loopt connects people and places

Enhancing communication amongst social circles

- **Connect** with friends
  Detailed maps show where friends are and what they are doing

- **Share** experiences with friends
  Send messages and photos with ease

- **Explore** places recommended by friends
  View friends’ journals, make comments, and visit friends’ favorite hot spots

- **Control** interaction
  Share or hide your location with a few clicks

loopt

summit ventures
The Team

Sam Altman  
Co-Founder & CEO  
Founded loopt at Stanford to improve the way friends communicate

Nick Sivo  
Co-Founder & CTO  
Industry experience in network, firewall, and server management

Brian Marciniak  
VP of Business Dev.  
VP of Sales, Americas, Visto Corp.  
- grew Visto to #1 carrier branded email solutions in N. America
VP of Sales, Americas, Glenayre  
- grew annual revenues from $5 million to $120 over 8 years

Brian Knapp  
VP of Corp. Affairs  
Associate, Wilson Sonsini Goodrich & Rosati  
- intellectual property specialization
Business Development, Barnes & Noble.com

Steve Lemon  
VP of Engineering  
VP of Eng. for Consumer Products & Solutions, Symantec
Co-Founder & VP of Technology, Glimpse.com
Investors & Advisors

*Greg McAdoo*
Sequoia Capital

*Patrick Chung*
National Enterprise Associates

*Mike Ramsay*
TiVo Founder

Seed Round $15,000 | Series A $8.0 Million | Series B $8.5 Million
Market Size - US

200 Million Mobile Phone Users

48 Million Prospective loopt users
24% of Total Mobile Phone Users are Ages 18-34

Launched Partnership
Fall 2006

Launched Partnership
Summer 2007

Partnership Discussions
2008

2 major mobile phone carrier partnerships to be announced this quarter

# of Users on Network
4.3 Million
54 Million
67.3 Million

$70 Million Annual Market Opportunity
## Competitors

### Direct Competitors

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Characteristics</th>
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<tr>
<td>whrrl</td>
<td>Currently in beta testing in only 3 metro areas&lt;br&gt;Few compatible phones&lt;br&gt;Not GPS enabled</td>
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<tr>
<td>ULocate</td>
<td>Not a tracking software&lt;br&gt;Small and restricted user base&lt;br&gt;Poor Traction</td>
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### loopt’s Comp. Adv.

- First Mover Advantage
  - launched the first social mapping service on a major U.S. carrier, Sprint/Nextel.
  - Clean and intuitive user interface
  - End user privacy controls

### loopt’s Defensibility

- A privacy leader
  - Board memberships with Family Online Safety Institute, Cyber Safety Advisory Board, National Network to End Domestic Violence...
  - Established partnerships with major U.S. carriers
loopt partners with major U.S. carriers and makes the technology accessible to network members.

Carriers market loopt to their customers and assess a $2.99/month subscription fee.

50/50 revenue-sharing agreement with carriers.

Alternate Revenue Stream from advertising.
# Financials

<table>
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<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tr>
<td><strong>Total Users</strong></td>
<td>150,000</td>
<td>1,200,000</td>
<td>2,678,000</td>
<td>4,230,000</td>
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<tr>
<td><strong>Subscription Revenue</strong></td>
<td>$2,691,000</td>
<td>$21,528,000</td>
<td>$48,043,320</td>
<td>$75,886,200</td>
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<tr>
<td><strong>Advertising Revenue</strong></td>
<td>0</td>
<td>0</td>
<td>1,000,000</td>
<td>$1,800,000</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$2,691,000</td>
<td>$21,528,000</td>
<td>$49,043,320</td>
<td>$77,686,200</td>
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<tr>
<td><strong>General &amp; Admin. Expense</strong></td>
<td>538,200</td>
<td>4,305,600</td>
<td>9,808,664</td>
<td>15,537,240</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>$2,152,800</td>
<td>$17,222,400</td>
<td>$39,234,656</td>
<td>$62,148,960</td>
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</tbody>
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Exit Strategy

**Major Telecom Company**

May offer to merge and incorporate loopt’s product into their product’s.

Existing telecom infrastructure allows easy integration.

Gives mobile company a unique product for consumers.

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With Google’s planned entry into the mobile market, integration of a unique social networking tool will prove invaluable.

Further integrating Google’s established local search will augment loopt’s current “local-search” capabilities.
### Questions?

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