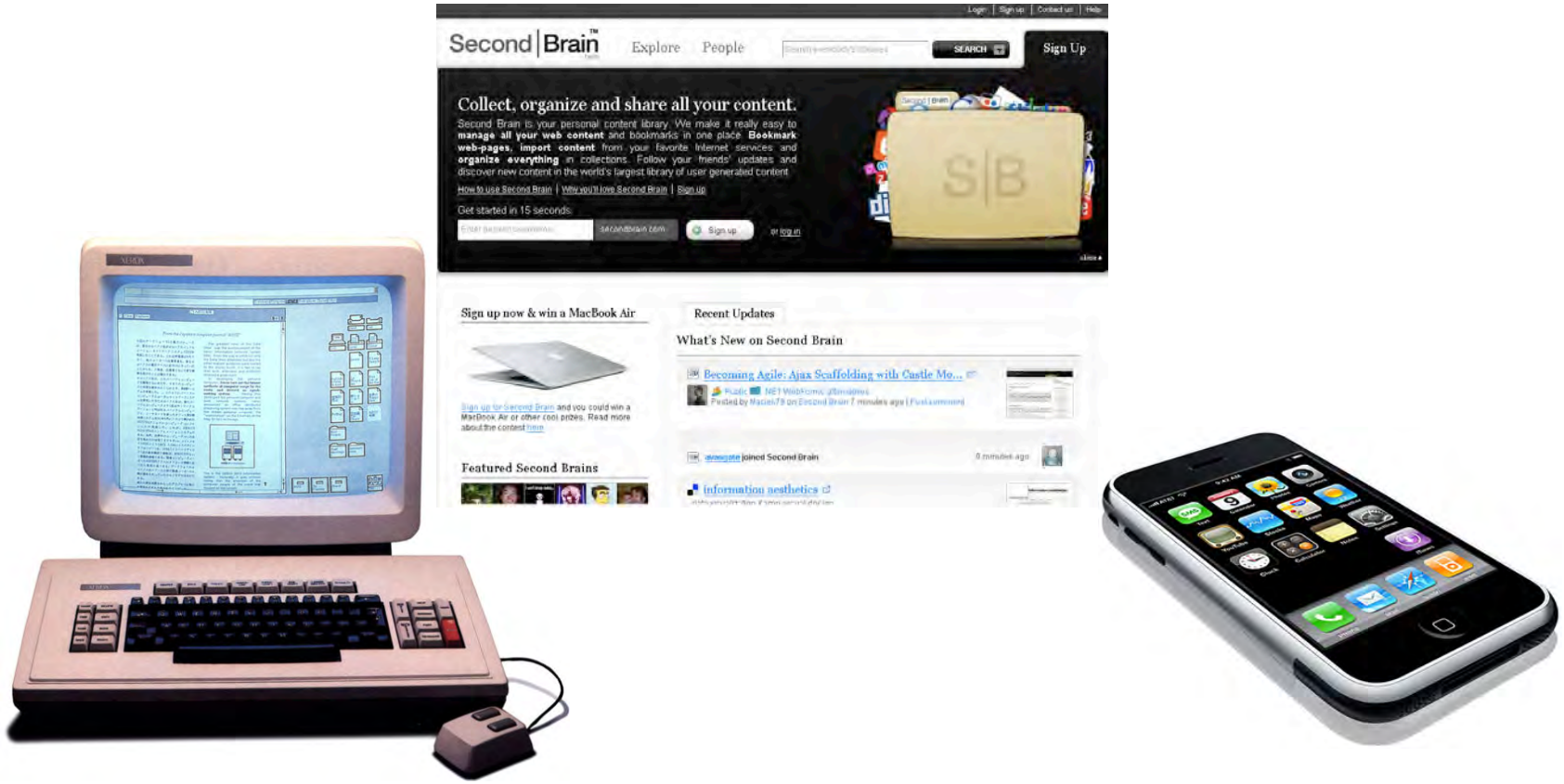
Browse, search, share and remix content in collections for easy organization and retrieval, and Content centric socialization and collaboration.

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

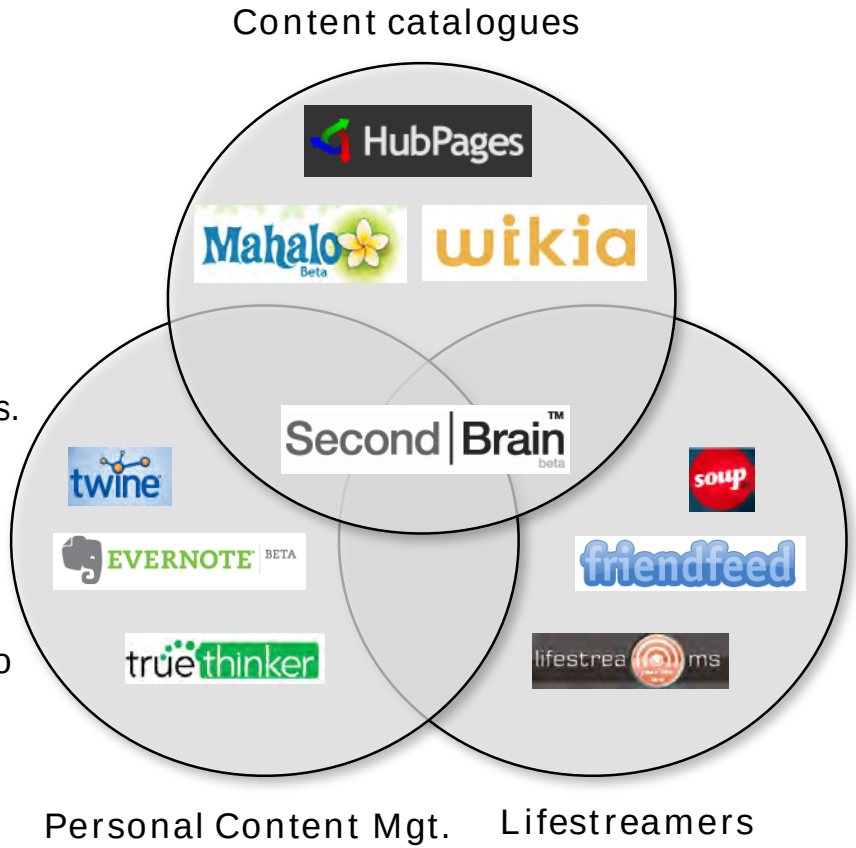
SECONDBRAIN IS A LOGICAL NEXT STEP IN THE EVOLUTION OF INTERNET AS PLATFORM.

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

Bookmarks | Social Media | File Storage

Organize
Search
Share
Discover

Personal
Groups
Global

Widgetize | Open API | Distribute | Publish

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

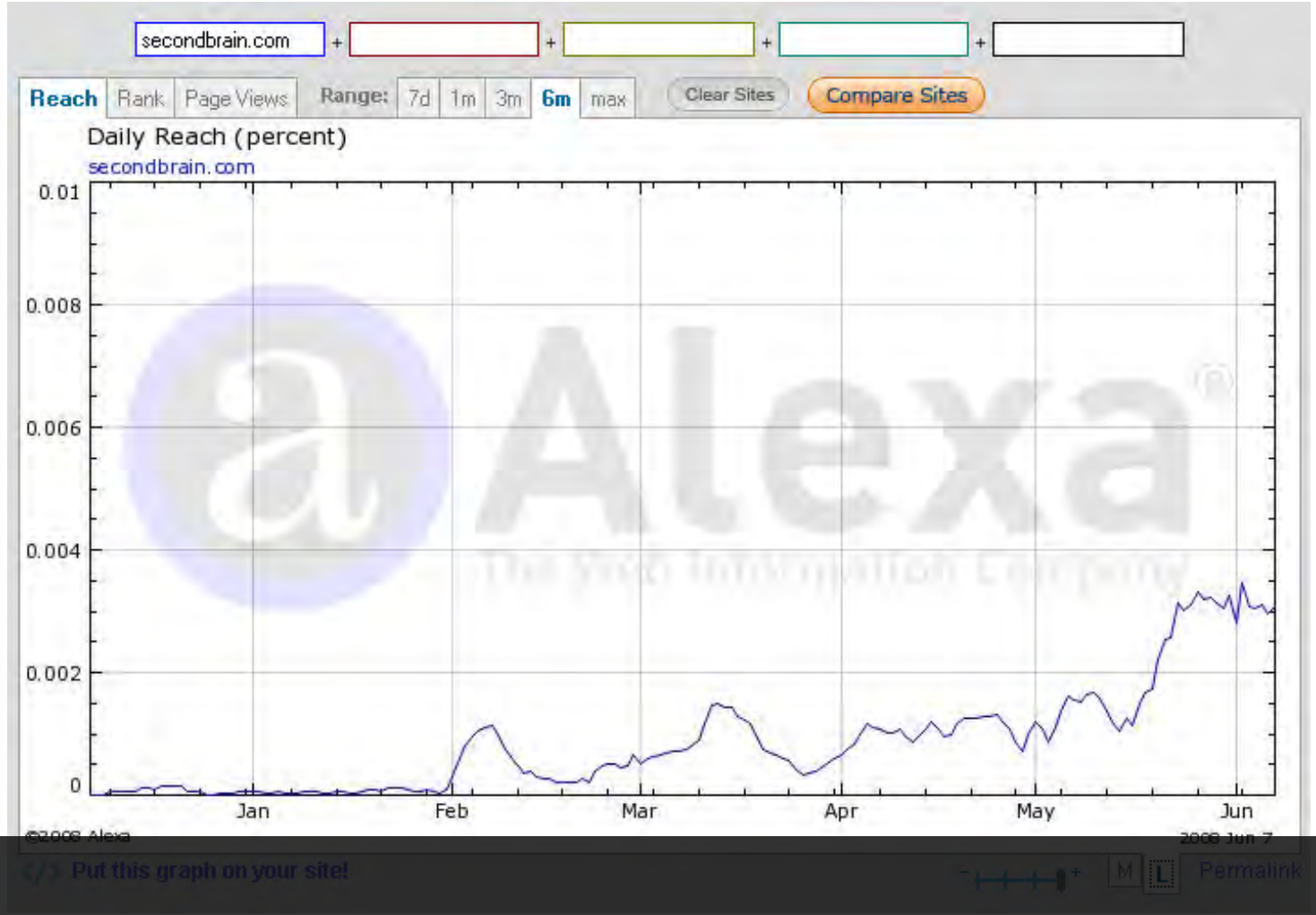
Svein Berggreen – Advisory Board
25 year experience from IBM and Making Waves.
Founder of Trimanet.

AN EXPERIENCED BOARD – ADDING KEY RESOURCES AS NEEDED

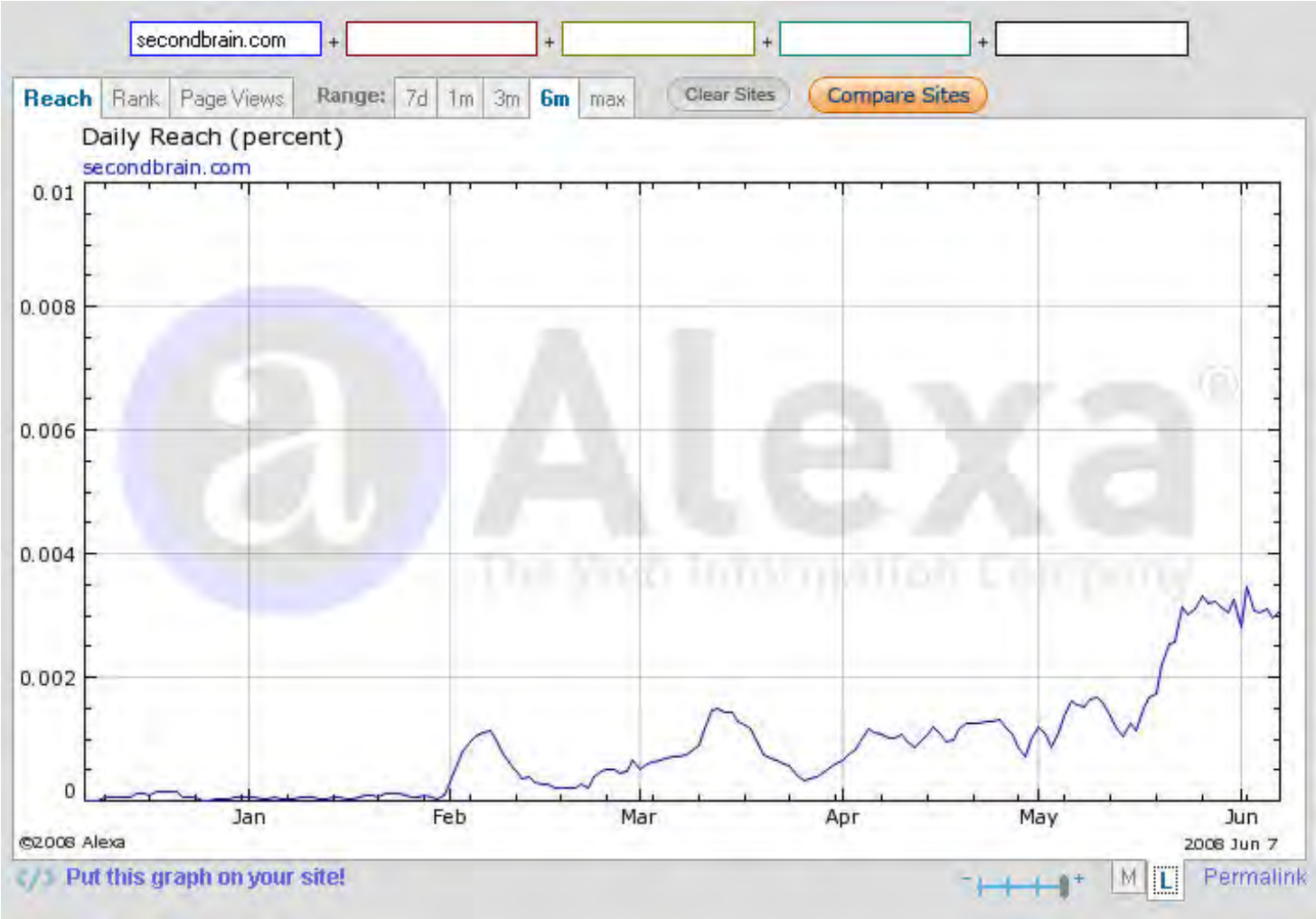
MORE INFORMATION

ESTABLISHED IN TOP FIVE IN GROWING MARKET

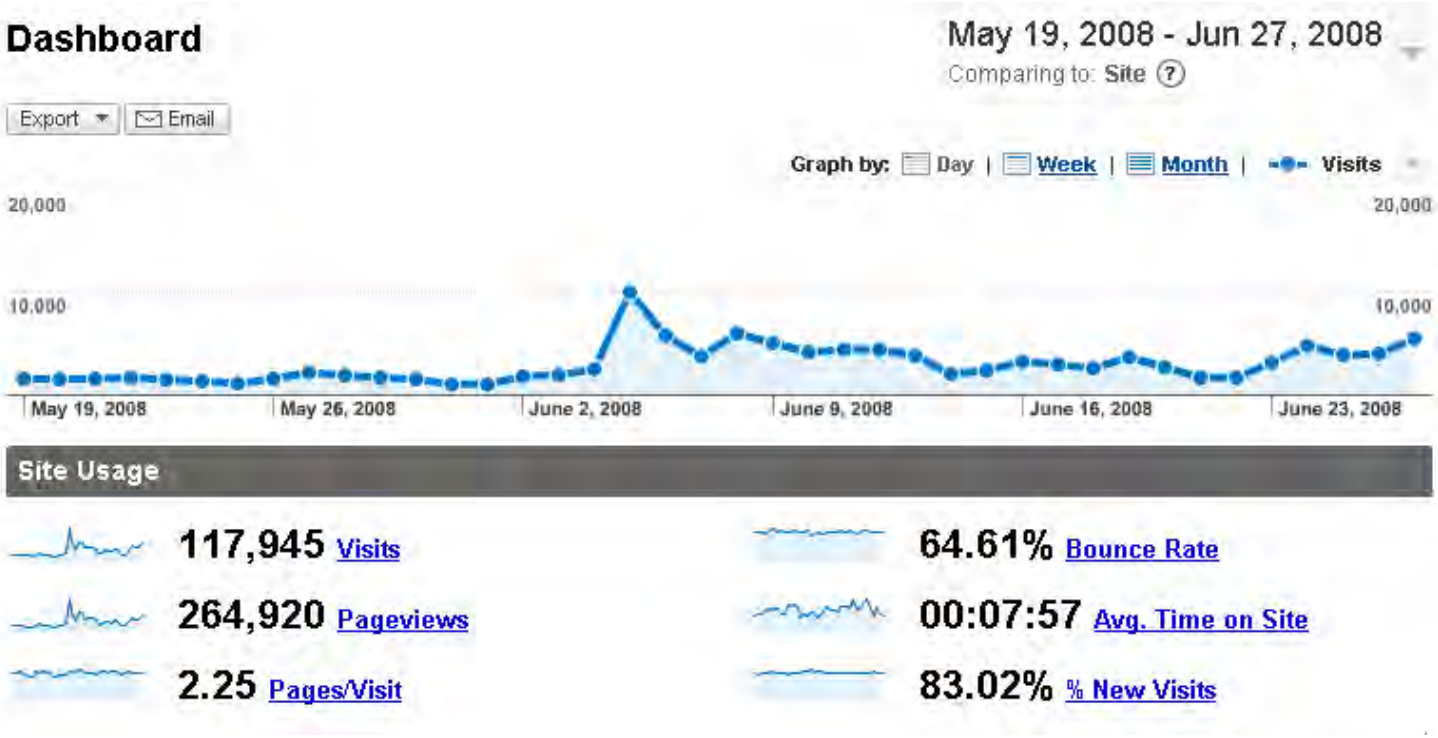
Statistics:



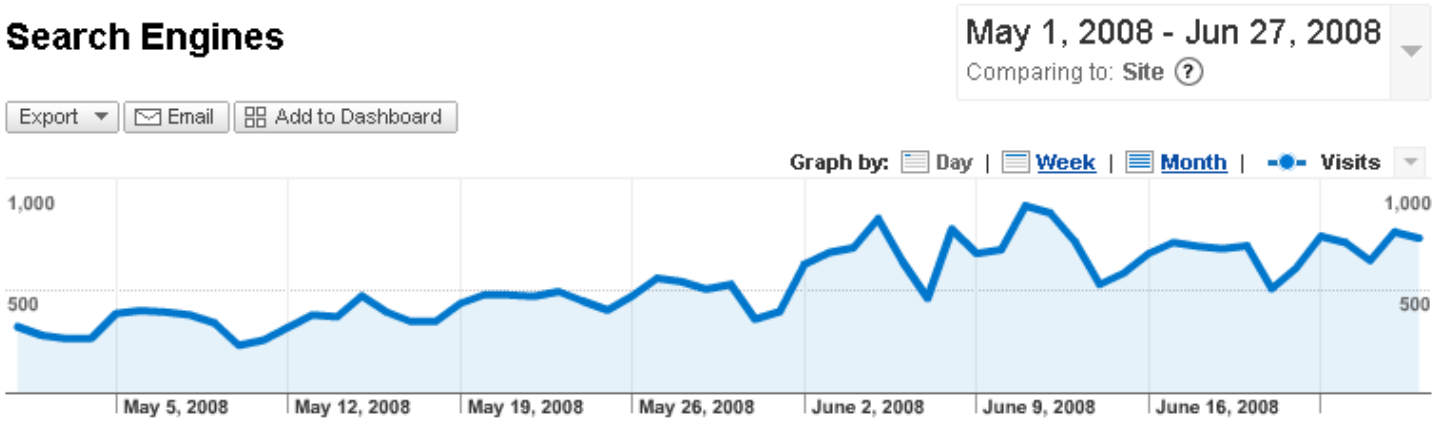
STATISTICS: 10,000 USERS – OVER 100% INCREASE LAST EIGHT WEEKS.



OVERALL GROWTH TREND IS GREAT



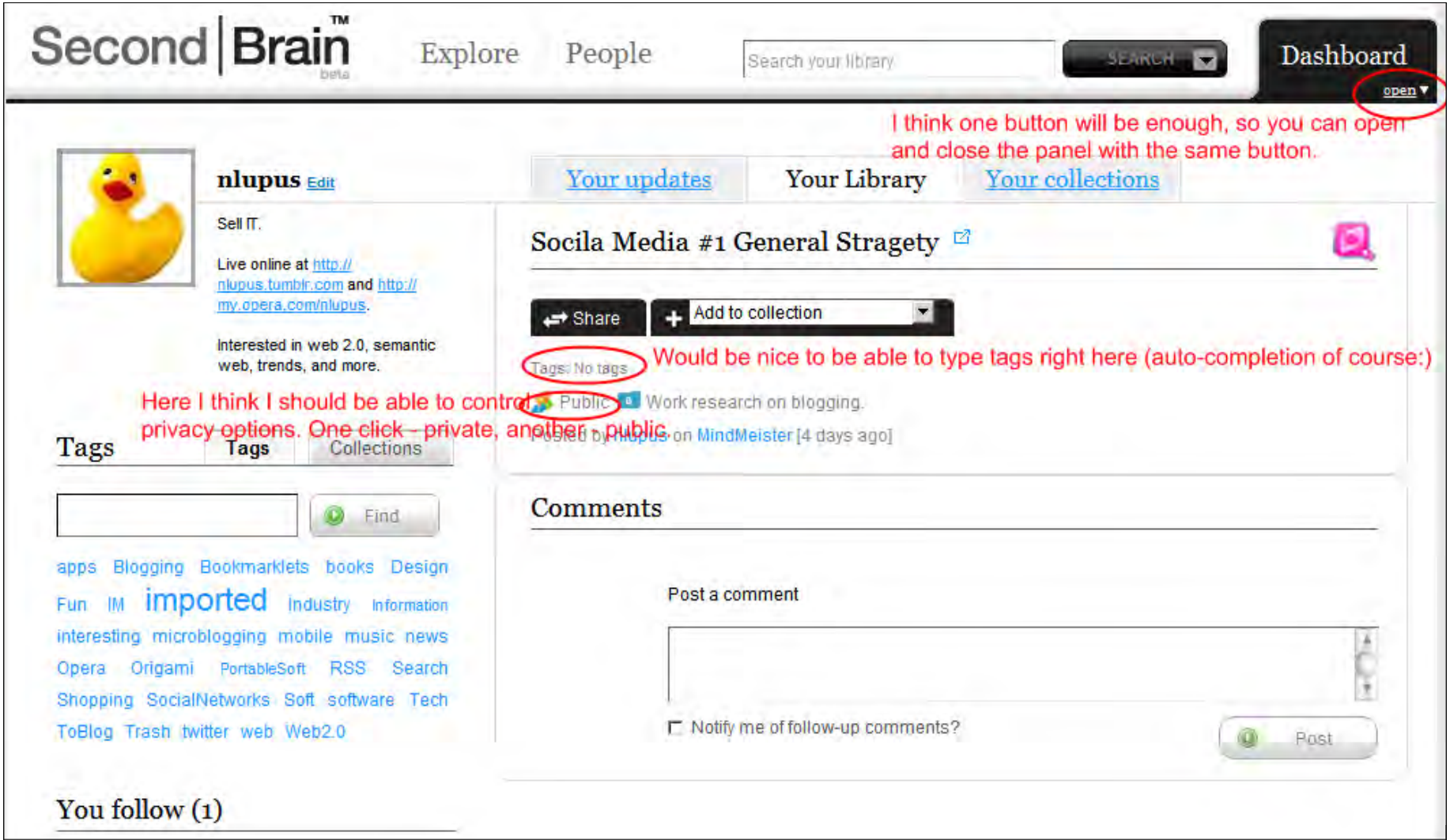
STATISTICS: STRONG GROWTH TREND



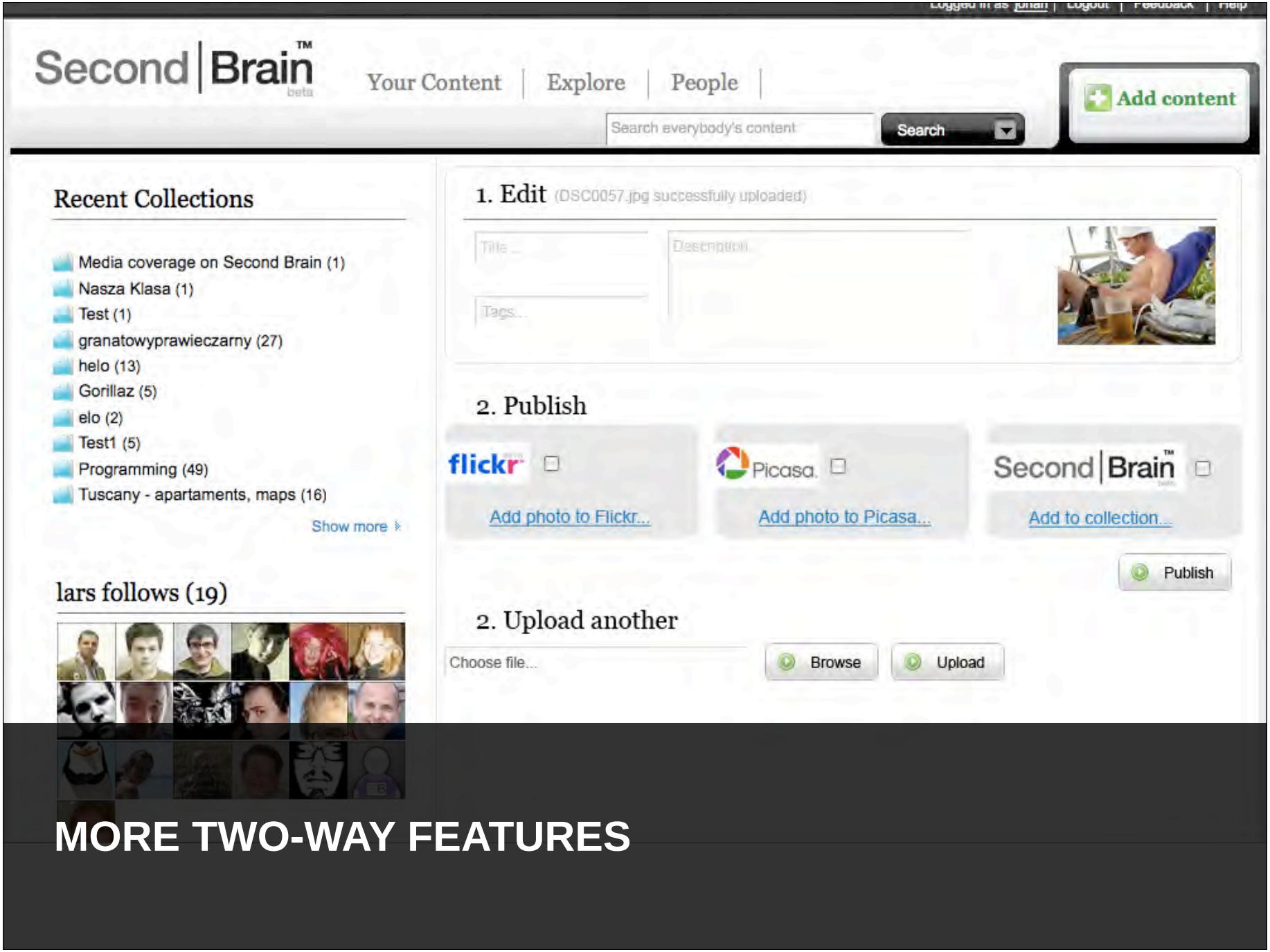
STATISTICS: INCREASING TRAFFIC FROM SEARCH ENGINES

STATISTICS: PEOPLE SPEND MORE TIME ON THE SITE

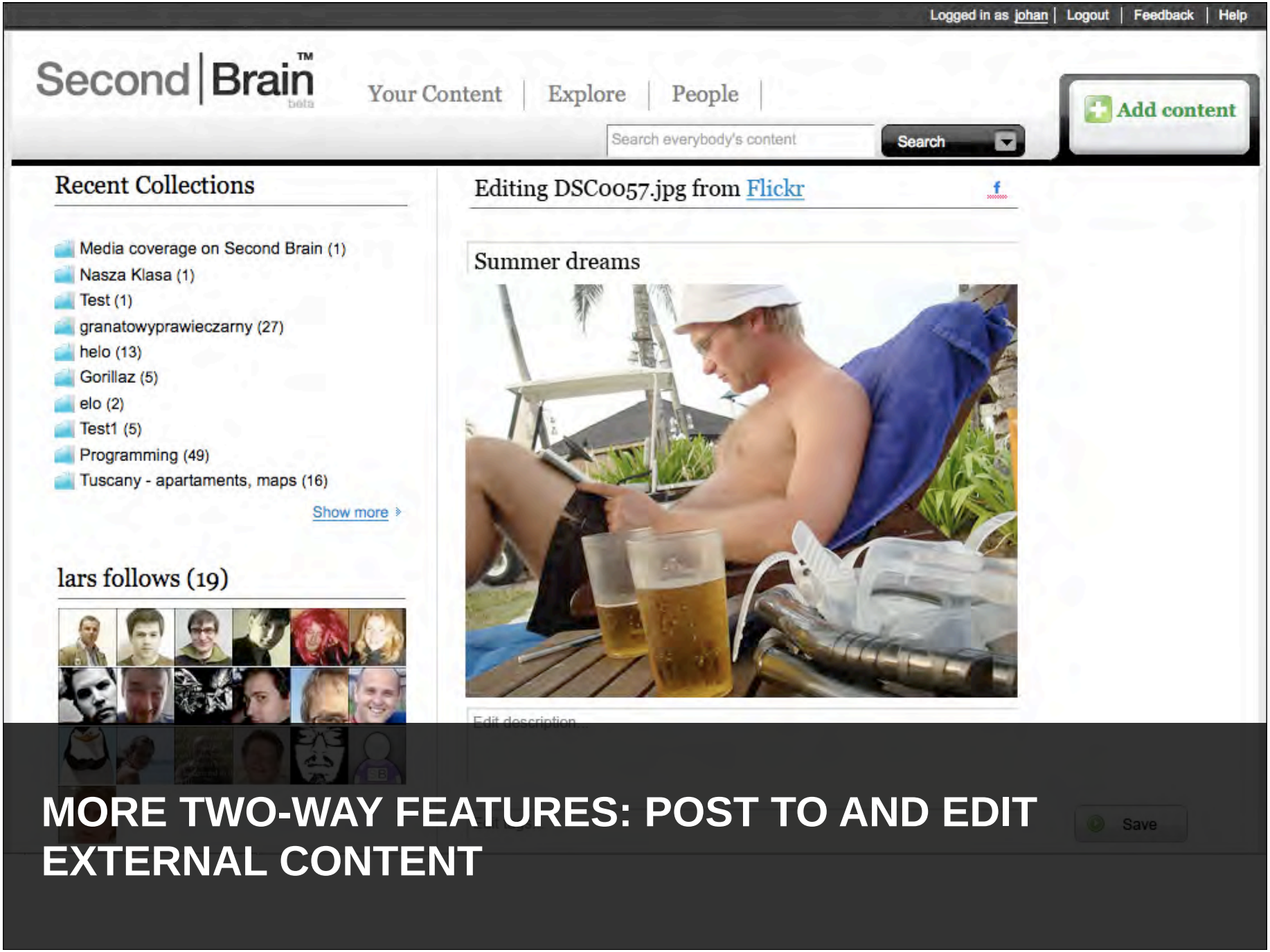
STATISTICS: USERS FROM ALL OVER THE WORLD

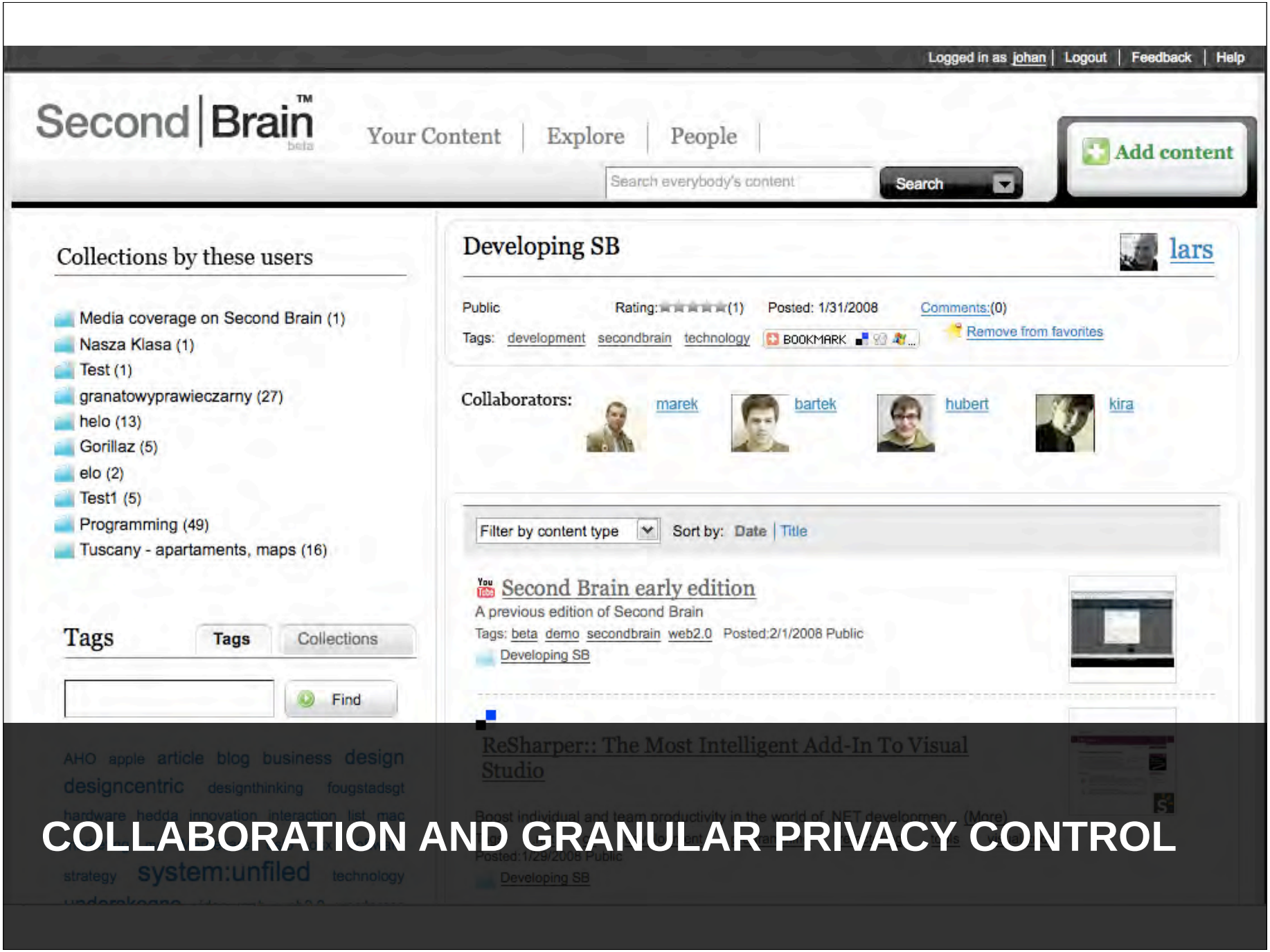


USER-DRIVEN DEVELOPMENT



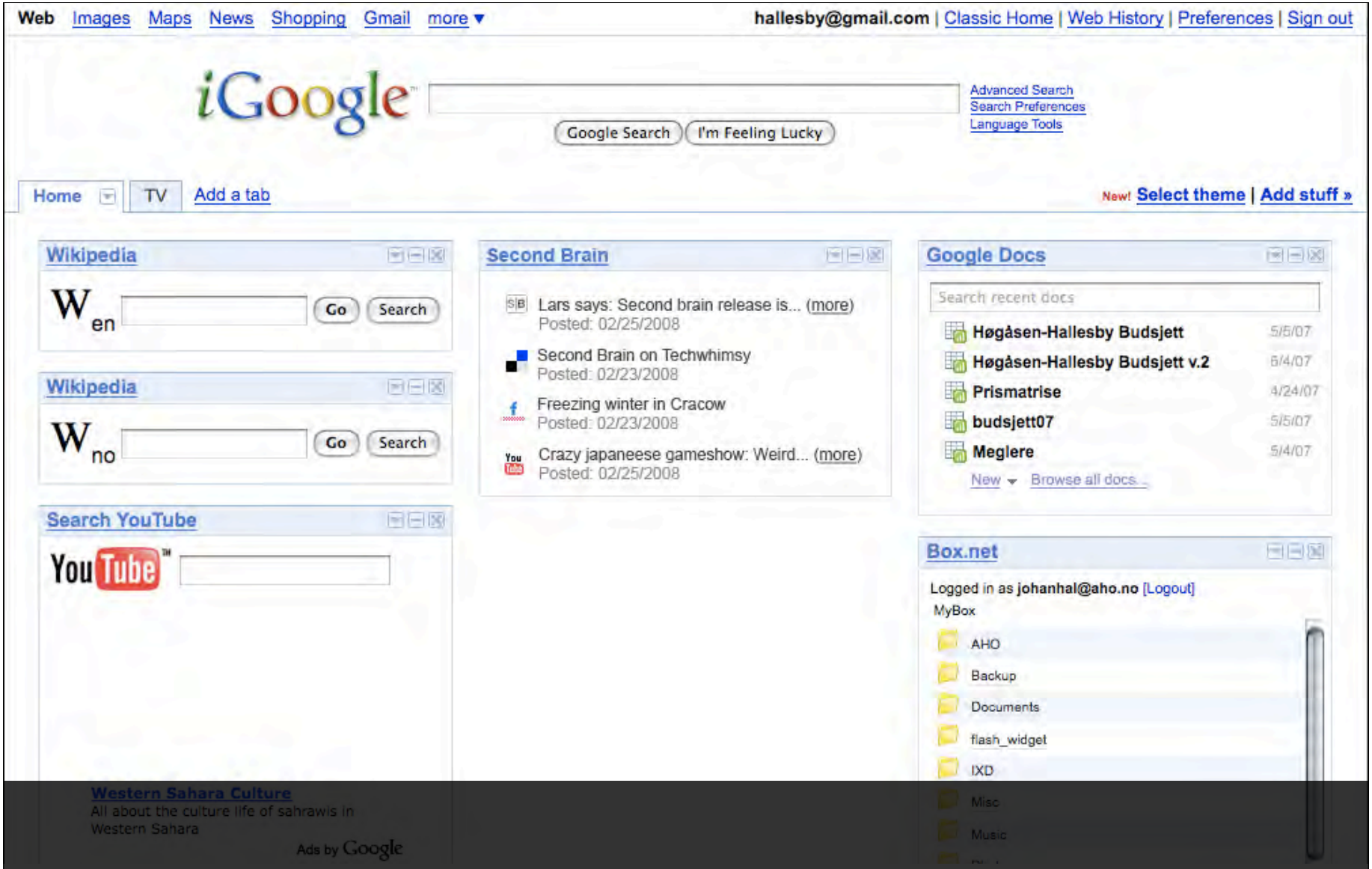
MORE TWO-WAY FEATURES


Logged in as johan | Logout | Feedback | Help
Second Brain™ beta
Your Content | Explore | People
Search everybody's content
Search
Add content
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)
Editing DSC00057.jpg from Flickr
Summer dreams
Edit description
Save
MORE TWO-WAY FEATURES: POST TO AND EDIT EXTERNAL CONTENT



COLLABORATION AND GRANULAR PRIVACY CONTROL

DISTRIBUTE CONTENT OUTSIDE S|B WITH WIDGETS



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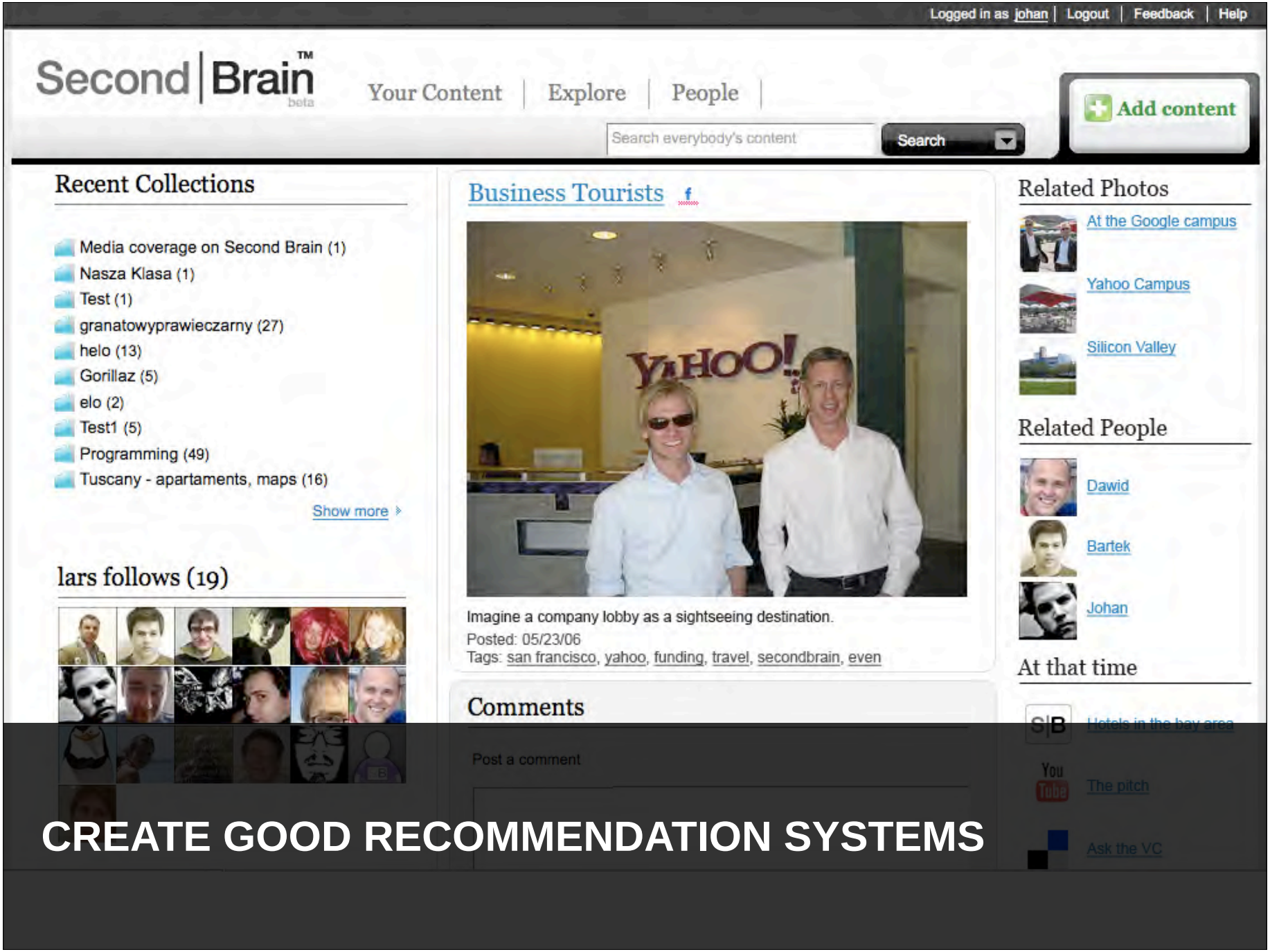

CREATE GOOD RECOMMENDATION SYSTEMS

TechCrunch

Second Brain beta

communiqué

DOGA NORSK DESIGN- OG ARKITEKTURSENTER

OM DOGA
UTSTILLINGER
ARRANGEMENTER
LOKALER & UTLEIE

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

HOSTING OSLO STARTUPS 2008 ON SEPTEMBER 3RD.