Proposal for Stanford Global Entrepreneurial Marketing Project Team:

everythingIsTheBest, LLC

What is everythingIsTheBest, LLC?
Essentially, we are a Stanford startup. Composed of Jason Prado (BS CS ’08) and Ben Eidelson (BS/MS EE ’08), we work on building things people need, where things is usually a web service (think Facebook, Twitter, TripIt, Yelp, etc.) that has a number of different client implementations (web browser, iPhone, etc.). We are probably best known for doing things really fast. In the early stages of our projects, we usually have the first version out in the world and in use in days or weeks, not months. Our latest obsession is personal calendaring and understanding why people have such better calendaring systems in their work lives than they do in their social personal lives.

Our business strategy varies project to project. Some of our projects involve making financial partnerships with other companies whereas others are more about reaching consumer scale monetization at a later stage. Our end goal is usually the same: to solve a problem we have that we think at least another million or so people have.

We are currently based in Seattle, but frequently are down in the Bay Area and around Stanford campus.

Why should you join this project?
Put simply, because your work will matter deeply. As a two-person software company we have more to do than you can possibly imagine (well, it feels like school again—so maybe you can imagine). Not only are we inundated with the technical work that we are usually pretty good at doing quickly, but we are constantly evaluating how to best scale and plan our projects to make the biggest impact possible. This ranges from the product design all the way through to marketing and selling a finished product. We are here, doing it all, and if you decide to work with us you will immediately be seeing your work impacting released products (well, there might be a one week lag, but it’s pretty darn immediate). If you are looking to take this class, analyze a company’s strategy, and make some recommendations and move on then we are not quite the project for you. If you are looking to actually do it—to implement your strategy and plan and see the results on real live products, then we would love to work with you. Lastly, we have big ambitions (you know those Google-, Microsoft-, Facebook-sized ambitions), and getting involved early with a company that has big ambitions is going to be, in the very least, an interesting learning experience.

Project Objectives
everythingIsTheBest currently has two products we are focusing on. The first, ridepenguin (www.ridepenguin.com), is a mobile and desktop web app that connects up riders for cab sharing. We are initially focusing on rides to and from the airports in Seattle and Vegas. Once we have grown usage in these markets we are looking to expand both to more locations and in functionality (rides to and from anywhere, carpools
not just cabs, dispatch integration, etc.). This expansion involves making partnerships with transportation companies in other regions and devising strategies for marketing to customers in those regions. The first version of this product is out and is getting some great press\textsuperscript{1}. We have been pleasantly surprised at how much people desire the expansion of the service and are excited by both the financial and environmental savings it could lead to.

Our second main project is currently called PencilYouIn (www.pencilyouin.com). PencilYouIn is reinventing people’s digital calendar usage to be dramatically more social, locational, and mobile. View it as the intersection of Facebook, Yelp, Google Calendar, and mobile/SMS. We see a big hole in terms of what is available for consumers here. This product is very fresh and there is a lot of room to still determine what direction it takes on. We have taken a first stab at it, but really between now and the end of your quarter we are planning to have hundreds of thousands of users who depend on the service. We want you to help us make that happen.

There is also the additional option of working with us on a whole new product. This would involve identifying a market, defining a product, iterating with us as we develop and ship the product, and then working to scale usage. All of these projects would involve using analytics tools to identify live usage trends. We would help train you on these tools; they are actually a lot of fun.

**Contact Info**
First you should check out what we do at www.everythingisthebest.com. Feel free to email us if you have any follow-up questions or want to chat more in-depth about the work we do.

We are:

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\textsuperscript{1} Just search online for “ridepenguin” and you can find the articles