eegoes

what matters to you?

Summary

What makes eegoes relevant?

The social market is not saturated

Facebook has 500 Million users (and is targeting the Billion by 2015), Twitter 190 Million, MySpace 66 Million. These facts could seem to be impressive, but compared to the 1.7 Billion (and counting) internet users all around the world it is obvious that there is still a lot of space for competitors!

(read : http://mashable.com/2010/07/21/facebook-500-million-2/ – En)
(read : http://techcrunch.com/2010/06/08/twitter-190-million-users/ – En)

Moreover, a recent Nielsen survey shows that social media are becoming the focus of our online interactions, even more than search engine usage.

Humans are by definition social creatures, so it was only a matter of time until we figured out how to make the web an efficient medium for communication, sharing, and forging friendships. Now that we're finally implementing the social layer, though, it's tough to find a scenario where the rise of social media usage doesn't continue.
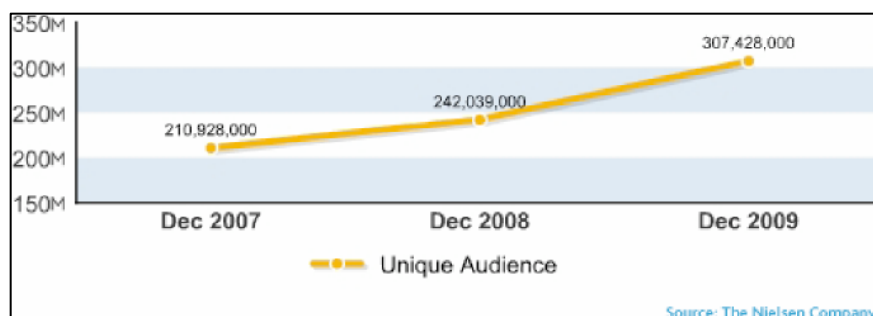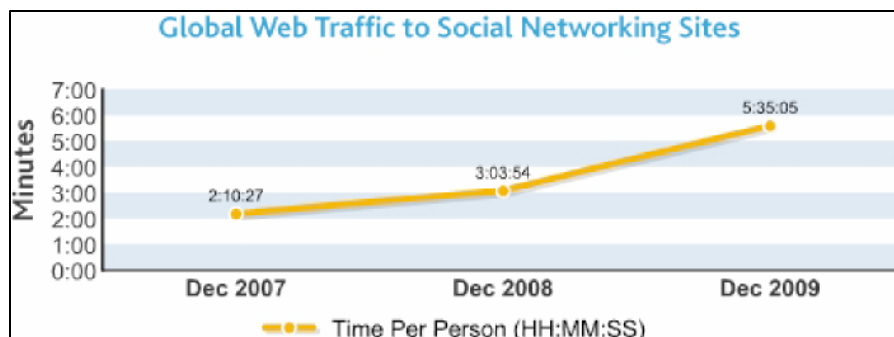
Market leaders are losing speed

Myspace continues its fall into the abyss. Why?

- ▸ Complex tools and an increasingly deceiving user experience.
- ▸ It hasn't evolved as fast as technology.
- ▸ Its customizable profiles have turned it into the wild, wild west of social networks.
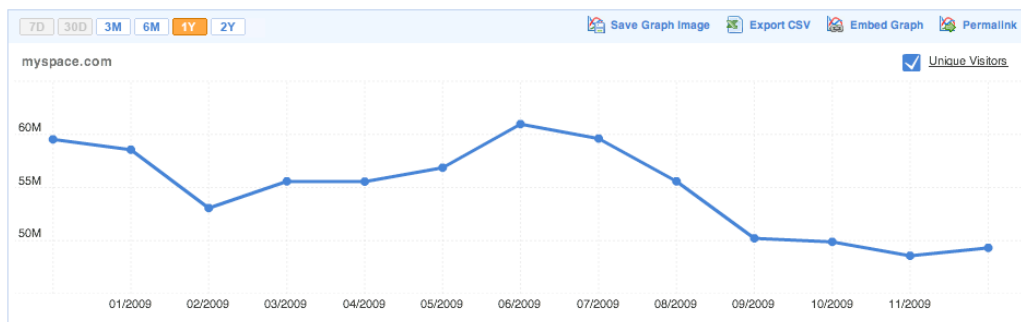- ▸ Its economical plan was based purely on advertising which is impossible nowadays unless you are Google.

In addition, many well established sites are becoming harder to manage in a structured way as networks grow too large and are being used for other purposes such as social gaming.

(Read: http://www.cnn.com/2009/TECH/06/09/myspace.comeback/index.html – En)
(Read: http://doteduguru.com/id3701-social-network-failure-what-happened-to-myspace.html – En)

Social networking is now taking up all our time

According to recent research from Nielsen, social networking now takes up twice as much of our time on the web as any other activities. New figures from Nielsen show that users are spending 22.7% of their time on sites such as Facebook & Twitter.

Top 10 Sectors by Share of U.S. Internet Time				
Rank	SubCategory	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	-0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other	34.3%	37.3%	-8%
				Source: The Nielsen Company

(Read : http://mashable.com/2010/08/02/stats-time-spent-online/ – En)

Social networking is the top priority for marketers

Considering the growing number of brands and companies which have a profile on Facebook or Twitter, there is no doubt that social networks have become a major marketing tool.

Also, celebrities love social networks, eg Ashton Kutcher & Twitter…Drew Barrymore & Facebook … and users love talking about celebrities on social media -it is a trendy and efficient way to gossip...

Money spent on social media-related advertising is expected to grow significantly this year, a recent market survey of senior marketers shows that the medium is considered as the top priority over search marketing, digital advertising and email.

In addition, Dell has recently demonstrated (using Twitter) that a social marketing campaign could bring great efficiencies and even revenues when executed well.

Top Priorities in 2010 According to Senior Marketers Worldwide (% of respondents)

	Top priority	Important	Low priority	Not relevant
Social networks/applications	45.4%	42.2%	11.1%	1.1%
Digital infrastructure	44.5%	51.9%	3.1%	0.5%
Search optimization	27.0%	50.1%	19.9%	3.3%
Mobile	26.8%	43.2%	24.3%	5.3%
Blogger outreach	18.4%	44.3%	28.9%	8.4%
Viral campaigns	18.3%	45.6%	26.7%	7.3%
Digital advertising	15.9%	54.4%	25.5%	4.2%
E-mail marketing	14.1%	43.5%	34.2%	8.4%
Games	8.8%	29.7%	35.2%	26.0%

Note: numbers may not add up to 100% due to rounding
Source: Society of Digital Agencies (SoDA), "2010 Digital Marketing Outlook," January 19, 2010

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www.**eMarketer**.com

(Read : http://mashable.com/2009/06/11/delloutlet-two-million/ - En)
(Read : http://mashable.com/2010/01/26/marketing-top-priorities-2010/ - En)
(Read: http://mashable.com/2010/01/30/pga-golf-social-media/ - En)

What is eegoes?

Philosophy

The internet is an incredible source of inspiration. Every day, fantastic new services are launched on the web. However most of them are based on one single feature making them too limited to become prosperous mass market tools.

The basic idea behind eegoes was to create one single tool that would merge the many good ideas of all those services, using one single service with one single ID...and being able to share all this with friends, relatives and more! In other words eegoes is the mash-up of a first class social networking tool and a content & services portal.

Another very important thing for us is the look and feel of eegoes. The whole team focuses on creating a very simple and intuitive user interface. Because, in the end you may have the most advanced tool, but it isn't worth it if users don't know how to use it! We want eegoes to become a reference in user experience on the web! And this is very strategic. Offering many features working in a very uniform and easy way, where data is organized, will lead users to share more content, because complexity should not be a brake to hold back social interactions!

The last but not least strategic point of our basic philosophy is: "Virtuality is great....But reality is even better!" Wi-Fi, 3G, Smartphones, Netbooks and now tablets have definitely changed the way we use the web! Phones, Cameras, computers…devices are more and more often including GPS chips to geo-tag the content, Bluetooth chips to communicate with each other. Augmented reality applications are becoming more and more popular! In other words we are living a new digital revolution! We are designing eegoes to be on top of this revolution, to be accessible from many peripherals, to offer geo-located content, and real time interactions...Innovative and Simple...that is eegoes!

eegoes is a "social community tool"

According to a study by the French social media specialist Frederic Cavazza, we can distinguish 2 types of tools:
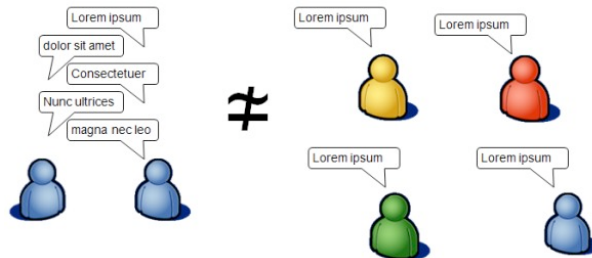
- ▸ On the one hand, we have Community Networks like boards or question-and-answer sites where discussions and empathy create community dynamics.
- ▸ And, on the other hand, we have Social Networks like Facebook, Flickr and Twitter where members publish content in a passive dynamic: they are publishing without necessarily expecting any reaction.

eegoes will meet these 2 basic user needs and expectations, offering a unique social and community networking tool.

(Read : http://www.fredcavazza.net/2008/11/20/ne-confondez-plus-communautaire-et-social/1 – Fr)

eegoes meets 2010 web trends

According to specialists, in 2010 the main web trends will be the generalization and wider adoption of geo-location services thereby creating one of the biggest missing links between social networks and the real world.

(Read : http://techcrunch.com/2009/12/23/location-2010/ – En)
(Read : http://techcrunch.com/2009/11/18/location-is-the-missing-link-between-social-networks-and-the-real-world/ – En)

By offering geo-located content, eegoes will offer an innovative opportunity for users to build a bridge between their virtual life and the real world.

However, even if a user is not really interested in this feature, he will still have a thousand things to do on eegoes in comparison to a fully geo-location focused service (i.e. Foursquare, Brightkite, Gowalla, etc...). Once again all the interest of eegoes is in its original and wide-ranging mash-up of features to satisfy the biggest number of needs!

Basic concept

eegoes is a brand new social network: an innovative web application offering its users the possibility of sharing content, finding or meeting people and discussing their interests whatever they may be! Considering everybody has at least one interest, everybody has something to do on eegoes! Of course many other web apps are already theoretically doing this, at least on their homepage...but none of them have really been designed and developed focusing on this particular aim: "sharing interests."

An interest can be as vague as music, cinema, cooking or politics. In other words: Everything you enjoy doing in your everyday life, what matters to you! Moreover, the whole portal will offer real time and geo-located content. eegoes innovates by its unique mash-up of ideas and tools never seen together on another web service.

With eegoes you will be able to:

- **Keep up to date**: on things that matter to you and interest you.
- **Get back to basics**: rediscover easy sharing with a user-friendly interface.
- **Grow your network**: meet new interesting people from anywhere in the world, not just friends you already know and with whom you do not have so much to share...
- **Discover, find and organize events**: discover things going on in your area and beyond.
- **Avoid information overload**: see only what matters to you in an organized structure
- **Communicate**: promote yourself or your business, show to the world what matters to you.
- **Share**: videos, pictures, places, ideas easily and across all your networks in one go.
- **Stay connected**: access your interests on the go, from anywhere.
- **Tell your friends**: where you are and what you're up to.
- **Filter all your searches** by geographical area (from worldwide to your neighborhood).

eegoes: more than a name, it's a brand
Name & Tagline

eegoes

The name 'eegoes' came about from a play on words for 'ego' and 'goes', two important words for the concept of a new kind of social network:

- ▶ 'ego': based on the understanding that everyone needs to share, talk about themselves and their interests and develop their own network and online profile
- ▶ 'goes': adding a dynamic and active dimension to social networking and the added geolocation functions provided by the network.

The tagline perfectly sums up the combination of these two concepts – as you can follow and share what matters to you on eegoes.

What matters to you?

Inspired by a video from a student at the Vancouver Film School, the eegoes slogan 'What Matters To You' sums up the eegoes ethos. We are all motivated, enthused and passionate about different things that make us angry, sad or happy, and that prompt us to get up, do things and inspire ourselves to make a difference.

eegoes is designed to give users the opportunity to find other people who share a similar passion. It offers a platform on which to positively develop and grow this enthusiasm and shout out about it to the rest of the world using the very best in latest networking technologies.

eegoes is the direct result of a team of individuals who developed their passion and designed what mattered to them, something they believe will be widely accepted and loved by its users, as it allows them to also nurture and grow their own dreams and ideas. So eegoes invites you to share, and to reach out to others who feel the same way as you do about the things that matter to you!

Branding & Logo

The logo design and eegoes branding was created by David Pache of Helvetica Brands, a well known graphic designer based in Switzerland who has a lot of experience in the design of graphic identities for web services.

eegoes
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(View : ''eegoes Branding & Wording guidelines'' – En)
(Visit : http://www.helveticbrands.ch – En)

Editorial style

The whole website will be in American English.

The editorial style will be fun and casual. We will talk to our users as relatives or friends and we'll use contractions, informal vocabulary and play-words and we'll always joke around!

This style is used on many other web services. It is part of the service/company image and branding policy "à la Google".

Features & Functionality

Followers

Unlike Facebook, the relation between 2 users will not be "Friendship" but "Following/ Follower" (Less personal and no reciprocity required). We believe that this concept is less restrictive, less insincere and will encourage our users to exchange, once again making social interactions even easier. eegoes is designed for you to 'grow your network' and find people with similar interests to you, hence the option to follow.

Networks

One of the key aspects that differentiates eegoes from other networks is that all features and content will be organized around 10 major networks (categories).

Networks will allow users to access and discover content in an alternative way, giving eegoes a legitimate edge over other networks which have become overloaded with irrelevant information and personal status updates, and where information and relationship management have become near impossible

eegoes' networks will center around the following interests:

- Everyday Life (Family, Food, Pets, Night Life, etc...)
- Society (Political, News, Religion, Business, etc...)
- Travel (Continents, Countries, Cities, Conferences, etc...)
- People & Fashion (Jet set, Trends, Accessories, Fashion, etc...)
- Music (Concerts, Albums, Bands, Festivals, etc...)
- Sport (Basketball, Baseball, Football, BMX, etc...)
- Cinema & TV (Movies, TV Shows, Actors, etc...)
- Art (Painting, Theater/Drama, Literature, Photo, etc...)
- Motors (Cars, Motorbikes, Boats, Planes, etc..)
- Science & Technology (Computers, Video Games, Bio-techs, Geeks, etc...)

Tags

As more functionality is rolled out such as tagging, it will now be possible to search /filter people, events, videos, links and images by Tags (keywords), allowing you to quickly find people and many different types of resources directly relevant to your interests, videos, links, images - something which is currently impossible on other social or community networks with regards to 'all content'.

Groups

Individual users will be able to create groups to discuss and share content on a particular topic or common interest where they may interact and discuss with people they may not even know, but who share a similar passion whether that be airplanes, diving, environmental issues, their favorite dog, planned holiday destination or even the latest TV program they are watching.

It will also be possible to link RSS feeds to a group to ensure that its followers are kept up to date with the conversation, and can contribute whenever there is an update.

Artists, companies/brands, associations, etc will find a great way to promote their work and products through eegoes communities, as we will offer, in the near future, profile designs especially for music bands, brands, models, etc.

Facebook and Twitter integration

Through APIs, eegoes will seamlessly integrate with many existing social network services. If you want to, all the content that you share on eegoes can be shared on your Twitter and Facebook account without any intervention, making your social interactions even simpler! Strategically speaking it means that users will be able to use eegoes as a Twitter agent, generating more traffic and content on eegoes.

Privacy

We understand that privacy is a major issue for social network users at the moment, due to the nature of the very personal data being shared on the likes of Facebook. For this reason, eegoes allows users to switch their profiles to private in which case only those who you 'accept' as followers can view your updates and information.

However, the intended use of eegoes is for content sharing. We do not envisage eegoes to be used for sharing personal photographs (even if we are not going to discourage people from doing it) in the same style as Facebook as the emphasis is on finding people with similar interests and discussing your shared passions and accessing common content, as opposed to catching up with old or existing friends and family from the offline world. Nevertheless the option is there for users who are less comfortable with sharing their information, but wish to participate in eegoes.

Technologies

Development tools

- ▸ (X)HTML 1.1, CSS 2.0.
- ▸ PHP5, MySQL 5.4.
- ▸ Javascript with Mootools framework.
- ▸ Abode Flash 9 (we will limit the use of Adobe Flash as much as possible).

Browser support

eegoes will support:

- ▸ Internet Explore 7 & +
- ▸ Firefox 2 & +
- ▸ Safari 3 & +
- ▸ Chrome 1 & +
- ▸ eegoes Javascript Enabled to work properly.

Like an increasing number of other services (youtube, digg, etc.) eegoes will not support Internet Explorer 6.

(Read : http://ajaxian.com/archives/the-slow-death-of-ie-6-support-youtube-and-browser-placement - En)

Hosting

A dedicated L.A.M.P. server located in the U.S.

After a detailed market study, we have decided to host eegoes on Singlehop Inc, servers, which are located in Chicago.

(Visit : "http://www.singlehop.com/" – En)

To optimize and accelerate page loading, eegoes will begin to use a content delivery network in the near future.

"A content delivery network is a system of computers containing copies of data, placed at various points in a network so as to maximize bandwidth for access to the data from clients throughout the network." – Wikipedia

After a detailed market study, we have decided to use CacheFly network which is offering fast access "mirrors" in Northern America, Europe, Asia and Oceania for a very competitive price .

(Visit : "http://www.cachefly.com/" – En)

Standards and accessibility

The entire tool will be designed and developed to adhere to the World Wide Web Consortium (W3C) Development and Accessibility Standards.

Marketing

The target

eegoes is a mass-market internet tool. But, on Internet, a mass-market doesn't mean one big market but a huge number of small markets.

eegoes is free and open to everybody. However our basic consumer target consumer will be from the 18-35 year-olds segment from middle class also known as the Y generation.

Incidentally, all our team is from this generation (digital natives) so we perfectly understand their expectations and behaviors and are motivated by the same things.

(Read : http://www.emarketer.com/Article.aspx?R=1006882 – En)

The North American market

With more than 250 Million Internet users and the highest penetration rate (internet connection per inhabitant) in the world, the North American market in obviously the best one in which to launch eegoes and focus our initial marketing strategy. It is also one of the most educated markets in terms of web application uses.

With our main office based in Boston, Massachusetts, the city of the M.I.T, Harvard and the World Wide Web Consortium, our company is set up and ready to launch eegoes on the most expanding and promising market.

SWOT Analysis

At eegoes we are very much aware of our weaknesses and the threats posed by larger more established competitors, however internally, we have some key competitive advantages which cannot be replicated, an innovative product which meets the needs already identified which are resulting in many opportunities. This, as well as our long term strategic outlook on the development of our service, we think gives us a distinct edge.

	Helpful	Harmful
Internal	**Strengths** Young & YGen team Thinking "out of the box" Small team size allows flexibility and ability to respond to market needs and adapt to capitalize on trends immediately Strong technical team with excellent development skills Free product & real time User friendly design Excellent design centred around 'organized' stream of data, therefore developed with user needs in mind not productcentric Excellent functions for info sharing – complementary to other existing services Appealing, innovative, seductive and appreciated tool – potential to go viral eegoes brand more 'human', approachable – team has direct contact with audience Ownership of 80% of the technology Long term strategic outlook "10 years" development schedule Highly loyal beta user base – high interaction levels with site and between users	**Weaknesses** Small team Low budget Lack of experience in launching such tools Underdeveloped monetization model Position & values of product not yet widely communicated Small current user base as still in beta
External	**Opportunities** Fast growing market Huge marketing trend Many people not yet using social media Big actors (MySpace, HI5, Bebo...) are sinking Promote to segment of market seeking a more userfriendly approach Creative use of existing social media platforms to generate following at low cost (viral techniques) Themed Discussions through selection of key audiences – present select target segments with an organized way of accessing social media in a time poor world and opportunities to engage with others that care about same things. Many people experiencing 'information overload' – appeal to those tired of 'trying to keep up' and bored of reading everything in unorganised mix.	**Threats** Intense competition Space becoming crowded, many players, lots of 'metoo' offerings Fast changing market – technology and functionality updates are crucial Large players with big budgets Greater focus on privacy issues – robust policy in planning

How do we compare?

		Facebook	Twitter	Gravity	Foursquare	Eegoes
Profile / General	No of users	500m	190m	?	600k	88
	Funding		57m	10m	95m	
	Year Created	2004	2006	2009	2009	2010
	Personalised URL	X	X			X
	Advanced informations	X				X
Interaction	Type of relationships	Friend	Follow	Follow	Friends	Follow
	Internal Mail	X	X			X
	Mention (@someone)	X	X	X	X	(upcoming)
	Groups	X		X		X
	Create A Group	X				X
Network Features	Status Update	X	X		X	X
	Share Pictures	X		X		X
	Upload Pictures	X		X		X
	Share Videos (embeded)	X		X		X
	Share Events	X				X
	Share links (advanced)	X	X			X
	Share Music	X				(upcoming)
	Share your location		X		X	X
	Ask questions	X		X		
	Tags		X			X
	Mobile App	X	X		X	(upcoming)
	API	X	X		X	(upcoming)
	3rd Party App	X	X		X	
	Categories			X	X	X
Search	By Name (people)	X	X	X	X	X
	By Email Address	X			X	(upcoming)
	By School	X				
	By Location				X	X
	By Interests			X		X
	By Keyword		X	X	X	X
	By Location		X		X	X
	By popularity		X			X
Privacy	Private profiles	X	X		X	X
	Block Users	X	X			(upcoming)
	Report Abuse	X	X	X		X
	Browse w/out Membership		X			X

The Launch

Our official invitation only beta testing period ends in early September, when eegoes will open its doors to all users. Sign up will be simple, quick and easy on the home page and it will be possible to use Facebook Connect to immediately connect your profiles on both networks.

▸ The marketing plan for the launch includes an exclusive announcement to a social media news outlet, combined with advertising on Facebook, Twitter and Adwords Display Network. Online press releases will be distributed via popular newswires following the end of the exclusivity deal.

▸ For users, competitions will be created encouraging not only sign up but sharing of content and interaction with the site, with some great prizes for all those who participate in the competitions in addition to the winners. Users will get an extra chance to win a "big prize" if they invite their friends on eegoes (using a facebook/twitter/gmail invite your friends tool).

▸ Launch mailers announcing the competitions will also be sent to the database of those who have requested beta invitations as well as some other databases of those who have indicated an interest in learning more about eegoes.

▸ An innovative and edgy video is in development to position eegoes and promote its unique selling points as well as illustrate the differences between eegoes and other social networks. The video will speak to its target audience and 'understand' their current situations – information overload, lack of organized content sharing, no opportunity to discover like-minded people, loss of contact with many people due to constant meaningless updates from a few ... eegoes can fill that gap. The video will be young, designed to generate interest and will end with an URL to a landing page for the website for immediate sign up.

▸ Banner advertising on social media interest sites and key blogger outreach initiatives are also planed to generate awareness amongst innovator segments.

Who are we?

The team

Guillaume Molter – 24 y.o. – Chief Executive Officer & Co-Founder

He is a BSC graduate in Software Development and has a Masters degree in Management and Information Technologiy. After several internships in web agencies he decided to spend a few months in Boston visiting relatives, to carry out some market research and look for ideas. This is how eegoes was created. Guillaume is in charge of developing and supervising the portal and handles everyday management of eegoes.

Ali Azeni – 41 y.o. – Chief Organizational Officer & Co-Founder

With 12 years of experience in the media world as the head of Mac Invest SA, Ali was instrumental in growing the company into a large international player. Ali also had several business ventures in the distribution and fashion sectors. After a first unsuccessful attempt in the social networking world, Ali has learnt from his experience and decided to join forces with Guillaume to create eegoes. As well as being the Chairman of the eegoes board of directors, Ali oversees many organizational and administrative tasks.

Ramzi Chamat – 29 y.o. – Head of Business Development

Originally from Lebanon, Ramzi grew up in Switzerland and speaks five different languages. Ramzi has a wealth of experience in the financial world, starting from his initial work for currency trading broker ACM, where he also opened and managed their Dubai office. In 2006, Ramzi created and founded Tadawul FX with his business partners, with the aim of meeting client expectations where other online forex brokers have failed. Ramzi is in charge of the business development of eegoes and investor relations.

Fatima Hanich – 33 y.o. – Chief Financial Officer

A Business Administration & Marketing graduate, Fatima is currently owner and managing director of a family owned industrial laundry business operating in the hospitality sector in Switzerland.
Before getting hooked by the business world thanks to a crash course in NYU Stern Business School, Fatima was studying Music Theory in Lausanne Conservatory and Piano performance in Paris making music and entrepreneurship her true passions.

Alexandre Rocha – 29 y.o. – Front-End Designer and Co-Founder

Active contributor of the Mootools Development Team, Alexandre is in charge of the eegoes User Experience and User Interface development.

What about tomorrow?!

Here at eegoes, we brainstorm regularly and have new ideas every day. We all believe that the potential of our service is huge! This is why we have a long term development plan already in place, as we believe that a long term outlook is essential to the success of our network and we know that continuous development and enhancement of our services is what users want.

Improvements

In the second phase of development we will improve many of our basic features:
- Enhanced photo sharing tools (to come closer to Flickr).
- Improved status updates (to come closer to Twitter).
- A better "Have you met?" tool (to improve social interactions).
- And many others....

Our team has also visualized incredible improvements for our content tagging tool! Lots of people are already using the "Facebook people tag" system in photos so people are able to link friends with photos. We are designing an amazing technology that will allow people to link, places, events, photos, people...etc....Just imagine viewing a picture and knowing : Who is in this picture? Where was it taken? During which event was it taken? Are there any videos or other pictures related to this event? Who else was at this event?

Geolocation features are going to be "greatly" improved and will take on much more importance. We will allow users to browse content by location as well and using that discover more relevant content of interest to them, whether that be pictures, people, events, etc. This will also enable more opportunities for advertisers who wish to target users interested in a specific location or who are perhaps interested in attending a specific event. A platform of infinite potential. ..that is eegoes!

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