



January 2009

# 01 The Very Big Picture

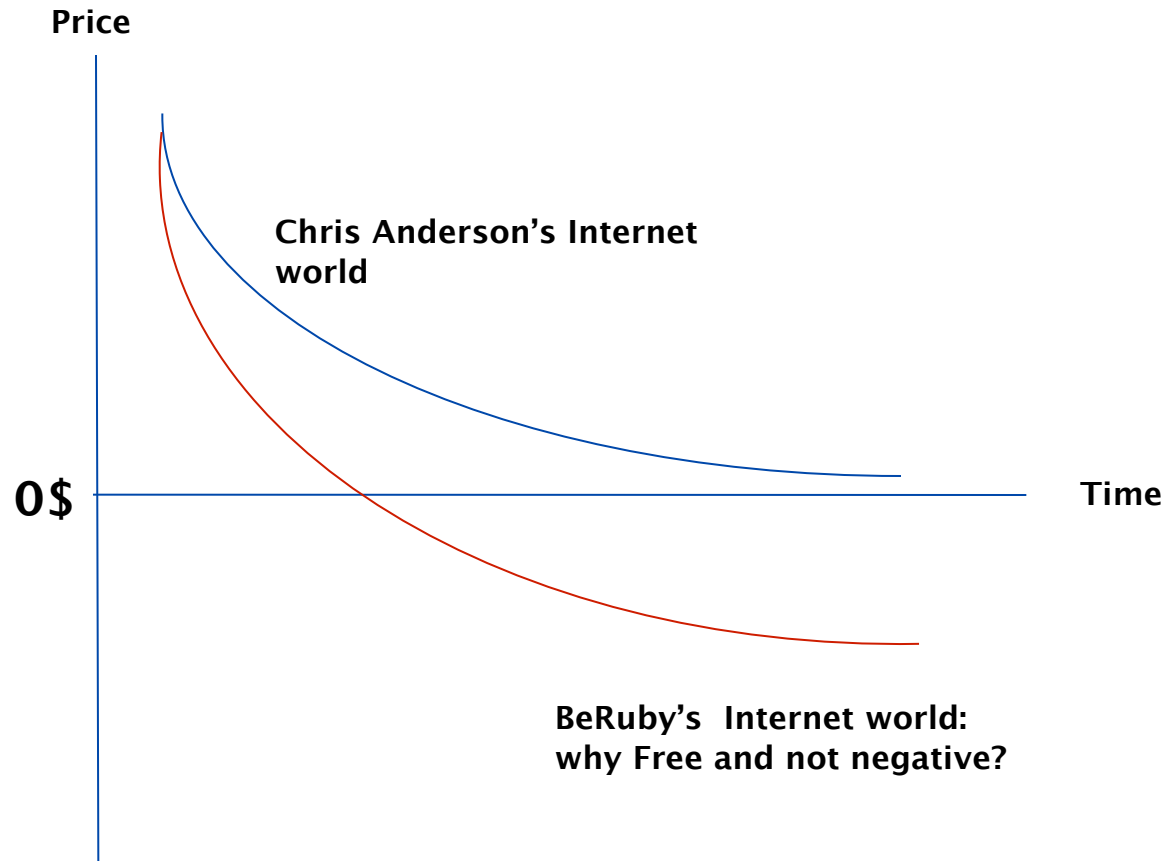
## Chris Anderson: “Free! Why \$0.00 Is the Future of Business”

- **“Freemium”** → What's free: Web software and services, some content. Free to whom: users of the basic version.
- **Advertising** → What's free: content, services, software, and more. Free to whom: everyone.
- **Cross-subsidies** → What's free: any product that entices you to pay for something else. Free to whom: everyone willing to pay eventually, one way or another.
- **Zero marginal cost** → What's free: things that can be distributed without an appreciable cost to anyone. Free to whom: everyone.
- **Labor exchange** → What's free: Web sites and services. Free to whom: all users, since the act of using these sites and services actually creates something of value.
- **Gift economy** → What's free: the whole enchilada, be it open source software or user-generated content. Free to whom: everyone.

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# 02 The Very Big Picture

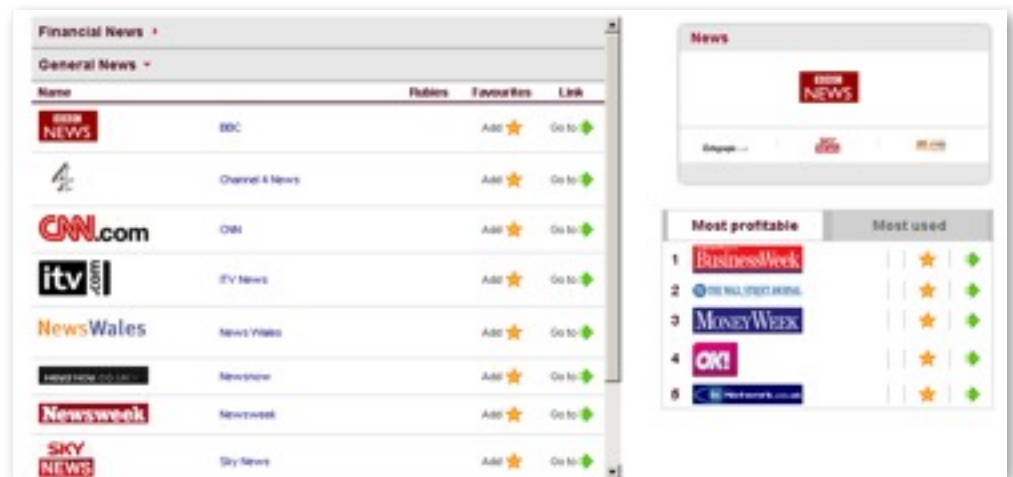
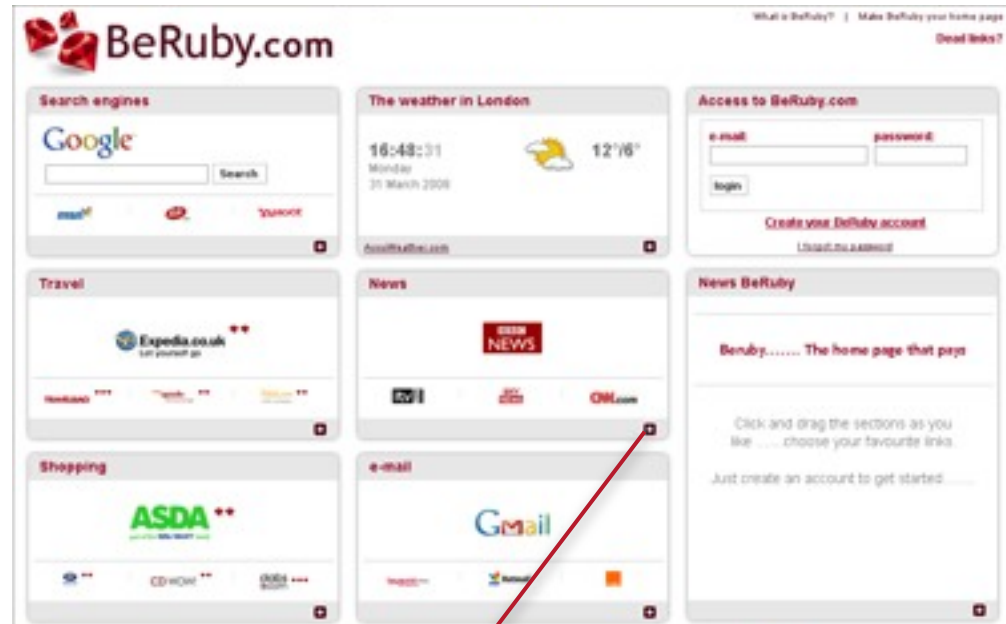


## Description of BeRuby

“BeRuby is a homepage of personalized bookmarks that pays users based on their online activity and on the activities of their referees”

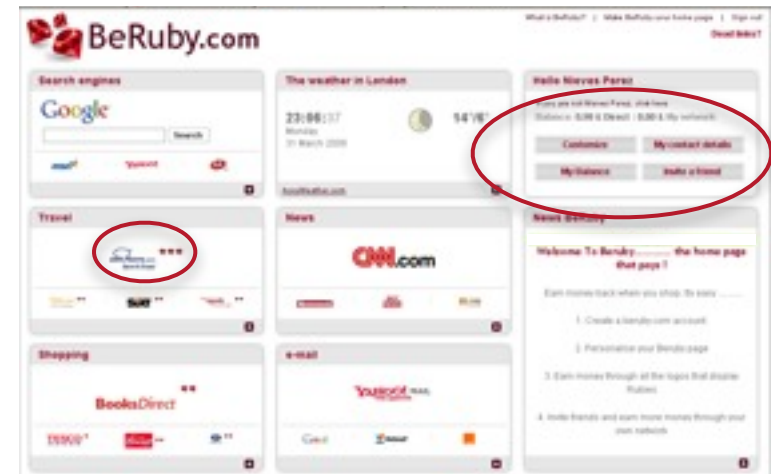
# 03 BeRuby as homepage

- As a homepage we compete with companies such as i-google, netvibes, pageflakes, etc.
- However we try to make the design and implementation as easy as possible.
  - The page is divided into 21 modules or categories
  - The user can add, close and drag and drop each category
  - Each category can be personalized, so that the user can access his/her four favourite sites with just one click
  - The user can add his/her own favourite sites (including logo, etc).



# 04 BeRuby as a cash back site with a referral program

- BeRuby has commission agreements with all sites that display the Ruby symbol (more than 150 advertisers per country). The commission can be based on sales, registration or even visits to sites
- From these commissions, BeRuby shares one third with the user that has generated the payment (via a visit to a specific site, a registration or simply by shopping online)

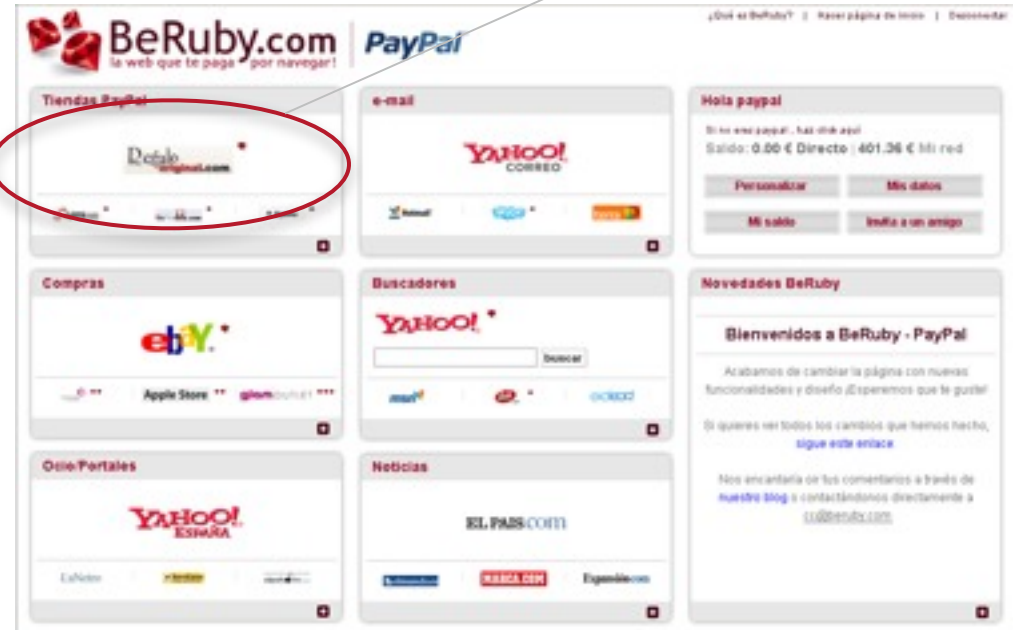


- The user will also earn money from the activity of his/her network (referral program).
- If the user recommends his/her friends to join BeRuby, he/she will receive one sixth of all the revenues generated by that person for life. If that person invites other people, the first user will also get another sixth of the revenues (two level plan).
- A user that recommends the site to 10 people, which in turn recommend 10 more, will earn a lifetime commissions from 100 people.

# 05 Agreements with potential partners

- BeRuby business model allows it to share the revenues with the user as well as with potential partners through a “co-branded” site
- The site is similar to BeRuby.com but the partner gets one third of all revenues (the other two thirds go to the user and to BeRuby).
- Implementation is done in 24 hours with no cost for the partner
- The partner will have to distribute the Co-branded site via Newsletters, e-mailing, etc. or any other form agreed among the parties

The partner decides the content and distribution of the modules



## LIVE PARTNERS IN SPAIN

- Paypal (payment)
- Diario Metro (newspaper)
- Antena3
- Other 7 smaller ones

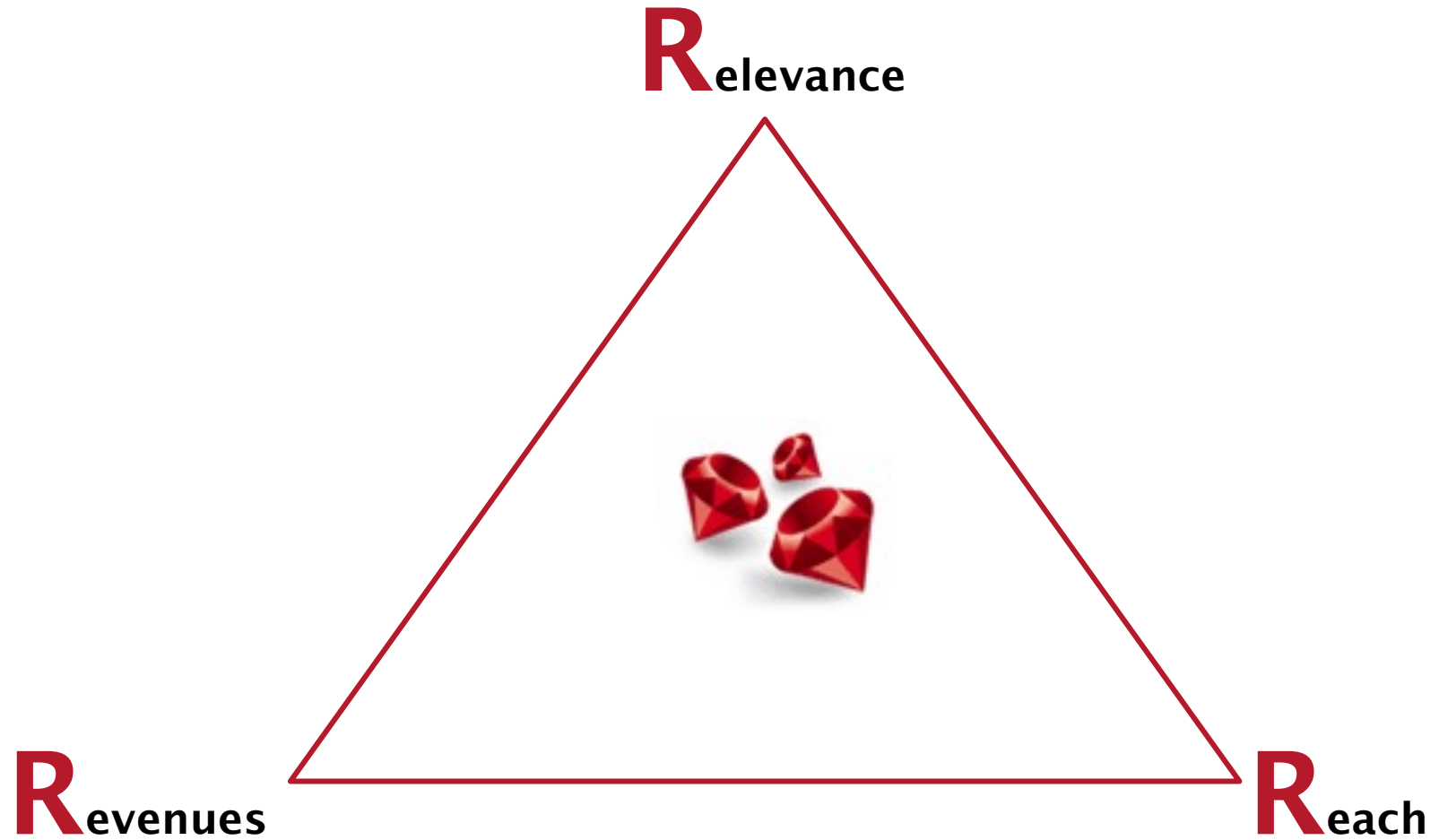
## NEXT LAUNCHES IN SPAIN

- eComm (Content)
- MP3
- Berggi (mobile)

## NEXT LAUNCHES OTHER COUNTRIES

- Candeo (toolbar)

# 06 The “R” Triangle

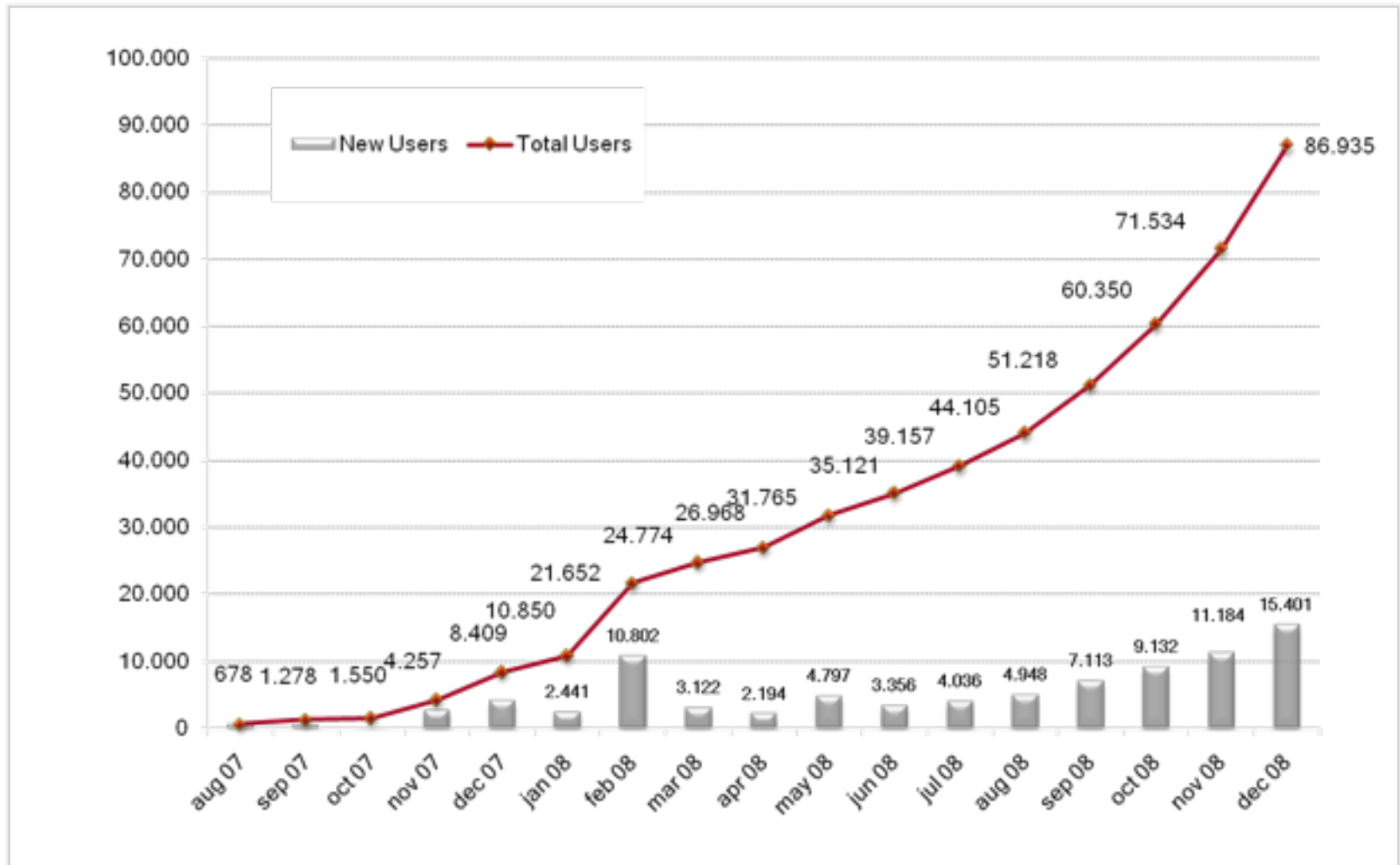




## Operational Metrics

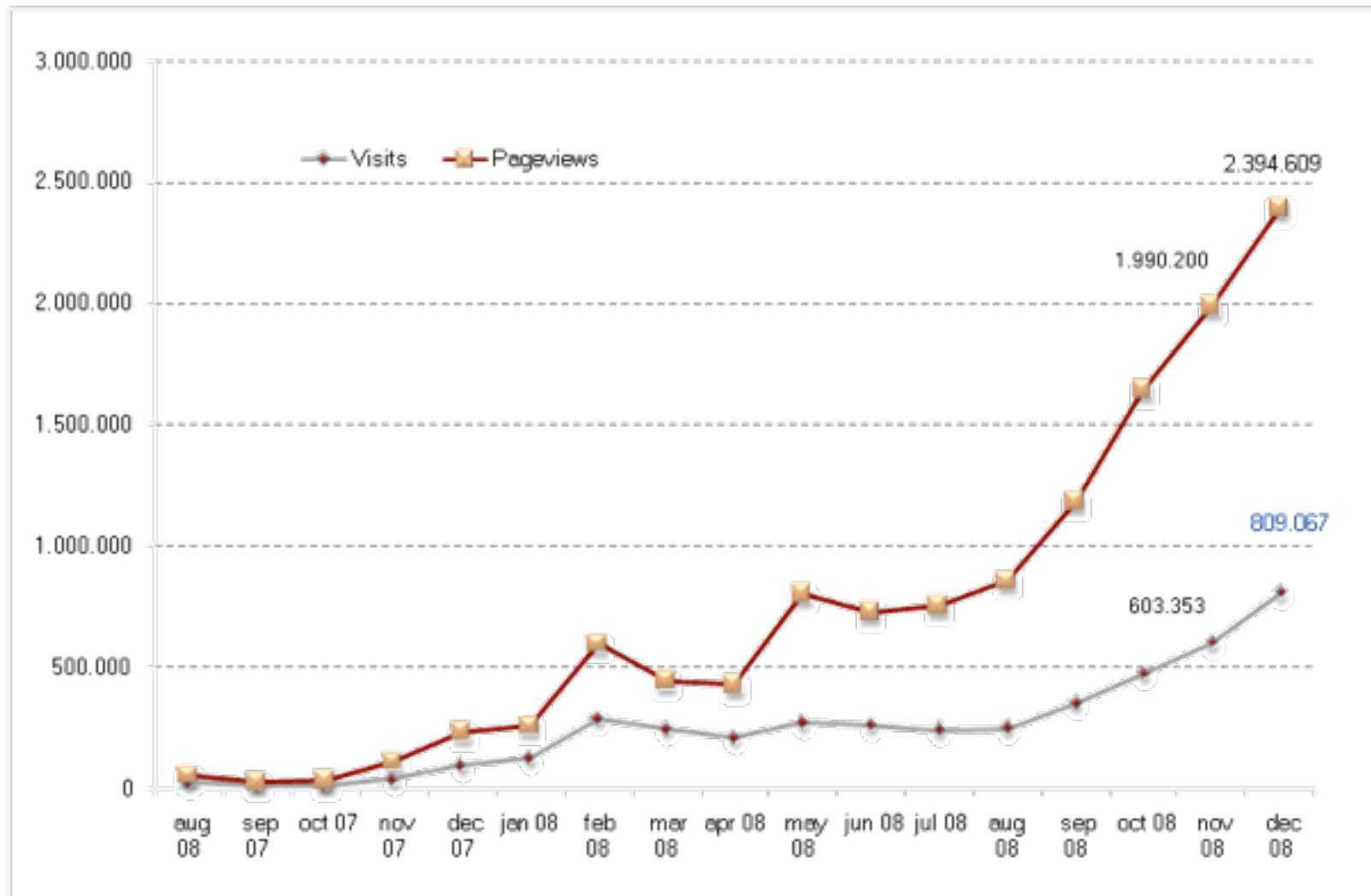
Launched in Beta July 2007 in Spain. Currently with over 85,000 registered users in Spain and several important partners (Paypal, Diario Metro, Antena3). Pre-launched in the UK, France, Germany , Italy and the US.

# 07 Operational Metrics in Spain: users



\* Source : Internal Logs

# 08 Operational Metrics in Spain: traffic



\* Source: Google Analytics

# 09 Operational Metrics in Spain: Internet Rank



\* Source: Alexa