Firm

SCALE

Business is action-oriented

RUN TO Shop

Existing Problems

- **Weightless recommendation:** recommendations from your friends are weighed the same as one from Steve Jobs

- **Irrelevant data:** do you have what it takes to read through 1000+ reviews of all candidates for our next projects?

- **Social fatigue:** how can you keep updating all of your profiles on LinkedIn, Twitter, Facebook, Orkut… and personal blog? Are all these things you are doing meaningful?
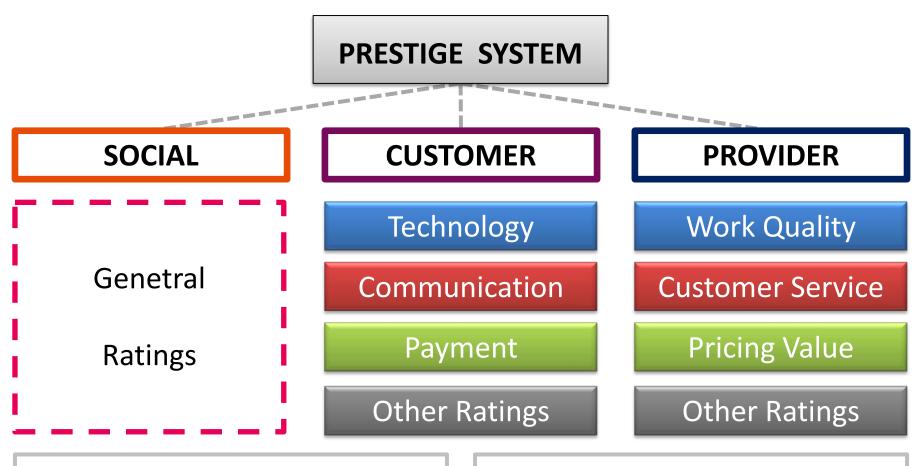
Our Solution: Prestige System

- Project owners give testimonials, receive "**Customer Prestige**" when project applicants accept them.

- Project applicants gain "**Provider Prestige**" when project owners' choose them for their projects, and afterwards when testimonials are given to confirm a job-done-welll.

- Also: every user can give out / accept general testimonials on the user profile pages and gain "**Social Prestige**".

- The total "**Prestige**" is used as a general parameter to calculate/represent business reliability.

The Benefits

- **Fully utilize potential of recommendation:** the more prestige point we have, the more influential our recommendation is.

- **Extremely relevant data:** combining prestige system with other web services' APIs and project management tools gives us the most meaningful business data.

- **Motivating working process:** following specific instructions on FirmScale, growing the prestige of our profiles, looking at our work progress visually… feels more encouraging than ever.

Competition?

Is FirmScale competing with LinkedIn and many other B2B networks out there?

- **"YES"**

- and **" NO"**

An open API for Semantic Application Development is what FirmScale is aiming for, in order to privde the seamless experience for daily B2B operations.

Customer Feedback

We made a presentation to our main business customer yesterday. Here's what he thinks about FirmScale:

- **an interesting concept**

- **very relevant, especially for consultant business** (the customer runs a consultant business)

- **an anonymous feature is quite important for politically complex situations**

- **cases where users just want to use the rating numbers instead of written text** (fast and simple)

THANK YOU !