

Firm

SCALE

Business is Action Oriented

The Problem

12 Years Ago

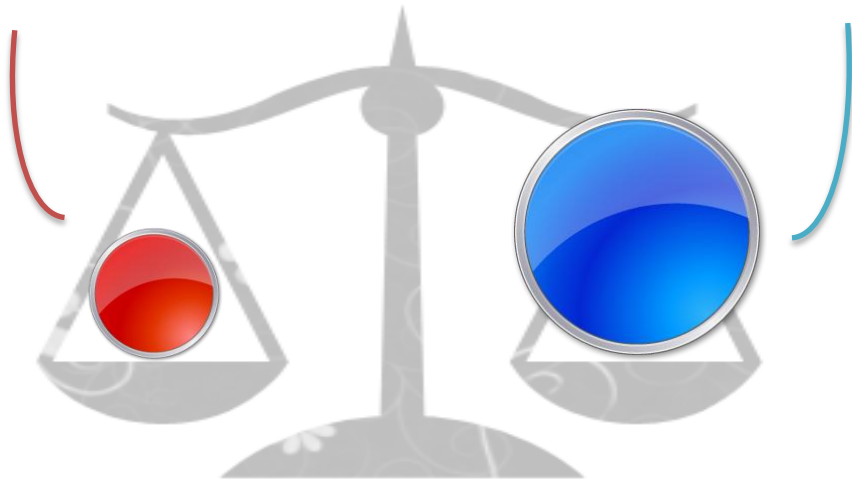
Today

Site with bad content

Site with good content

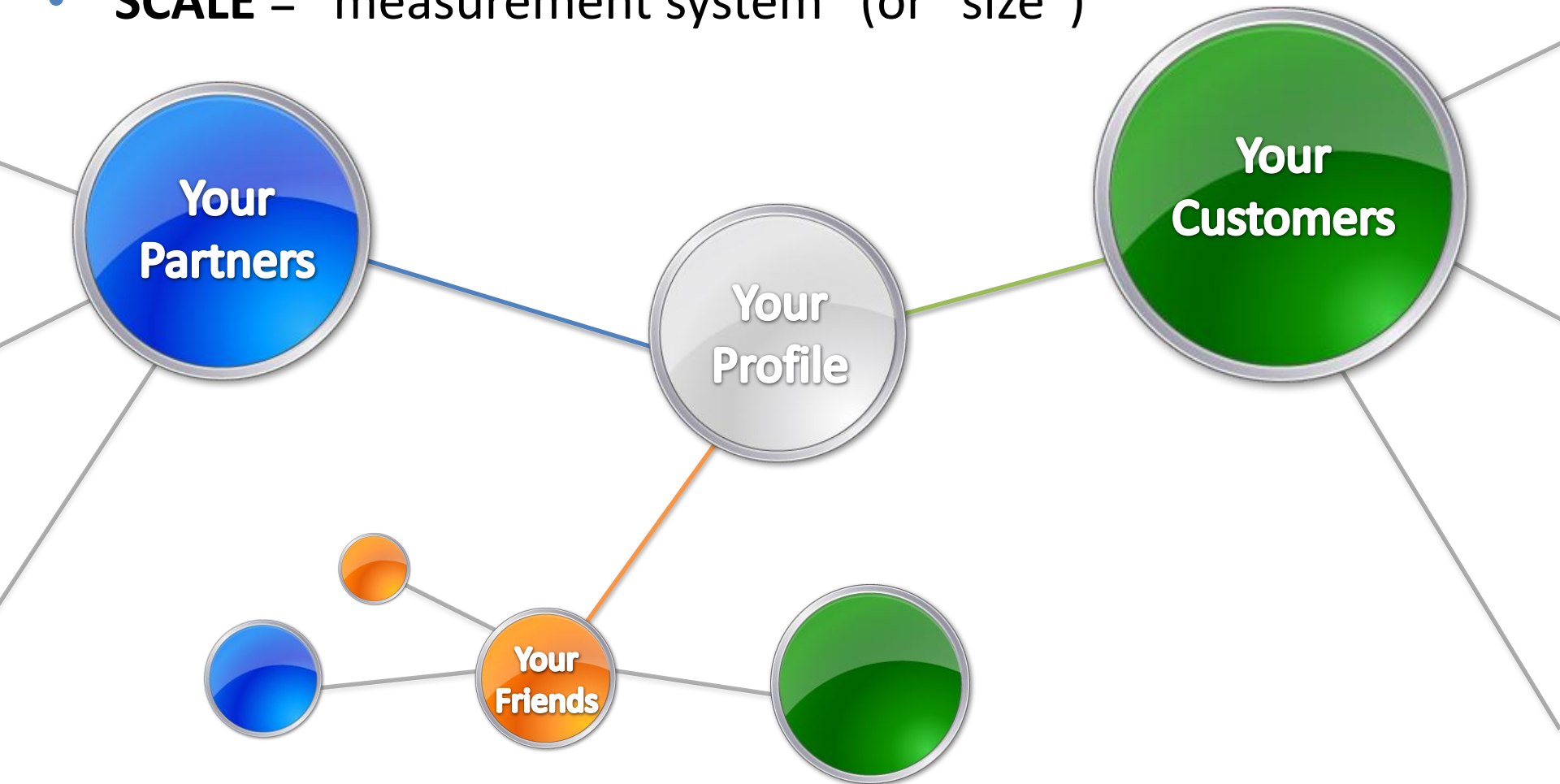
Profile with high prestige

Profile with low prestige

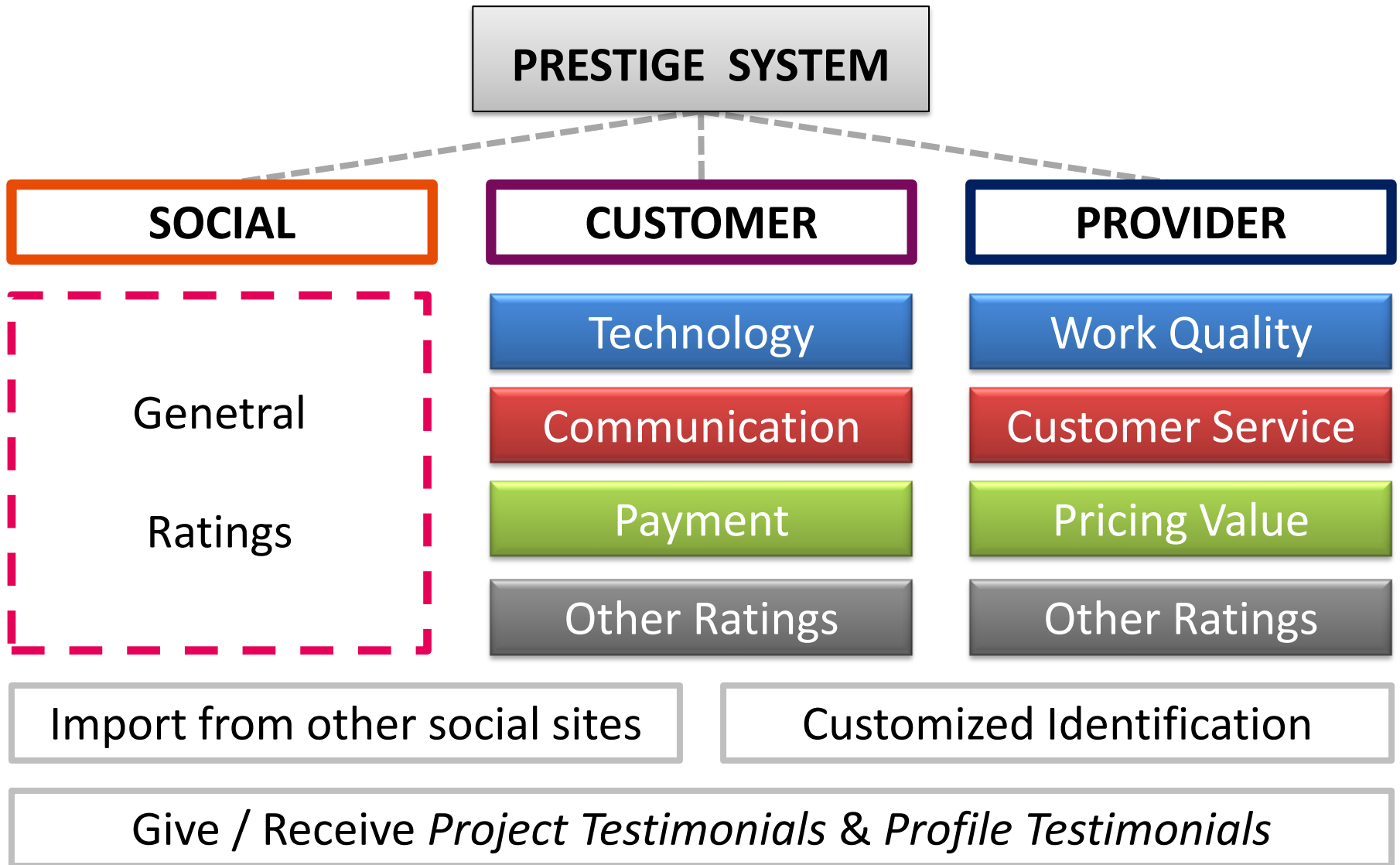


Our Solution

- **FIRM** = “business enterprise” (or “strong”, “solid”)
- **SCALE** = “measurement system” (or “size”)



Multi-layered Prestige System



The Benefits

- Fully utilize potential of recommendations
- Explore extremely relevant data for B2B
- Motivating work environment

Business Model

- Sell minimalistic version of the application
- SAAS - Software As A Service
- Scale Up Development Base on Sales
- Premium app with max features for mass users

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 provide the seamless experience for daily B2B operations.

**It's confidential, but we'll
show you later on.**

References

- Design to Thrive. Creating Social Networks and Online Communities that Last
– Scott F. Rockart (2005)

- Prestige and Collaboration Patterns – Scott F. Rockart (2005)
<http://www.stanford.edu/~cee/Papers/prestigeandcollaborationpatterns.pdf>

- Our Prototype Site (Launching 8th December 2010)
<http://www.mindcellmedia.fi>

THANK YOU !