

B4UGOTM

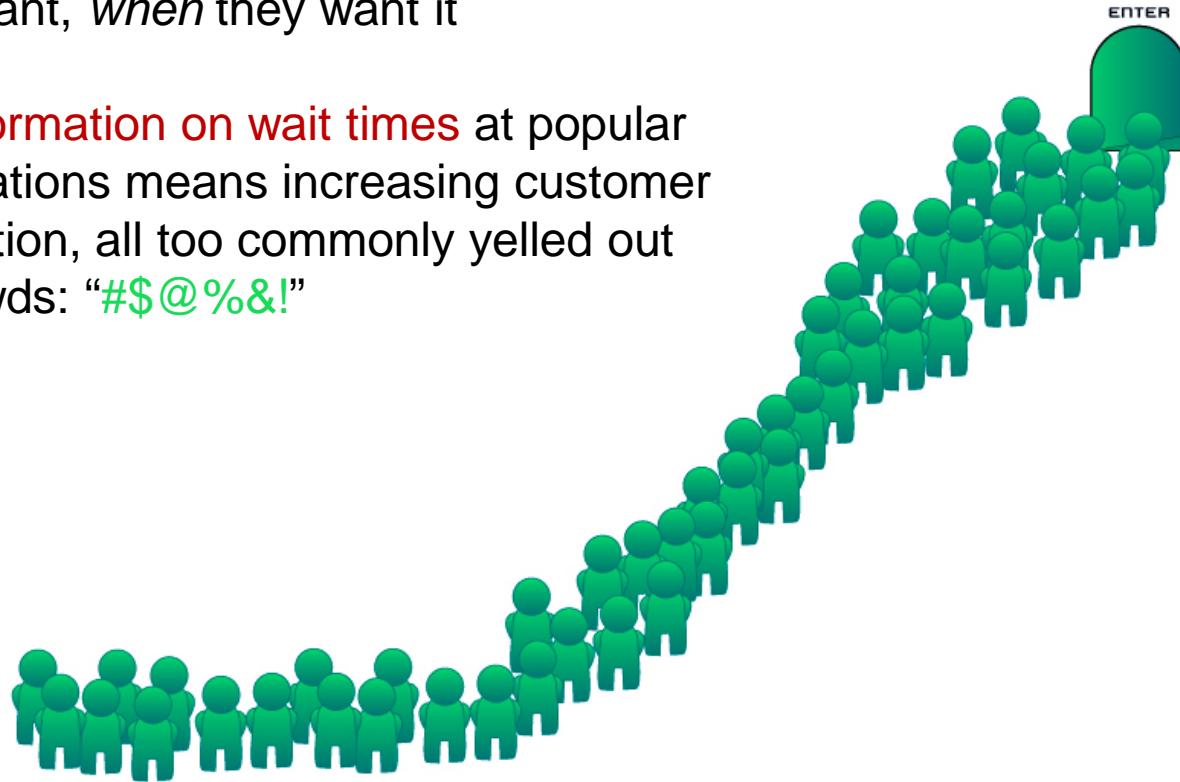
GO WHEN THE GOING'S GOOD

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PROBLEM



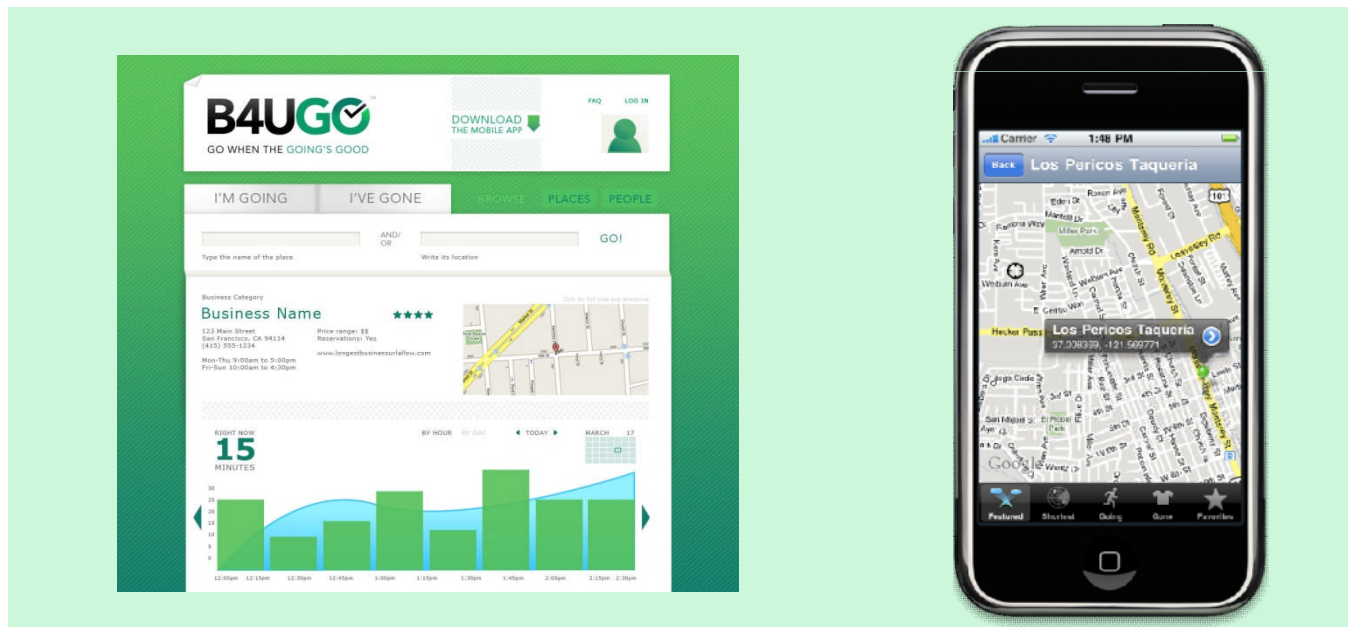
- We're fast becoming an increasingly on-demand culture, where people want *what* they want, *when* they want it
- **No information on wait times** at popular destinations means increasing customer frustration, all too commonly yelled out in crowds: “#\$\$@%&!”



SOLUTION



- Give people an easy way to quickly view and enter wait times, through our web site www.b4ugo.com and mobile app on iPhones



BUSINESS MODEL



- B4UGO's content comes from a combination of market research, operator input, and crowd sourcing
- User growth expands via valued solutions, key user incentives programs and recognition
- Location-aware iPhone app is a critical component of B4UGO
- Launch rollout is planned in the Bay Area for traction, with expansion to select national markets

SUMMARY



- B4UGO introduces wait time information to crowd-sourced business listings, filling a much-needed role in a gap in the marketplace
- Fast, intuitive interface also encourages people to try nearby locations based on their search, with shorter waits
- Plan on a **September 2009** soft beta launch, with full release in **early 2010**
- Businesses can offer further incentives to B4UGO users

INTERACTIONS

