

What Matters Next

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Hi, my name is Chris...



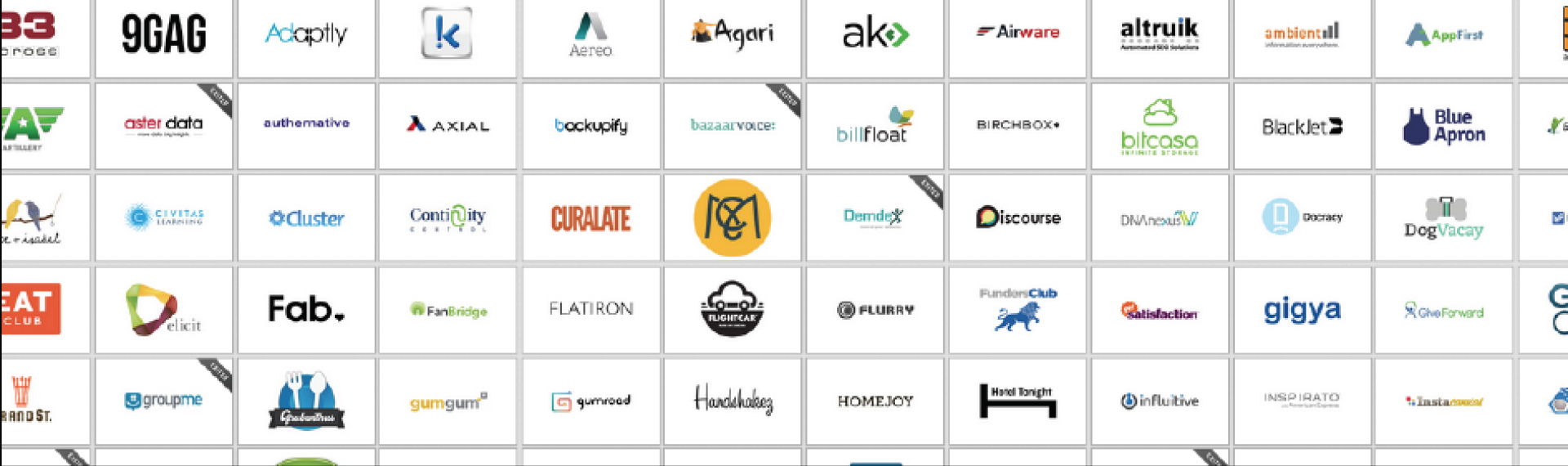
I've been some places...



I've learned some things...

And now I'm here...




























Our mission:

To build the best community of entrepreneurs and deliver the best venture product to help them win



Some of FRC's Online Ad Investments

- Looking back before we look forward....

HOW TO "READ" FM TUNER SPECIFICATIONS

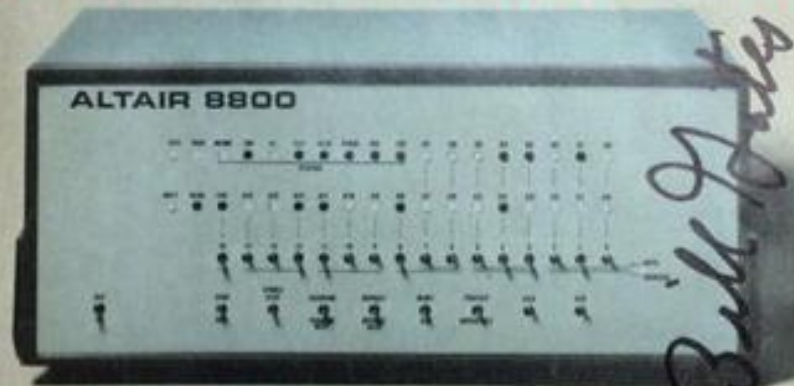
Popular Electronics

WORLD'S LARGEST-SELLING ELECTRONICS MAGAZINE JANUARY 1975/75¢

PROJECT BREAKTHROUGH!

World's First Minicomputer Kit to Rival Commercial Models...

"ALTAIR 8800" SAVE OVER \$1000



ALSO IN THIS ISSUE:

- An Under-\$90 Scientific Calculator Project
- CCD's—TV Camera Tube Successor?
- Thyristor-Controlled Photoflashers



TEST REPORTS:

1975

Information Management: A Proposal

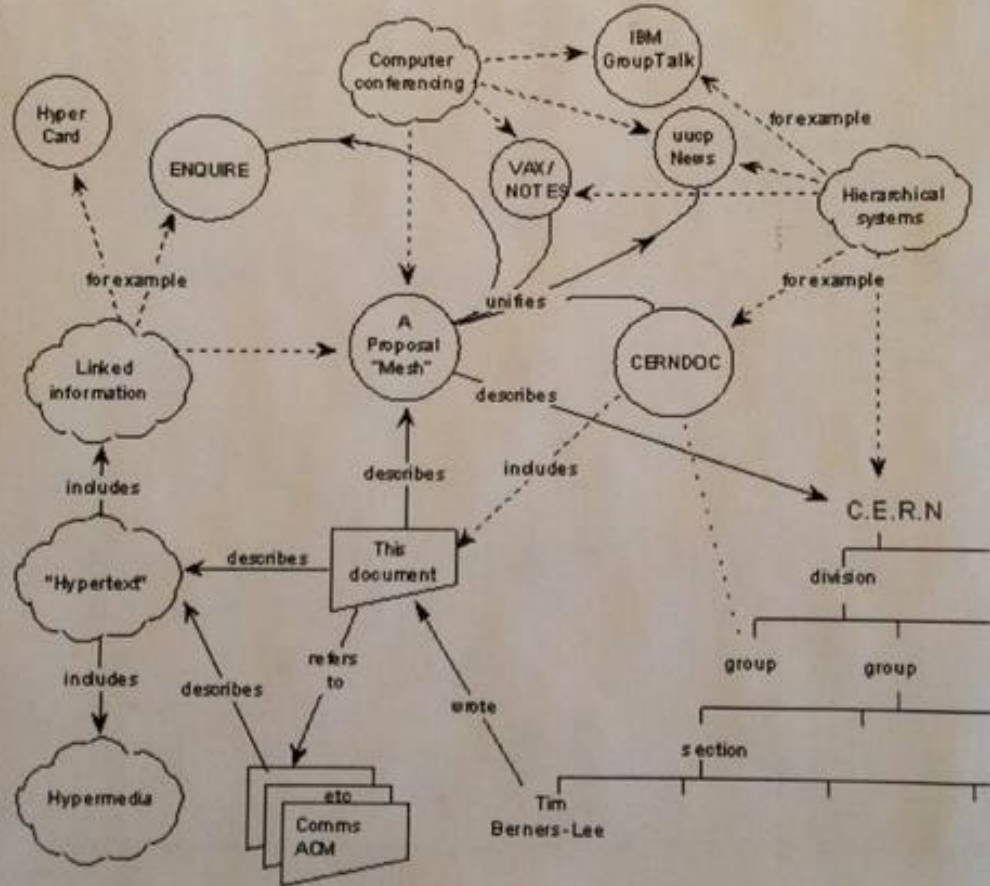
Tim Berners-Lee, CERN

March 1989, May 1990

Tim Berners-Lee
2009/2/6

This proposal concerns the management of general information about accelerators and experiments at CERN. It discusses the problems of loss of information about complex evolving systems and derives a solution based on a distributed hypertext system.

1989



Overview

Many of the discussions of the future at CERN and the LHC era end with the question - OYes, but how will we ever keep

1994

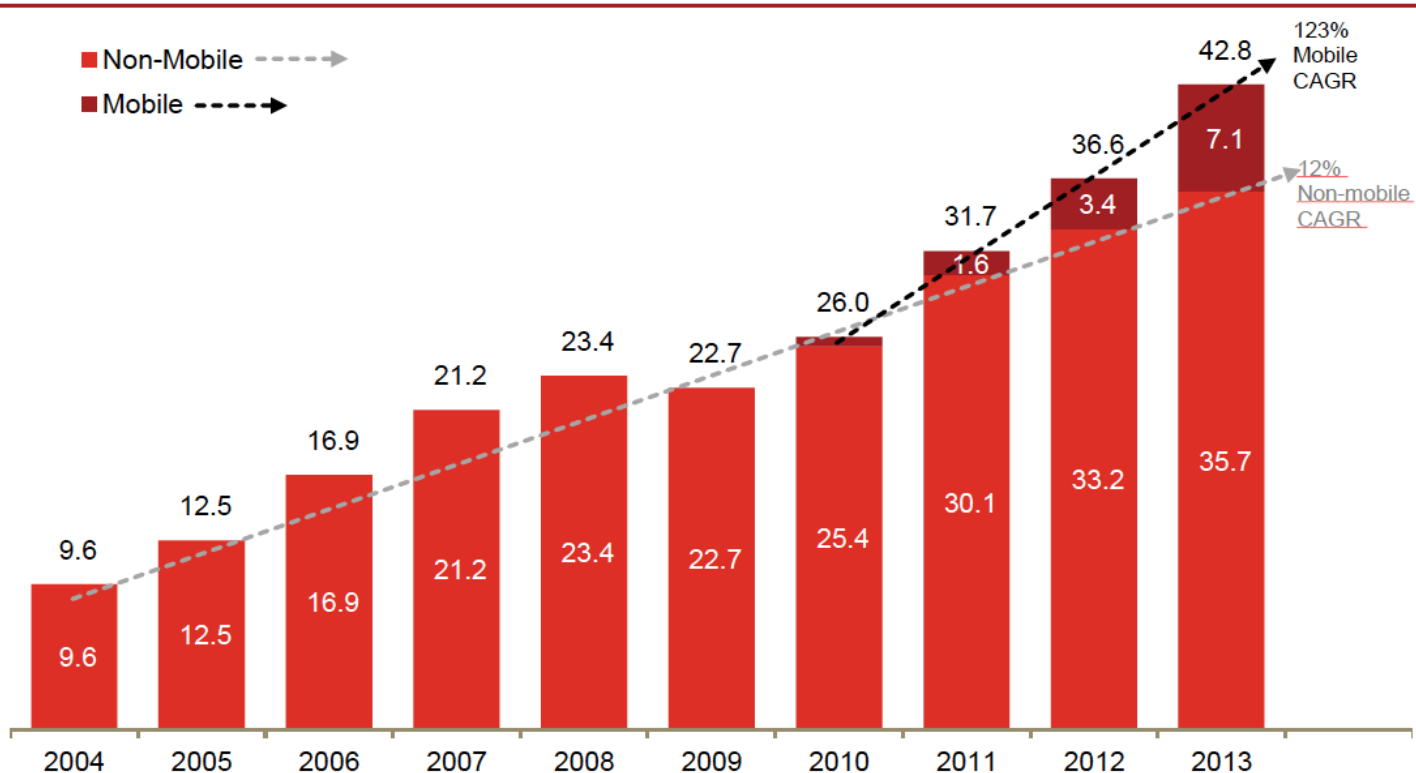
Have you ever clicked
your mouse right HERE?



YOU
WILL

20 Years of Online Advertising

Annual revenue 2004-2013 (\$ billions)



Source: IAB/PwC Internet Ad Revenue Report, 2013

10 year
18%
CAGR

\$12
Billion
Quarter

3 THINGS THAT MATTER

- Plus one bonus thing that might matter

1) Mobile, Mobile, Mobile



US-Based On-Demand Mobile Services



Transportation



Travel / Hospitality



Delivery & Logistics



Food & Beverage



Dining + Drinks



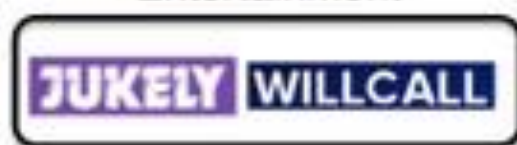
Home Services



Health & Beauty

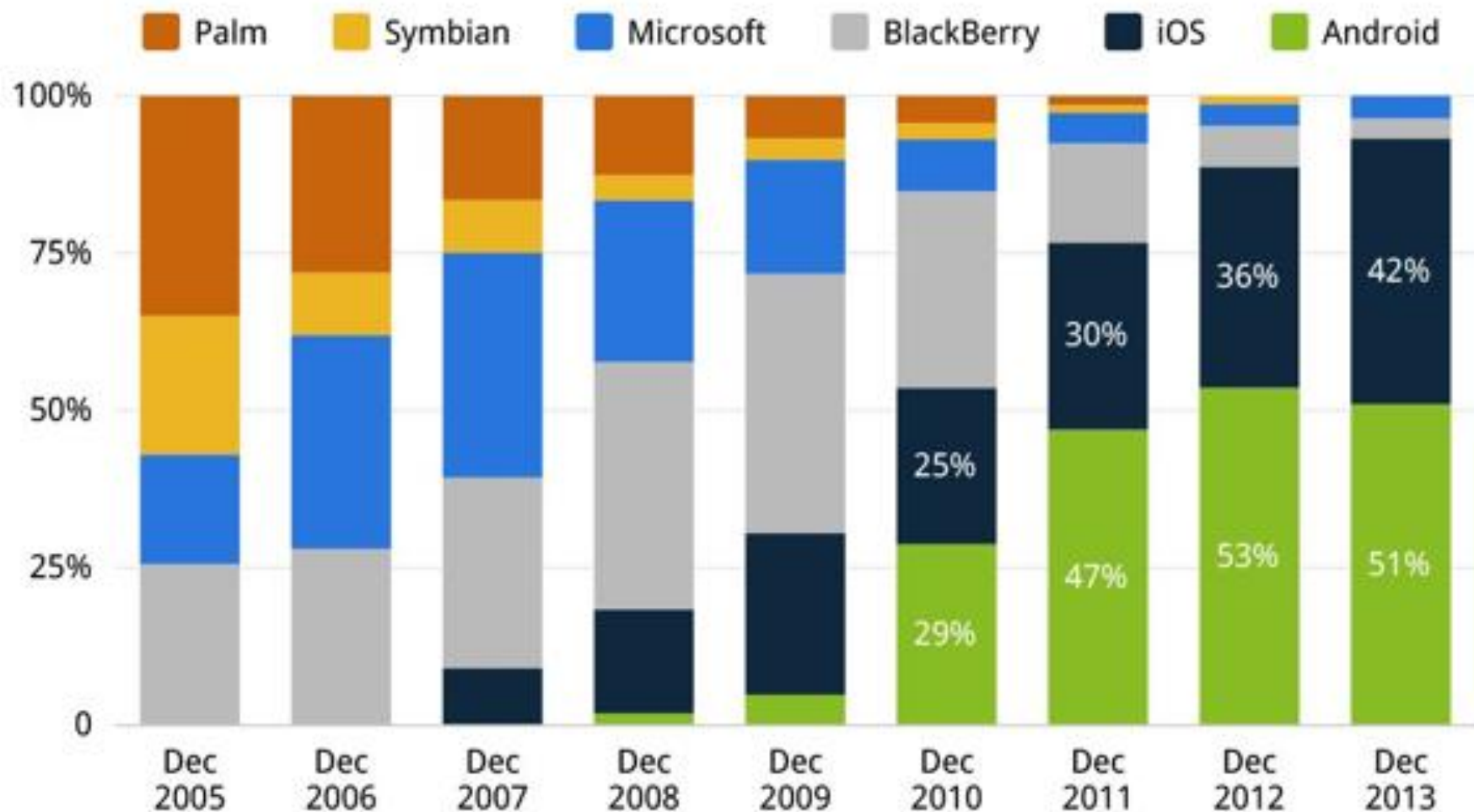


Entertainment



How The U.S. Smartphone Market Became A Two-Horse Race

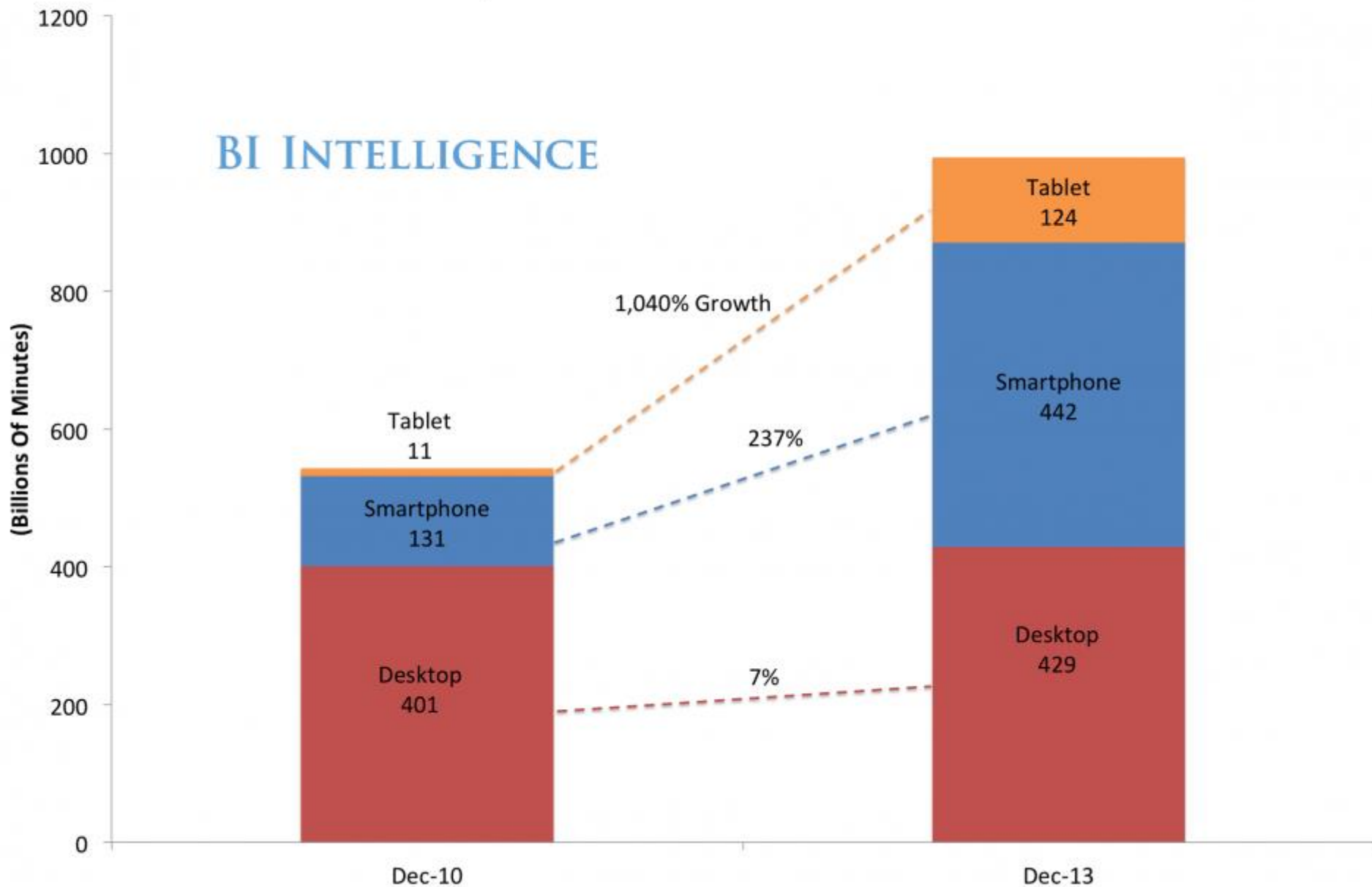
Smartphone market share in the United States, by operating system



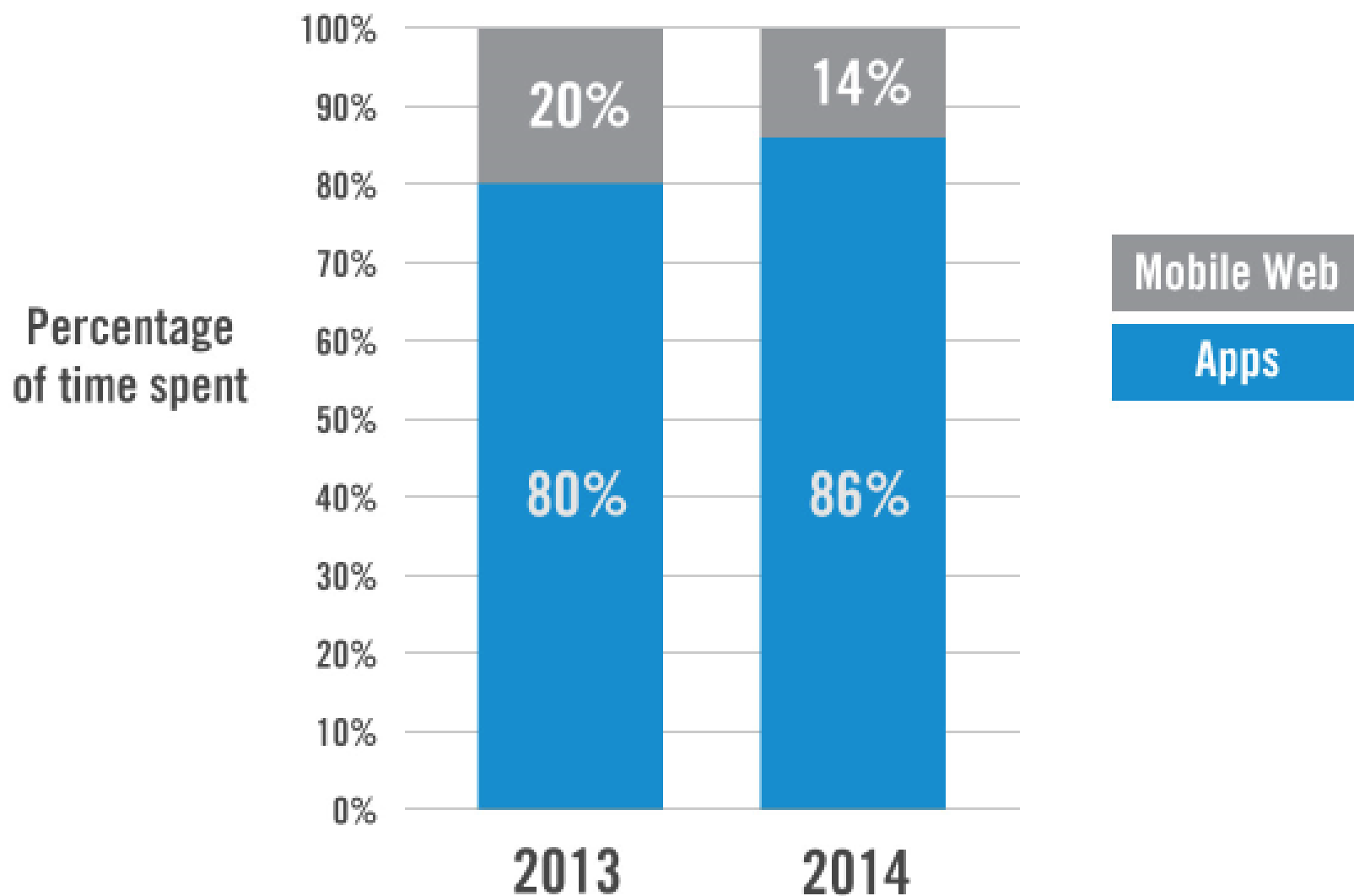
Time Spent By Digital Platform Per Month

U.S., December 2010 Vs. December 2013

BI INTELLIGENCE

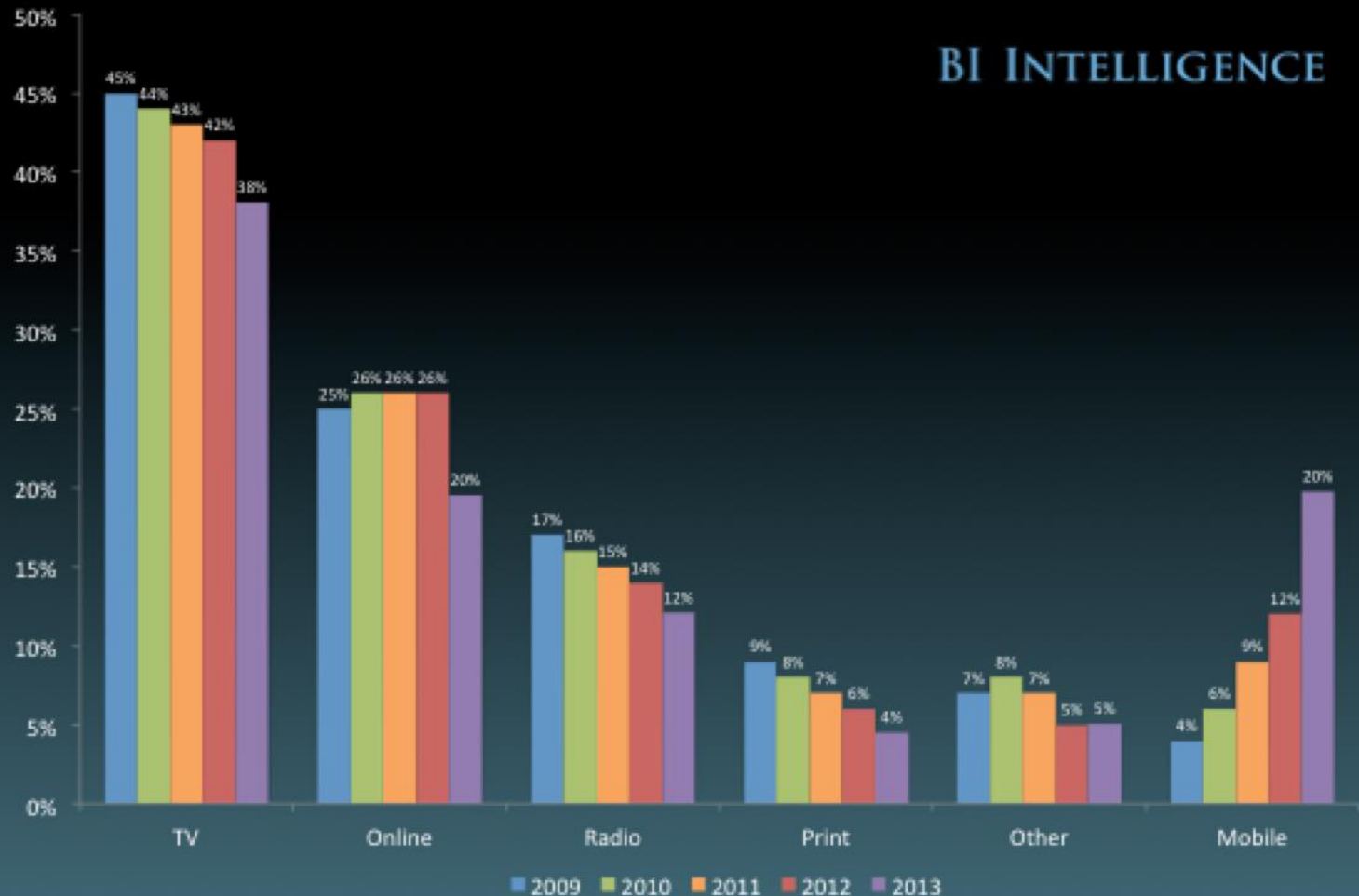


Apps Continue to Dominate the Mobile Web



Mobile is the only media time that is growing

U.S. Consumer Media Consumption Share



Why is 2014 Mobile like 1994 Web?

- It's pre-Pagerank
- It's pre-Netscape
- There's no equivalent of a URL



URX

Mobile Platforms have Advantages

- Facebook – over 1 billion mobile MAU's; 53% of revenue is mobile
- Google – 79% global handset market share
- Apple – \$15 Billion dollars paid to developers
- Twitter – 184M mobile MAU's; 75% of revenue is mobile

2) Online and Offline Converging

- Physical and Digital




the magic of **macy's**

Search or enter web ID

FOR THE HOME BED & BATH WOMEN MEN JUNIORS KIDS BEAUTY SHOES HANDBAGS & ACCESSORIES

SPRING 2014 *the gift guide* wishlist deals & promotions gift

FREE SHIPPING  **NEW!** FREE RETURNS Free Shipping with \$99 mail or in-store. excludes U.S. only, exclusions &

THE GREAT SHOE SALE

EXTRA 30% OFF

WHEN YOU BUY 3 OR MORE PAIRS

EXTRA 25% OFF | **EXTRA 20% OFF**
WHEN YOU BUY 2 PAIRS | WHEN YOU BUY 1 PAIR

savings off regular, sale & clearance prices. select women's styles.
promo code: **GREAT** exclusions & details

2014

Have You Ever Interacted With A Beacon?

**YOU
WILL**

Fabergé's NYC Easter Egg Hunt Marks the Largest Beacon Deployment Ever in the U.S.

by DHANI MAU

Tweet 418

Pin it

1 Comment

Like 915

Share



Photo: Lyn Hughs

For those of you who are blissfully unaware of the many ways in which retailers are keeping tabs on your shopping habits, note that many stores are starting to use something called ["beacon technology,"](#) a system of Bluetooth-powered devices that can exchange information with shoppers' smartphones. Beacon technology enables



NOMi

Beacons – big deal?

- Yes – local, pinpoint, indoor location accuracy
- Already built into 200M+ iPhones
- Is this the cookie for the physical world?
- Does it enable retargeting in the physical world?

3) Content and Marketing Blurring

- What is a Native Ad?
- What's an ad on social?
- In the future, will you ever post content and not pay to promote it?
- Two great examples from our portfolio...



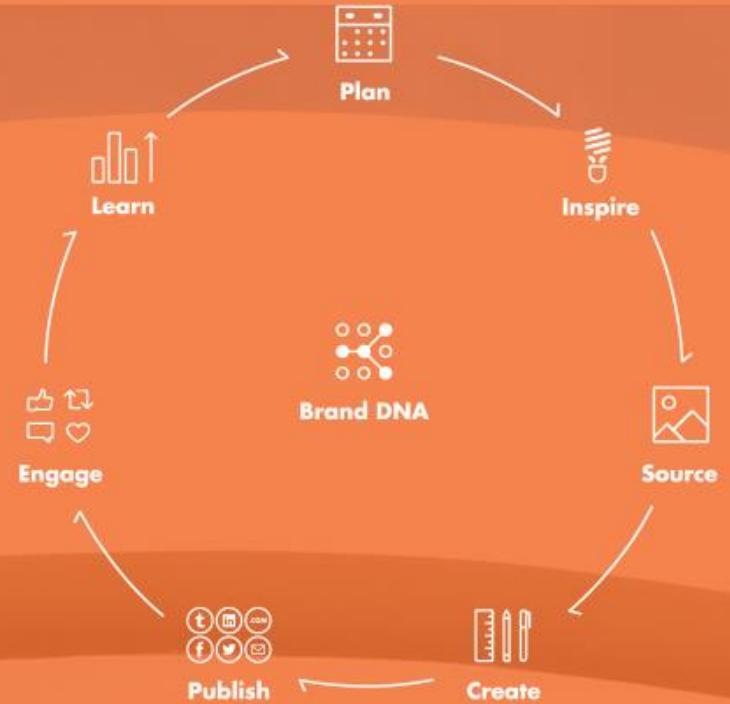
THE EASIEST WAY TO ADVERTISE
ACROSS THE SOCIAL WEB

[Adaptly Go >](#)

[Twitter Marketing Platform Partner >](#)

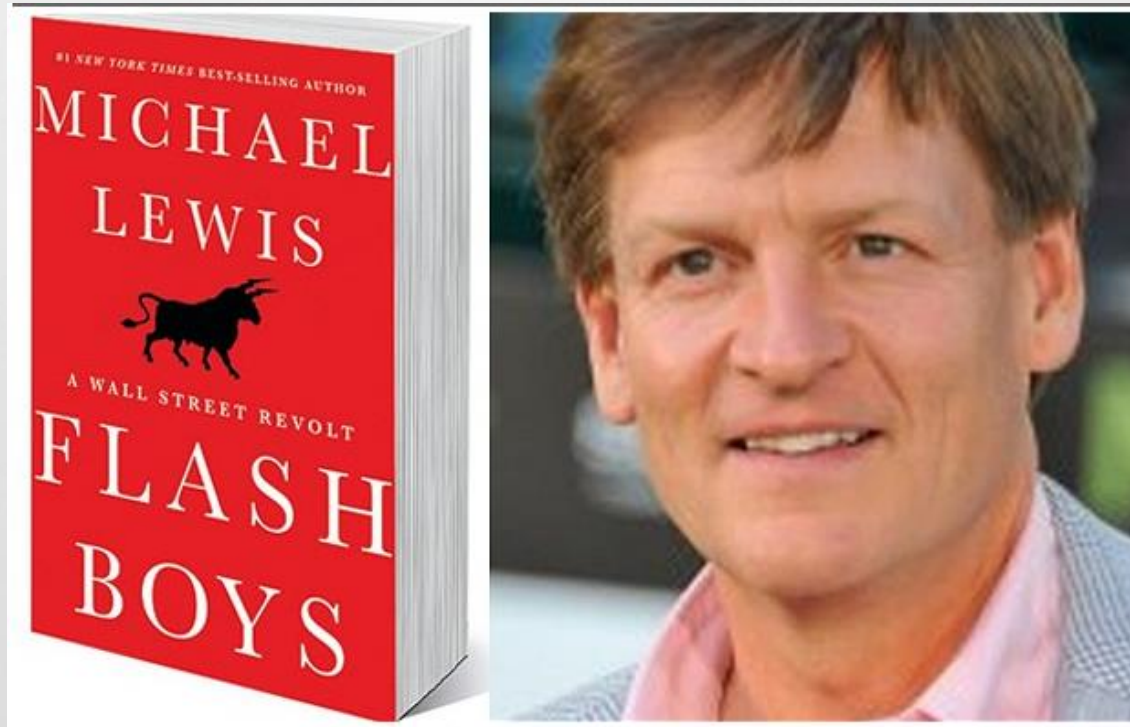
[Facebook SPMD >](#)

Meet Percolate: Your New Content Marketing Platform



4) Bonus: A Thing that Might Matter

- The future of RTB/Programmatic is the past of the Stock Market



Thanks!

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