

Goal: Build the start page for people's real world activities.

Why: Just as Google solved the problem of searching the web, we now aim to solve social search problems like:

- Matching people by similar interests
- Coordinating people's schedules and free time
- Organizing group activities, making group reservations
- Full control over privacy and no spam

Questions we help people solve include:

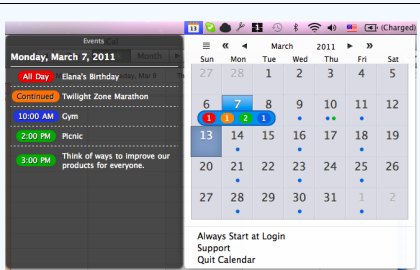
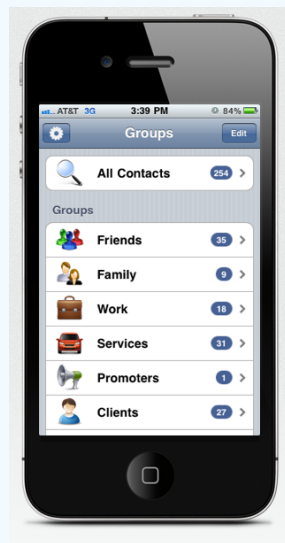
- What are my friends doing this week?
- Who wants to go bowling with me tonight?
- Can I get a yoga partner on Wed/Fri?
- Can we all make it to the movies at 7?
- ***How can I easily organize a given group activity?***

Revenue can come from lots of partners:

- Deal sites such as Groupon, LivingSocial - we help people *get a group together* for an activity.
- TicketMaster, Fandango, OpenTable - we help people make reservations *as a group*.
- Instructors - a yoga studio, math tutor etc. can encourage students to find partners through us and get a group discount.
- Venues - individual restaurants, concerts, etc. can offer deals to people who can organize a group activity.
- Amazon - when anyone's birthday occurs, their friends can pitch in and buy them a gift they really want, we take a cut.

Completed Milestones

<p>Incorporated</p> <p>Using documents based on http://www.techstars.com/techstars-model-seed-funding-documents/</p>	<p>Jan 2011</p>
<p>Raised Seed Round</p> <p>\$107,000 from 5 investors</p>	<p>Feb 2011 - Nov 2011</p>
<p>Groups app for iPhone</p> <p>Helps people manage their contacts Over 477k downloads to date Number of Users: 87k monthly, 36k weekly, 10k daily Times Used: 784k monthly, 188k weekly, 33k daily Average review: 4.5 / 5 More info: http://groups.qbix.com</p>	<p>Feb 2011 - Present</p>
<p>Calendar app for Mac</p> <p>Helps people manage their schedule Over 281k downloads to date Number of Users: 87k monthly, 47k weekly, 21k daily Times Used: 1.5M monthly, 289k weekly, 44k daily Average review: 4 / 5 More info: http://calendar.qbix.com</p>	<p>Feb 2011 - Present</p>



Calendar Plus for Mac

Our first *paid* app

See everything in one place:

- Your local calendars
- Facebook friends' birthdays
- Facebook events you were invited to
- Facebook events your friends are going to
- Google calendars
- Weather forecast for your area

Customizable themes and backgrounds

Keyboard navigation

If you have a Mac: <http://calendar.qbix.com/46645/CalendarPlus.pkg>



✓ Completed

About to be launched

We can invite all our existing 87k monthly users to upgrade

Goal: Valuable real estate on Mac users' menu bars. People check their schedule and weather often.

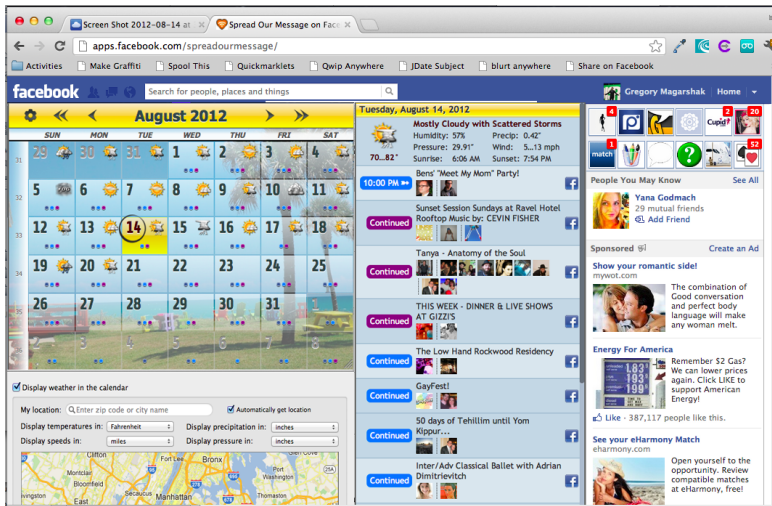
Short Term Milestones

Calendar Plus for Facebook

Viral facebook app - Greg's expertise
Facebook users can see everything in one place:

- Facebook friends' birthdays
- Facebook events they were invited to
- Facebook events friends are going to
- Weather forecast for their area

Competitor: <http://apps.facebook.com/mycalendarmobile/>
has 100 million users, and only shows birthdays.



Requires:

2 weeks

Goals:

Brings us millions of users.
Drives paid downloads of *Calendar Plus for Mac*
Gets us on top of paid apps category in Mac App Store, driving organic discovery and additional downloads.

Calendar Plus for Mobile

All your events on the go.

- Facebook
- Google
- Local calendars
- Weather
- Themes

Built with PhoneGap

- iPhone
- Android
- Blackberry

(My Calendar Mobile became top 10 paid app in the iPhone app store.)



Requires:

3 weeks

Goals:

Millions of mobile users.

Gives us additional revenue from selling mobile app.

Drive users from Facebook app and Mac App to mobile apps.

Mobile users will check their schedule and weather *often* through our app, all in one place.

Milestones for 2013

<p>Raise Series A Round</p> <p>On good terms - at least \$5-10M valuation. Support it with growth metrics in the various app stores:</p> <ul style="list-style-type: none"> • Calendar Plus for Mac • Calendar Plus for Facebook • Calendar Plus for iPhone • Calendar Plus for Android • Calendar Plus for Blackberry <p>Series A investors should have good connections in tech industry We will need to partner with Groupon, LivingSocial etc. May take 2-3 months of due diligence, negotiating terms, etc.</p>	<p>Goal:</p> <p>Raise \$1M Open local office Create local jobs File for patents Hosting budget HR, Accounting Law firm budget Branding Marketing</p>
<p>Launch Groups 2.0</p> <p>Based on Q framework:</p> <ul style="list-style-type: none"> • 2 years in development • Unified interface works across desktop browsers, mobile browsers, tablet browsers, and powers native apps on phones • Connects people into groups around common interests, location, free time and other aspects. • Lets people control who sees information they publish. • Helps people subscribe to only the information they want to hear. • Solves dual problems of spam and privacy. • Seamless signup and invitations across mobile phones and facebook. • Patent pending 	<p>Goal:</p> <p>Create a new type of social platform:</p> <p>Real-time Access anywhere Push alerts on things you care about</p>
<p>Combine Calendar and Groups</p> <p>Brand it as "Groups". Similar to Microsoft "Windows". Attempt to buy http://groups.com from "worldnews" - they aren't using it for anything useful.</p> <p>Events come together organically, by themselves, without any organizers. Our platform helps friends, or people with similar interests, come together in a virtual group, browse local venues and activities, make group reservations, and go. It sends reminders and maintains reputations for canceling at the last moment <i>etc.</i></p>	<p>Goal:</p> <p>Reward all our users with results in the real world every time they use our app.</p> <p>Approach Google's business model, rather than facebook's.</p>

	
<p>Partner with Aggregators</p> <p>Approach Groupon, LivingSocial, OpenTable, Fandango, Ticketmaster, and others, with a simple message:</p> <p><i>We built the technology to allow any person to cause entire group plans come together just by declaring they want to do something. Our software takes care of the tedious details, helps make a group reservation, and sends reminders to everyone coming. We can increase your sales by 2x, 4x etc. by helping individuals get much larger groups together to make the purchase.</i></p> <p>Example: I found a cruise around Manhattan on Groupon, but I need 2 friends who are free on Tuesday or Thursday night, and who are interested in a cruise around Manhattan, to join me. Without Groups, I might just forget about it, but with Groups, I would not only go, but bring 3x as much business to Groupon.</p>	<p>Goal:</p> <p>They source the deals with businesses, we focus on being the best platform for users to come together, and organize their activities.</p>

Milestones for 2014

<p>Groups Platform</p> <p>Allows developers to build applications in a much smoother way than facebook. Much more appealing to developers. There is a big market out there for disenfranchised developers who want a platform that is aligned with their interests. (See app.net)</p> <p>API for third party applications. Developer portal, with documentation, etc. Organizing developer conferences. Our own incubator for promising ideas, offering our platform and resources</p> <p>Patent pending for instant personalization: http://www.faqs.org/patents/app/20120110469#b</p>	<p>Goal:</p> <p>Lots of useful applications for users on the Groups platform.</p> <p>Requiring applications to use our credit system, thereby getting 10%-30% of revenue while they focus on the business aspects.</p>
--	---

Wishlist for 2014 and beyond

- Transform the way people communicate on the web and mobile devices
- Make advertising into something people actually ask for and appreciate
- Implement our ideas about decentralized, realtime, social internet infrastructure
- Focus on becoming a social utility, the way facebook and twitter could have been
- Improve people's lives by building better tools for groups to form and communicate
- Help groups of people (such as Black Jews) find each other and take action
- Create a platform on which many more ideas can be built. That is why our logo is:

