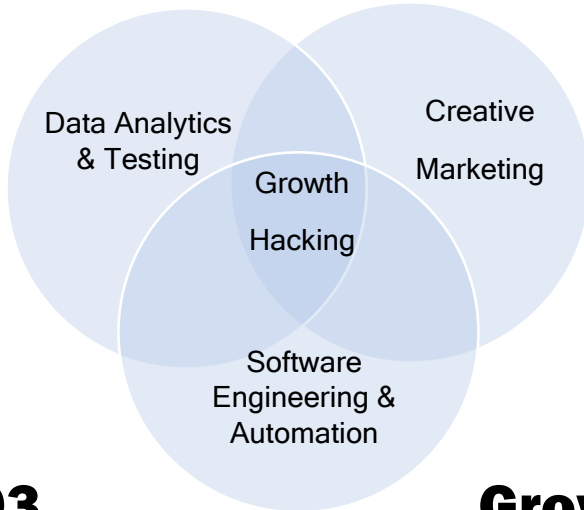# Growth Hacking

Circles //

Training Manual

December 2018

For those not familiar with the term "Growth Hacking", it is the intersection of software engineering with analytics, marketing and sales. Companies of the past focused on traditional marketing techniques which are becoming irrelevant and ineffective. Companies of the future will understand computer engineered techniques such as growth hacking which provide value to the customer and efficiently grow the network which benefits end users.

Data Analytics & Testing

Creative Marketing

Growth Hacking

Software Engineering & Automation

03

Circles//

Growth Hacks and Intellectual Property

35

Case Studies from other successful companies and not successful companies

46

Growth Hack templates to help CirclesX employees innovate and use discipline in innovation

Growth Hacks within Circles//

The largest existing growth hacks at CirclesX in order of contribution are open markets for transportation, Commute Communities, securitization of transportation units, next generation price based navigation, game overlays on price based navigation, My Routes notification system, user invitation system, user email system, navigation company partnerships, technology company partnerships, public partnerships with bus systems using GTFS data, University Partnerships and hackathons, Corporate Partnerships, pizza parties, brown bag lunches

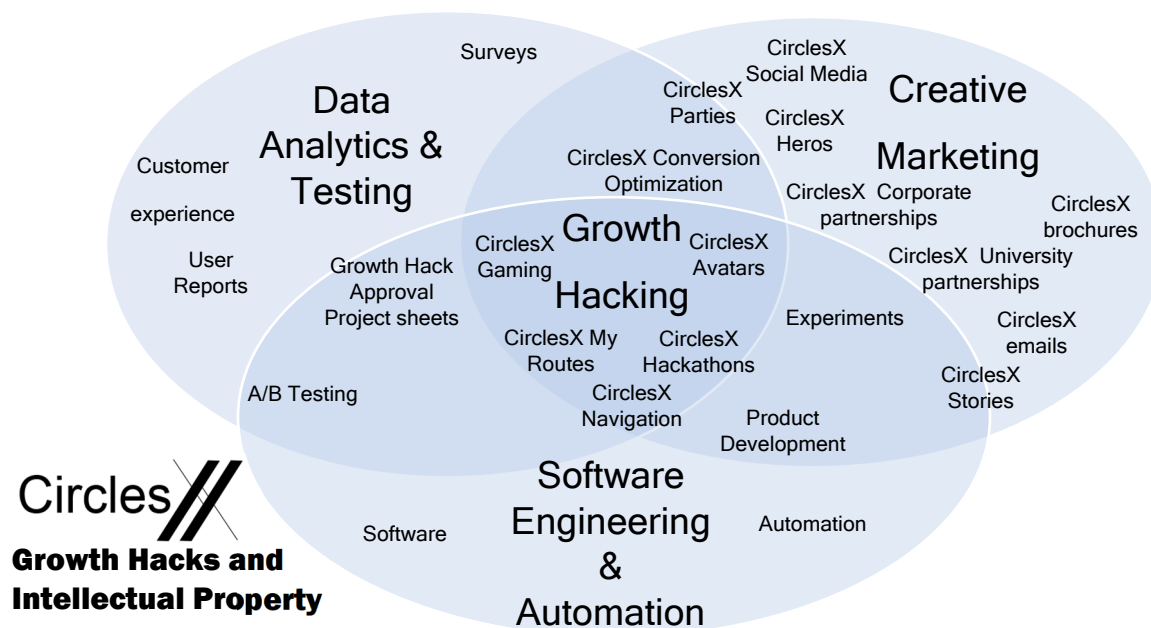# Case Studies of Growth Hacks at other companies

How did Google, Facebook, Snap, Twitch, Twitter, Amazon, LinkedIn, Microsoft, VM Ware, GitHub, Airbnb, Linux, Red Hat and many others grow? These case studies present the various techniques and methods these companies used for success. Why did Friendster, My Space, Google +, Napster, Enron, and others fail?

Growth Hacks for our employee partners
While CirclesX has many growth hacks in place as examples and large hacks in place from a global strategic level and intellectual property level. The company will only be successful if our "growth hacks enable and empower our users". Power to the people or People helping people as we like to say. CirclesX expects our employee partners to follow the enclosed example templates to propose growth hacks that you copy from CirclesX templates for approval or that you design yourself using the CirclesX templates. Each week the group will be accountable to show and demonstrate the results from their innovative proposals and approved growth hack experiments.

Data Analytics & Testing

Creative Marketing

Growth Hacking

Software Engineering & Automation

Surveys

CirclesX Social Media
CirclesX Parties
CirclesX Heros

Customer experience

User Reports

CirclesX Conversion Optimization

CirclesX Corporate partnerships

CirclesX brochures

Growth Hack Approval Project sheets

CirclesX Gaming

CirclesX Avatars

CirclesX University partnerships

A/B Testing

CirclesX My Routes

CirclesX Hackathons

Experiments

CirclesX emails

CirclesX Navigation

CirclesX Stories

Product Development

Software

Automation

Circles //
Growth Hacks and Intellectual Property

At the highest level of CirclesX growth hacking is the distribution channels. Most of these growth hacks fall under the category of major technology growth hacks or strategic partnership growth hacks. All of the growth hacks at this distribution channel level usually require extensive patent development, programming interfaces and software development. CirclesX encourages employees who have ideas that fall outside of the distribution channels listed on the next page to write them up and propose them in the weekly meetings. This type of thinking was how CirclesX was developed.

Following from understanding the CirclesX distribution channel hacks at a high level, most of our innovation and efforts on a go forward basis need to focus on smaller, but highly effective growth hacks that will be supported by one or more of these larger distribution channels. Some growth hacks will require patent development and software development which may take months or years to complete and some growth hacks may be highly effective that only slightly adjust these larger channels. In your development as an employee owner, we encourage high levels of innovation at the employee owner level. CirclesX has developed templates for simple grassroots growth hacks using basic marketing techniques that integrate "CirclesX Heros", "CirclesX Stories" "CirclesX Parties" with "CirclesX software" as well as more involved and strategic growth hacks incorporating both software adjustments and marketing ("CirclesX hackathons"). The CirclesX growth hacking templates require the discipline of each new employee owner to move from leaning on your mother for milk (CirclesX former employee owners) to producing meat independent of your mother (CirclesX newer employee owners). Each template requires employee owners to move away from one who raises an issue or a problem/criticism, which is not very useful, to an employee owner who is proposing a specific solution.

CirclesX does not need so much an environment which raises concerns or criticism, but rather each employee owner is required to present solutions to their concerns and criticisms. Each solution must have a budget, rationale, effectiveness measurement and return on investment calculations. We encourage experimentation and failure under the context of accountability. As you demonstrate success in your proposals demonstrated by data, not opinion, you will be given increasingly larger roles and responsibilities and capital to experiment with accountability.

Each week, CirclesX will conduct team meetings to review the data and results of all the experiments and growth hacking and the results will be up voted and down voted based on the data, not opinion. You will also be required to understand the resources your proposals consume so that we have an environment of transparency and accountability. All proposals are required to by type written, presented and submitted to the JIRA project management system so that results can be searched, archived, approved or rejected or a request made to present more data or quantify objectives, CAPEX and result measurement.

The disciplines of these processes create a culture of respect for yourself and respect for others. If you don't take the time to provide a meaningful solution in writing with research, you have not earned the right to be heard. If you do take the time to provide a meaningful solution in writing with research, you have earned the right to be heard and present. If someone has taken the time to understand business case study, met with customers, received customer feedback, studied similar failures and success, done due diligence on intellectual property on your idea, written out a rough draft of a 30 to 150 page patent, researched the CAPEX, understand the complexity of your code, written the basic logic principles and perhaps even the test code and justified their position in these matters in writing using our systems and templates, then you have earned the right to be heard and you are showing respect for your peers. Not every proposal requires all of these steps, but all proposals require many of these steps.

If you take each of the aforementioned steps, employee owners will develop as people, leaders and entrepreneurs. We want to teach each employee owner to be good enough to leave and work on your own, but treat you well enough where you stay. As the famous energy entrepreneur T Boone Pickens once said: "I would rather follow a fool with a plan than a genius with no plan". CirclesX endeavors to be not only people helping people, but the convergence of fun, positive environment, planning, intellectual rigor and genius. CirclesX is excited for the ride ahead and the innovation coming from our employee/owners.

If one believes in God or not, the Bible has sold more than 4x to 5x any other book in the history of the world and most of it was written 2,000 to 4,000 years ago. If one believes that the stories in the bible came from God or man is another question that most people wrestle with over the course of their lifetime.

The Bible is also an interesting book, because it is a collection of many smaller books that were gathered over time. The original base was the Torah, which were the books that Moses wrote or the first five books of the Bible. Then, perhaps over another 1,000 years, there were many other books written by prophets (Tanak expands on the Torah) that were gathered because they had a consistent red herring. What is a red herring? A red herring is a common thread. In that red herring, God is the guide (He is a father figure), but you are the hero. The communication method of the Bible is story. It is not a father yelling at his child to "do this or do that", but rather it is a series of stories and parables. These stories and parables run parallel to your own life and they allow you to see a Father (guide) lead a child (hero or you) to their destiny.

While many books have been written on story, why should we listen to someone who has sold 1,000,000 books when we can learn from something that has sold 4,000,000,000 books? Most stories in the Bible are also short, they cut out the noise and get to the point. Is there any other book that exits that is a bunch of books that has been put together? Any other books that try to piece together a bunch of books end up as cacophony or bad music. The Bible is the only one book that effectively makes many authors tell one cohesive story. So how is it done?
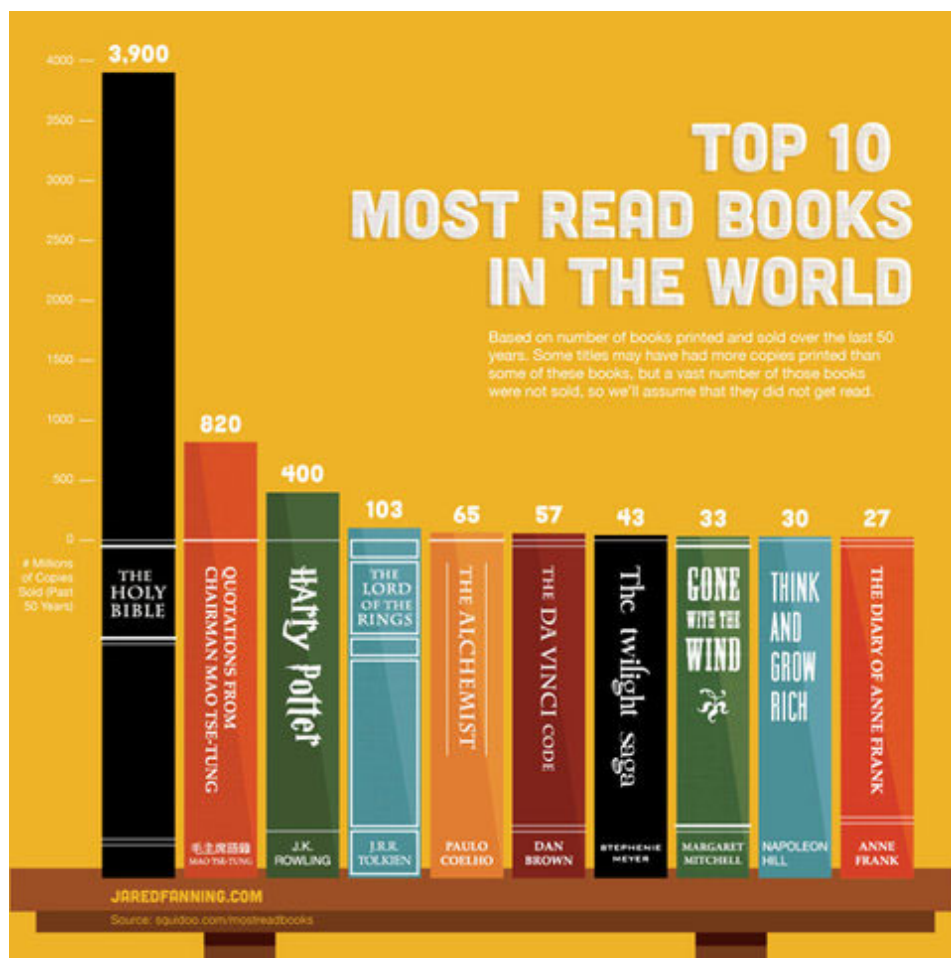
Why is it that the Egyptian empire failed, the Assyrian empire failed, the Spanish empire failed, the Mongol empire failed, the Babylonian empire failed, the Roman empire failed, the British empire failed? Perhaps all empires have failed, but the story of the Bible which spans all of those empires continues to exist and has sold more copies than any other book by magnitudes.

Modern stories and how they copy the format in the Bible. Again, it is kind of a joke to say that the best movie of all time is "Star Wars" or "Lord of the Rings" when all they do is copy the format of the Bible, but they put the setting in "outer space" or "middle earth". Surely, these works are a "creative transformation" of the story the Bible tells, but we need to give credit where credit is due. You will also note on the previous page, that the 4th best selling book of all time, "The Lord of the Rings" is purposely a direct knock off from the story of the Bible if you have studied the diaries of the author, JR Tolkien.

We often laugh inside when marketing gurus tell us, let us learn "how Disney did it" or "how did Apple do it" or what was the design of "Star Wars" or "Lord of the Rings" or "Great Expectations" or "Gladiator".

To know the story of the modern Steve Jobs, is to know the story of Moses. Both were adopted by birth, both were raised by parents who were not biological, both had colossal mistakes (at similar ages) and failures, both were sent into long periods of exile, both had guides to help them, both finished amazing stories as heros'.

Moses:

- Sent into a river in a basket by birth mother to avoid infanticide and adopted by the royal family of Egypt
- Raised for 40 years in the royal palace and taught by the finest teachers
- Murdered an Egyptian defending a man who was being beaten (went **way** to far)
- Sent into exile in the wilderness for 40 years
- Father in Law Jethro was a guide as was God
- Gets a Vision and Mission in a problem of freeing the Hebrews from Egyptian slavery
- Saves his people against immense odds by following his guides with determination. Hero.

Steve Jobs
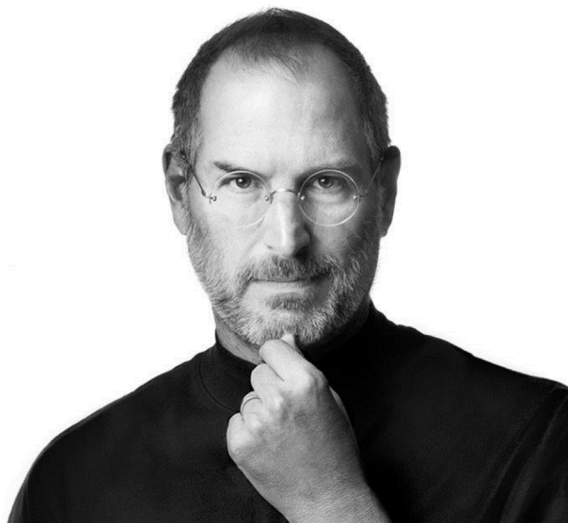
- Given up for adoption by birth mother.
- Taken into a loving family who promised the birth mother they would make him go to college
- Founded Apple in 1976, visionary hard worker with a small bang in the Apple II and McIntosh, but dominated by Microsoft after running a famous 19 page marketing ad in NYT trying to teach computing (made by Ciat Day) that forced Apple to fire him in 1985.
- Goes into exile for 12 years, but buys Pixar and learns "Story Telling" from Ed Catmull and Alvy Ray Smith (his guides among many).
- Apple rehires him and he "saves the world" from complicated tech by combining "phones, computers, wireless, cameras, music, etc". His new slogan two words, "Think Different". Hero.

So how do we learn from the way the stories of the Bible were written and crafted? Could it be that all the 40 or so authors of the books of the Bible had some super human talent that exceeds every human that has come after them by 5x or should we be open to the possibility that God himself told the people what to write in their dreams? Whatever you choose to believe on the Bible, the undeniable fact is that the stories are the most powerful and well-crafted stories ever written and recorded by multiples. Millions of other stories and books have been written, but nothing touches the performance of the Bible in the data.

Another undeniable fact about the story structure of the Bible, is that the hero is undeniably you and the guide is undeniably, God. Each of us has a massive problem, which is separation from God. The villain is undeniably Satan. The first two-thirds of the Bible gives countless stories where the problem of man does not go away and neither does the villain Satan. The villain Satan is in fact, relentless. So what happens after the first two-thirds of the stories where the hero (you) comes up short every time? God the guide, gives the hero a plan. His plan is Jesus, His son. Jesus was perfect whereas the heros' (us) are not. The problem of the hero being separated from God, was that imperfect sinful heros' can't talk to a perfect God who does not have sin or imperfection (they are incompatible). To bridge this story gap or incompatibility, Jesus who was perfect, had to die to defeat the villain (Satan) and cover for the heros' (us) sin. It was a painful solution, even to death, but the only solution that would bridge the gap. Nothing else before this solution worked. The villain, Satan, did not think God the guide would do it and allow his son to be put to death for the heros' (us). Once Jesus died for the sin of the heros' (us) and rose again conquering death and sin, Satan the villain was defeated permanently. God the guide is very clear with the call to action. The call to action is not meant to be a secret, but God the guide says the hero may not just listen. They must believe in Jesus and call upon his name as the only solution to get to God. Anything less than this call to action leaves the hero with permanent separation from God and no peace. However, following the solution God gave as the guide gives the hero reunion with God and permanent peace. End of the story.

Why is the Bible the most read book ever written? Because it is the only book where the hero is you and the guide is God.
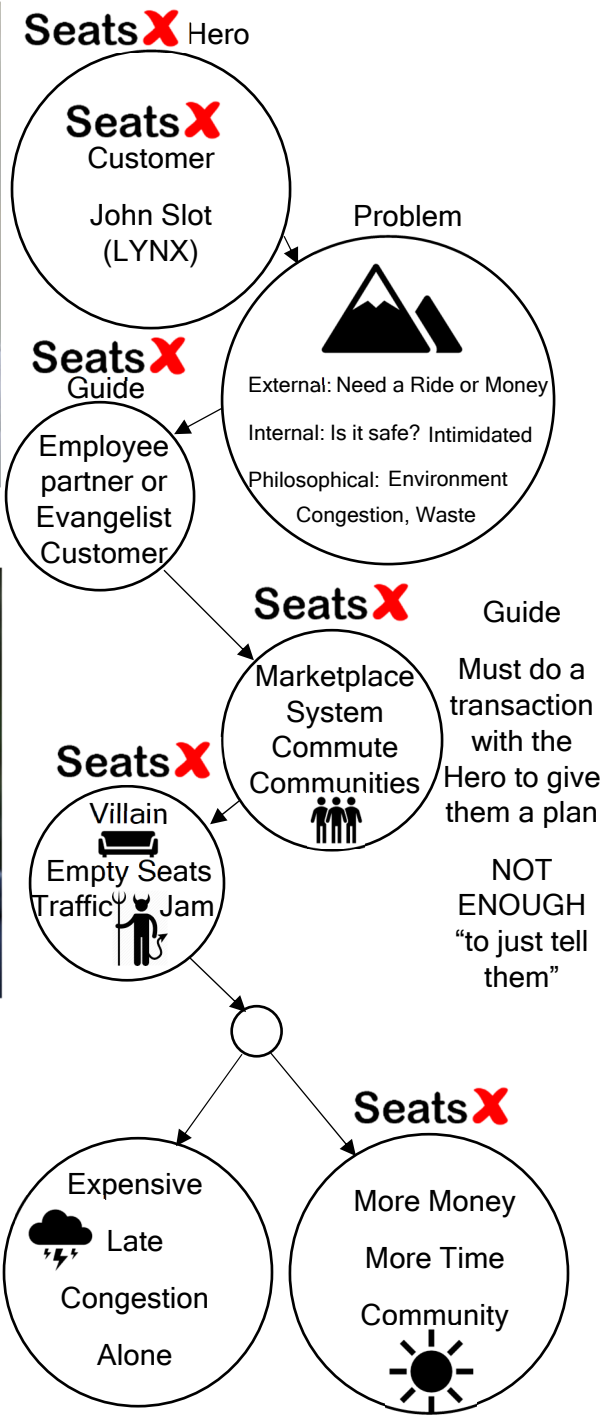
So how do we use these principles to see this same story in every story that is well done? Luke Skywalker (hero), needed Yoda (guide) to defeat Darth Vader (villain). The guide Yoda, made Skywalker (hero) do tasks. Yoda did not just explain good and evil, he gave Luke specific tasks to defeat Darth Vader.

Similar is Froto (hero), in Lord of the Rings with Gandalf (the guide) who needed to defeat Sauron (the villain). Gandalf (guide) accompanied Froto (hero) on a long journey and made him take specific steps to defeat Sauron (villain).

Yet another story is Edmund, Lucy, Peter and Susan in Chronicles of Narnia (Heros) who have multiple guides, but Aslan the lion is there main guide who defeat the White Witch (villain). The heros were all guided by Aslan to take specific steps to defeat the White Witch.

So how do we take all these very clear examples from people who have come before us and write the story of CirclesX? The story of CirclesX where our customers are the hero, we are the guides and the system defeats the villain (empty seats and traffic congestion). In 2018, we created two series called "CirclesX Heros" and "CirclesX Stories". The goal of these series was to tell short but compelling stories that clearly help our heros (customers) defeat villains (empty seats and traffic congestion) in their lives. The villains in our customers lives are unfilled seats and traffic congestion. Unfilled seats and traffic congestion lead to not conserving resources, wasting time, lack of social networks, lack of accumulating resources, difficulties being generous and lack of giving people a desire for meaning.

Circles //

From our November 2018 video series: **Seats✗** Heros

Seats✗ Hero

Seats✗ Customer

John Slot (LYNX)

Problem

External: Need a Ride or Money

Internal: Is it safe? Intimidated

Philosophical: Environment Congestion, Waste

Seats✗ Guide

Employee partner or Evangelist Customer

Seats✗ Guide

Marketplace System Commute Communities

Must do a transaction with the Hero to give them a plan

NOT ENOUGH "to just tell them"

Seats✗ Villain

Empty Seats Traffic Jam

Seats✗

Expensive Late Congestion Alone

More Money More Time Community

Circles//

When our Hero Customers come to the River for the first time (The first time they use the application)…..they are afraid, intimidated and they are thinking "Is it Safe"……These are "internal problems"…..the external problem is they need a ride or want to make money.

So then enters the "Guide" who is you our employee partner.

The Hero needs the "Guide" to tell them what to do?

Guide: "May I show you a technology to help you make money or save money as part of a commute Community?"

Hero: "Sure"

Guide: "Go to www.CirclesX.com, make a free account and you will get a $5 ride credit. I will do a transaction with you right now. Login it takes 30 seconds, and I will teach you how it works"

Hero: "Great"

[Note: The Hero will NEVER CROSS the river (login) without a Guide, it is the Guides job to help them cross the river, the hero wants the help, then the hero even becomes a guide and a leader of new heros. Also if the guide is not there, the hero will never come back to the river (our system), ever again]

Story of Apple

Original

Apple Logo

1976	- Steve Jobs and Wozniak and Ron Wilson found Apple
	- Apple II a big hit
1984	- McIntosh (Apple brings computer to the common man)
	- Apple hires Chiat Day (premiere marketing firm), they have a woman who has never used a computer write **a 19 page New York Times piece** on how McIntosh makes computing accessible to the common man (lost all customers, too much)
1985	**Steve Jobs Fired and placed in Exile**
1986	Steve Jobs buys Pixar and **learns "Story"**
1995	$50 Million of loses; until 1995 hit Toy Story
1997	Steve Jobs comes back to Apple....instead of 19 page NYT spread....two words:
2001	iPod
2007	iPhone
	Eight in One – Phone, Music, Movies, Camera, Internet, Alarm, email, text
2010	iPad
2011	Steve Jobs dies:

Think different.

"When you grow up you tend to get told the world is the way it is and your job is just your life inside the world. Try not to bash the walls to much. Try to have a nice family, have fun, save a little money. ----- That is a very limited life. Life can be much broader once you discover on simple fact, and that is - everything around you that you call life, was made up by people who were no smarter than you. **And you can change it, you can influence it,** you can build your own things and other people can use them. The minute you understand that you can poke life and actually something will, you know if you push in, something will pop out the other side, that you can change it and mold it. That's maybe the most important thing. Its to shake off this erroneous notion that life is there and your just gonna life it, versus embrace it, change it, improve it, make your mark upon it. **Once you learn that, you will never be the same."**

What are our two words at Circles ?   Commute Communities

What are the seven basic survival needs of our customer heros?

Survival Need	SeatsX Benefit
• Conserve Resources	Save Money on transport, parking
• Conserve Time	High Occupancy Vehicle lanes save 30 mins
• Build Social Networks	Commute Communities
• Gain Status	Avatar skins in our game and point system
• Accumulate Resources	Sell seats on your commute with CirclesX
• Desire to be Generous	Help our hero customers save money
• Desire for meaning	Save the environment, cut congestion, oil Consumption, save on road costs
	Leave a Legacy for the next generation

SIMPLIFY, SIMPLIFY, SIMPLIFY

The Guide must lead the hero. You are making heros each day. You are giving people purpose and solving their problems. But there has never been a story in history where the guide does not lead the hero. Accordingly, don't be bashful. Never assume people know what to do as a next step unless you call them to the specific action of signing in and then do a transaction with them. You will then be their "guide for life", their problem solver. They will even come to you to solve other problems. The best part, you have also equipped them to be a guide to new heros.

Circles//

CirclesX Marketing – How do we take little steps each day, every day, that add up to a big goal?

We have three major types of marketing:

The major marketing types should be done in roughly the following allocation each day:

#1) **10%** one to one   #2) **50%** one to many   #3) **40%** Many to Many

Some people may focus more on #1 and #2 and some more on #3 depending on technical skill

Type:	Strategy:
One to One:	Helping someone sign up and do a live trade and get their "My Routes" set up for 2-4 everyday drives. Necessary to make sure we are with the customer daily.
One to Many:	Presenting to a corporation or university or city or metro that will then distribute to all employees or all students. Presenting to an "influencer". This is important, but far less than Many to Many.
Many to Many:	These are using the system to do all the network propagation and heavy lifting. These types are the "My Routes" overlapping route notification system, Commute Communities, Game Overlay, Commute Community feeds to Newsrooms on TV, GTFS public transit data auto load and auto notifications. Many to many is exponentially the most effective marketing to grow a platform.

A bad day marketing at Circles//

An example of a bad day is only giving someone a fish, you did not teach them to fish

- "I told three people, but I did not help them sign up"
- "I made 25 phone calls to corporate, but I did not follow up for persist until I was able to get the proper person who could make a meeting"
- "I made a presentation, but did not ask the audience to make an account so I could do a life trade with them"
- "I did not write up any technical issues I experienced with the system into the JIRA system, I don't even know what the JIRA system is?"

A Good Day marketing at Circles//

An example of a good day is giving people NOT fish, but rather giving them fishing poles

- "I effectively communicated a story with the commuting problem, the CirclesX solution, and integrated the system into their lives: I signed up 3 – 5 people and did actual trades with them and I set up 4 My Routes for their normal commutes. the customers felt empowered"
- "I presented to a corporation and during the presentation I asked the audience to make an account to do an actual trade with me 5 minutes ahead, so that they learned, and the deal was real, but it did not affect the market."
- "I have started to document a new feature that could fall into the "many to many" category I think I will present to the team Friday. This is like comparing Facebook picture tagging to the My Routes feature and showing an execution design of logic."

Circles//

Further marketing training from the previous page to expand on "one to one" marketing and "one to many" marketing.

We have copies of a great book for traditional marketing called Story Branding by Donald Miller. Please ask and we will provide you a copy. Donald Miller puts out a weekly podcast, so please subscribe. He will train you greatly in effective sales and marketing.

Donald tries to put some labels on the difference between "Good Marketing" and "Bad Marketing". It is worth while to learn some of the terms they use because it goes more in depth on how to close deals.

Five Types of Marketing and style: Which type is effective as a self-quiz and the research?

What style has the best result and worst result?

Lone Wolf - Don't like process, independent, get the job done

Hard Worker - Everyday they are the first to work and they contact the most people

Challenger - This person is direct and solves a problem on the spot, no small talk

Relationship builder love people, builds relationships, very caring

Reactive problem Solver -They don't solve an immediate problem, but after an objection, they try to customize a solution

What is your answer for most effective style? (Please don't read on until you answer)

What is your answer for least effective stype? (Please don't read on until you answer)

Out of 6,000 sales and marketing executives who were placed into the buckets of style listed above and realizing there may be some overlap in some styles. The results were not only clear, they were dramatic.

Many people say as "Worst long term" is the "Lone Wolf"……the actual worst long term is the "Relationship builder". The sales conversion rate is only 4%. The reason is they are reluctant to solve a real problem for people. When one takes this approach, people view you as "nice" but weak and unsure of yourself. Who wants that?

The actual "Best" is the "Challenger". The close rate of a challenger is 54%. This person taught the user to sign up for CirclesX on the spot, not to "get a sign up", but to actually do a trade with them so you "solved their problem" and "taught them how to solve it themselves". In the customers mind, your were not a salesman, you were "the person who solved their problem – in fact a HERO". They will actually come to you for help with other problems. Mattress Mack at Gallery furniture is a classic example of this. Some rookies get confused and they think he is a "salesman" when in fact he is a "challenger". At the front of the "Gallery Furniture" store in North Houston, Mattress Mack stands at the door, he shakes your hand and says: "What furniture set do you need to buy today to make your home your dream home?" They respond and he has his team build a package for the customer and they walk out of the door with their problem solved. While it may be romantic to try to be their friend, it is not practical. They come because they want a problem solved. "ABC" – "Always Be Closing" or always solve problems on the spot.

Commute Community Guide Program:

$75 One-Time Become a Guide Fee to set up your personal Guide Dashboard

$25/month service technology fee

$0.02 per ride your commute community hero takes on the system

Commute Community Example: 250 work days a year X 2 Commutes/day = 500

500 commutes X $0.02 = $10.00/year

100 friends = 100 X $10.00 = $1,000/year

100 friends sign up 100 friends = $100,000/year

Circles//

Guide Profile

Name:	Erik Simpson	Customers OnBoarded:	1,125
Guide Level:	Gold	Accomplishments: ✘	
State:	Texas	Badges: ✘ ✘ ✘	
CirclesX since:	2018	L 🌲 🌲 🌲	
		Commute Communities:	15

Message Erik ✘ ✉

Guide Level Timeline:

🥉 Bronze   2018
🥈 Silver   2018
🥇 Gold   2019

CirclesX My Routes feature is a great example of technology meeting marketing. A Users number one interest area in transportation are the routes that they take each day. The My Routes feature of CirclesX accomplishes two major growth hack features:

1) Users have one touch access to a route that is important to them after they save a My Route. This makes the system fast and more convenient for repeat actions such as a daily commute.

2) My Routes is our most explosive internal network growth hack feature other than navigation distribution. My Routes allows the system to know other users routes and then when routes overlap it creates the equivalent of the Facebook "Friend feature". In other words you have "Friended" your route. Facebook saw explosive growth from "tagging other users friends in pictures". So CirclesX is essentially "tagging" users with My Routes to ping them to remind them to login as they have been "pinged" on a route. My Routes will be far more powerful than Facebook friending as this is a user's ticket to $3,000 to $15,000 a year in savings or earnings.
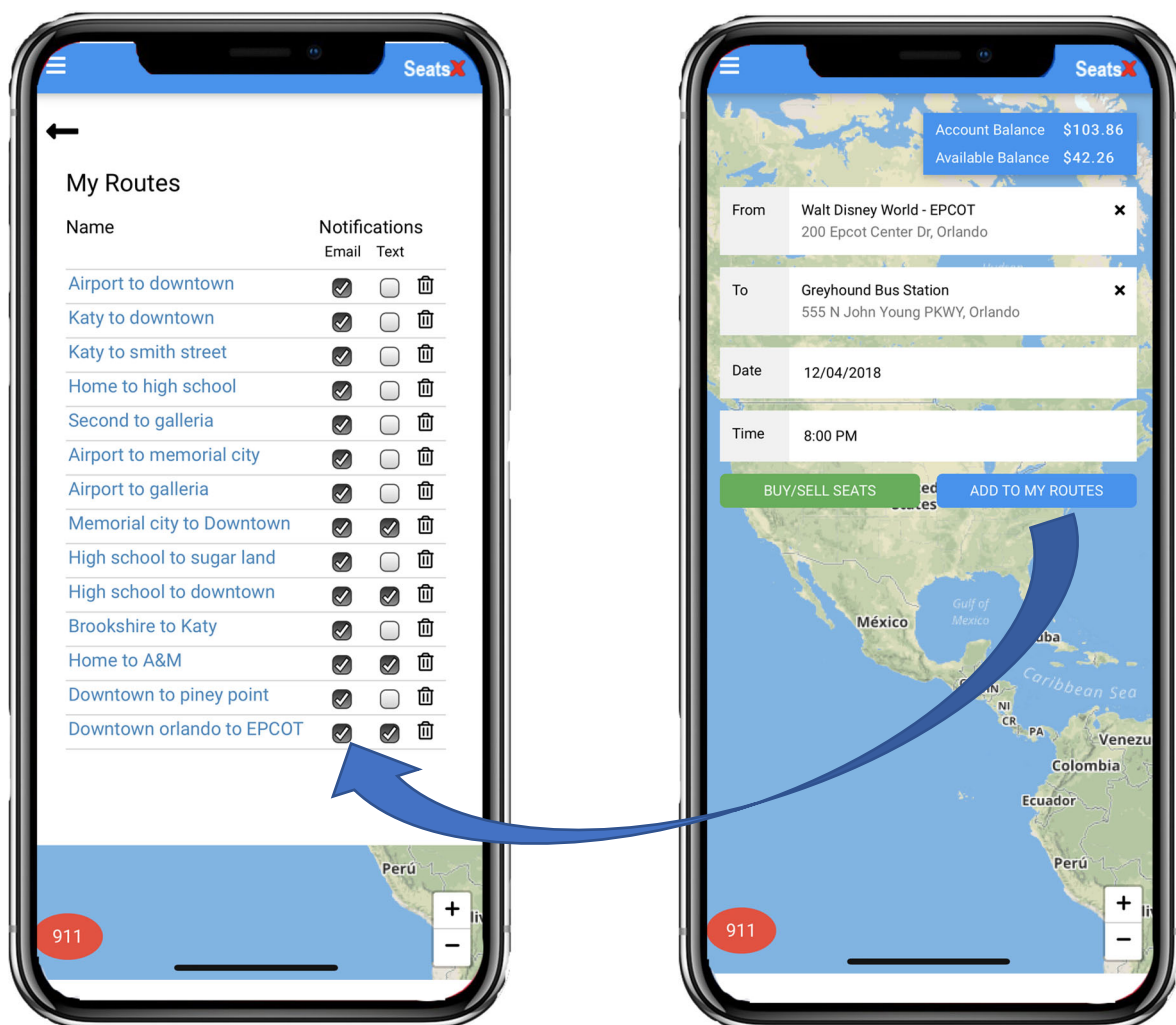
Seats✗ viral marketing:

Email marketing to existing **Seats✗** customers (limited time offer):

Seats✗

Get up to $50 in free rides by inviting your friends to **Seats✗**

For every friend who signs up on **Seats✗** we'll give you both $5 in free ride credits*

(*up to a limit of $50)
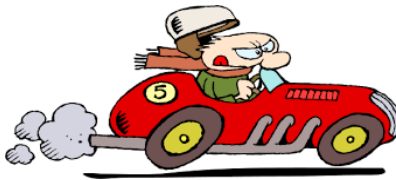
| Invite your Gmail Contacts | OR | Add names or emails | Send |

🔒 We wont store your password and
your contacts are secure.

Circles⫽

Get more free rides

Upgrade to Circles⫽ platinum	$10 ride credits
Refer a friend to Circles⫽	$50 ride credits
Spread the love to your friends, family and co-workers	$5 per user sign up
Connect your Facebook account	$10 ride credits
Give the gift that keeps giving	
Connect your Twitter account	$10 ride credits
Tweet a gift of freedom	

The Circles // community system:

SeatsX has created a series of patents, intellectual property and software to redefine a new space a category in transportation:

Patented technology to convert city routes into objects to which one may subscribe:
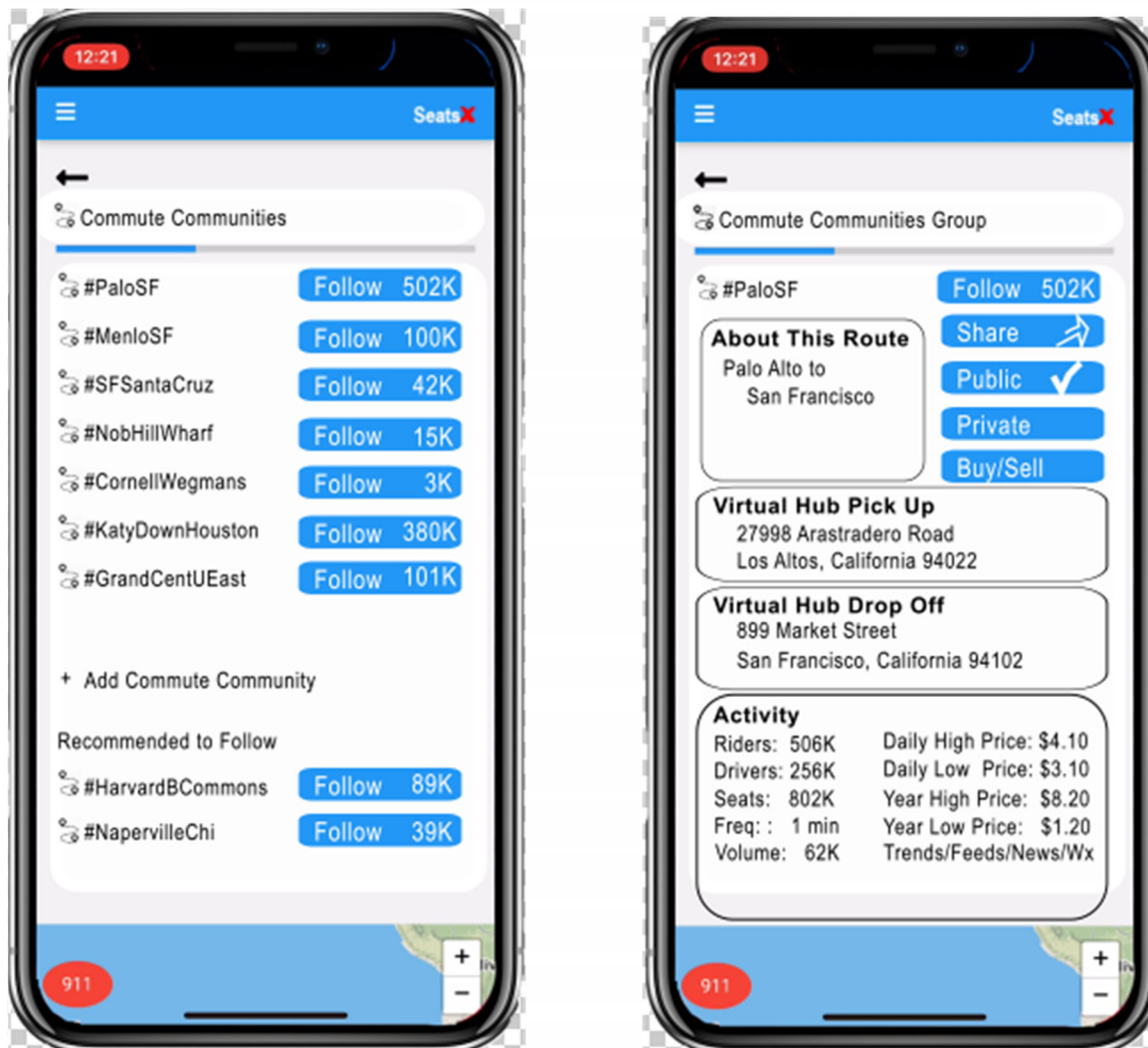
Users may subscribe to route topologies within cities or inter city. The SeatsX patents are the first to make routes objects of a social network and brand them as communities. Route communities may be waypoint pairs or sequences of pairs to join multiple commute communities. Such examples of trademarked concepts to further the SeatsX network are as follows:

www.ridecommunities.com	"Ride Communities"
www.transportcommunities.com	"Transport Communities"
www.commutecommunities.com	"Commute Communities"
www.transportationcommunities.com	"Transportation Communities"
www.routecommunities.com	"Route Communities"

The **Seats❌** commute community system:

Seats❌ is the first company in the world to patent making routes into communities and providing an economic gateway to transact within the community. These commute community gateways will be linked to the "Local TV/Radio network traffic reports" as we build "commute communities".
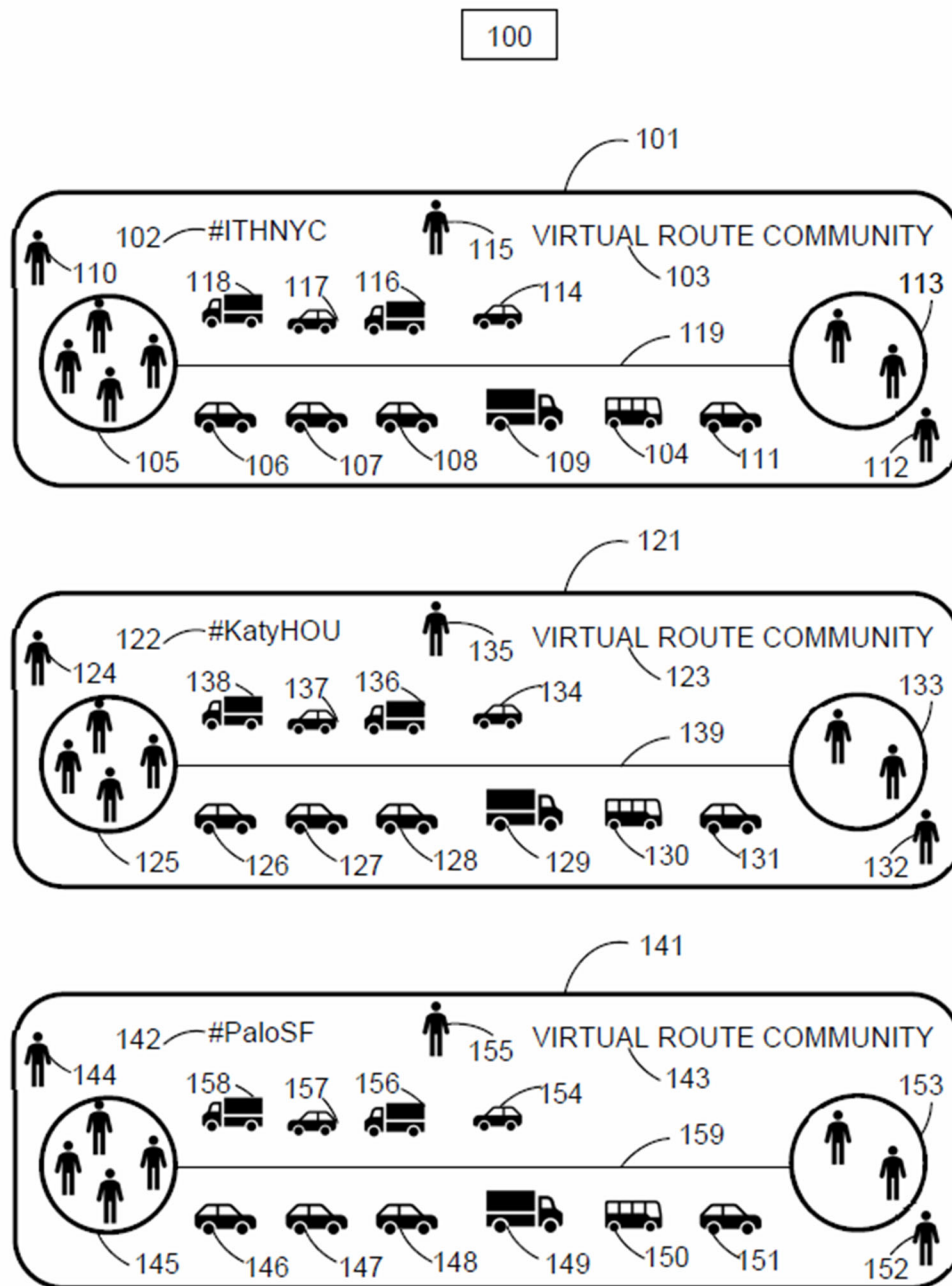

FIG. 1

SeatsX

#WestchesterGrandCentral

Commute Communities™

Commute Communities

- Routes to which one may subscribe, follow, friend…
- Your commute is now a series of communities
- Commute Community info
- License of Commute Communities™

What SeatsX Does?

- Commutes as Social Network of Communities
- Communities based on travel point(s)
- Village or City is now a list of communities based on commutes
- Communities may be sequenced
- Virtual subway in city
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hub pairs as communities

Ready to get started?

Sign up for free on www.seatsx.com Subscribe today to Commute Communities and earn or save

Commute Communities

#PaloSF	Follow 502K
#MenloSF	Follow 100K
#SFSantaCruz	Follow 42K
#NobHillWharf	Follow 15K
#CornellWegmans	Follow 3K
#KatyDownHouston	Follow 380K
#GrandCentUEast	Follow 101K

+ Add Commute Community

Recommended to Follow

#HarvardBCommons	Follow 89K
#NapervilleChi	Follow 39K

Commute Communities Group

#PaloSF — Follow 502K — Share — Public ✔ — Private — Buy/Sell

About This Route
Palo Alto to San Francisco

Virtual Hub Pick Up
27998 Arastradero Road
Los Altos, California 94022

Virtual Hub Drop Off
899 Market Street
San Francisco, California 94102

Activity
Riders: 506K   Daily High Price: $4.10
Drivers: 256K   Daily Low Price: $3.10
Seats: 802K   Year High Price: $8.20
Freq: : 1 min   Year Low Price: $1.20
Volume: 62K   Trends/Feeds/News/Wx

Contact us today to discuss how to sign up as an individual or onboard your metro or city:
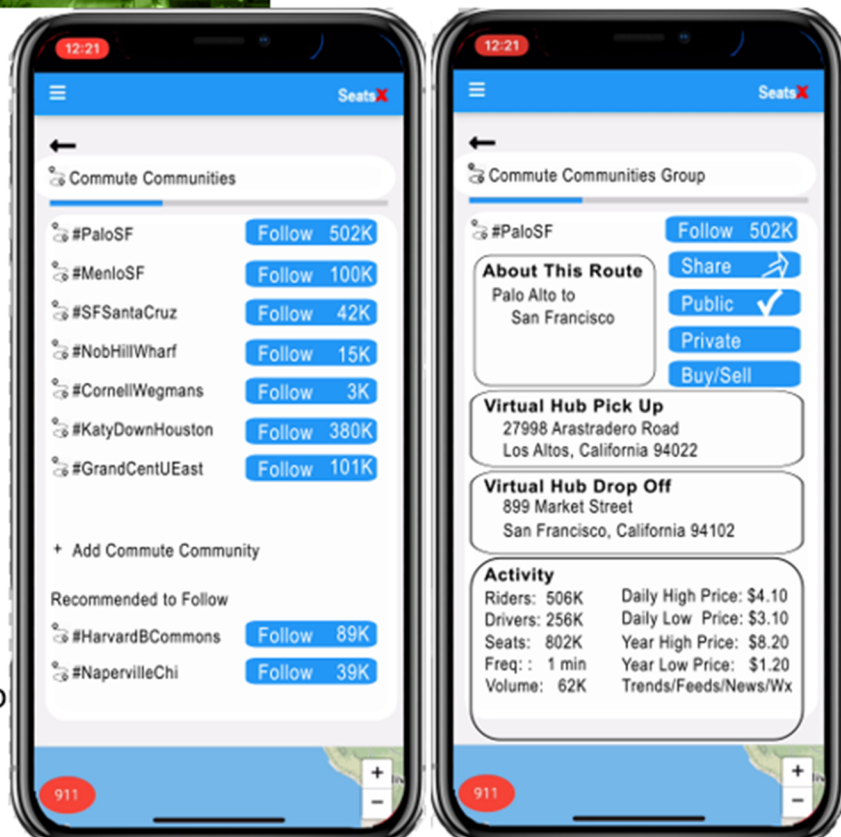832-916-2001
www.seatsx.com
info@seatsx.com
SeatsX LLC
12335 Kingsride #418
Houston, TX 77024

SeatsX.com

How are we making CirclesX easy to Share?:

- User Invite System
- CirclesX generated Embed codes in our invite system

YouTube was a master of the embed system. Before Facebook was MySpace. YouTube provided embed codes for the content, and people would post freely on MySpace to generate brand recognition. CirclesX has embed codes as a part of their user invite system and these are freely sharable to ride platforms or college bulletin boards (Each college of engineering and often many other departments have internal bulletin boards run by the students, these virtual communities are key distribution points for CirclesX embeds).

This chart show the growth in search rankings for YouTube as a result of the embed sharing on MySpace and also to a smaller degree on Facebook. These embed's help create backlinks which in turn make CirclesX come up higher in search results.

The most impressive growth hacker, Facebook, used embeds as an early growth hack to make sure that they hit their target of acquiring 200 million new users in one year.

Price Based Navigation Growth Hack as a layer on Apple Maps:

SeatsX
Price Based Navigation

Types of Partnerships

- Auto nav integration
- Navigation integration
- Technology companies
- License of price based navigation technology

What SeatsX Does?

- Worlds only patented price based navigation system
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Reduces infrastructure maintenance
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing nav or stand alone

Ready to get started?

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SeatsX.com

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SeatsX.com
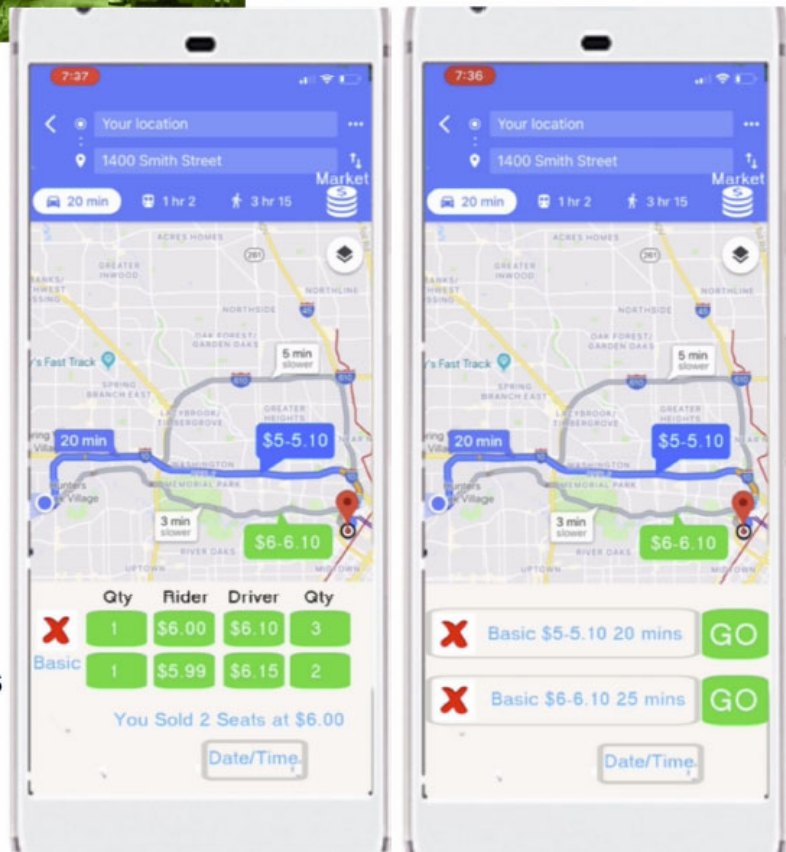
Public Bus Partnerships as a growth hacking technique:

SeatsX
City Partnerships Metro

Types of Partnerships

- Fixed route bus marketing
- Dynamic route routing integration marketing
- Virtual bub extensions
- Boost route frequencies
- Interconnected city/state
- Air quality grants
- Route extension grants

What SeatsX Does?

- Worlds only patented commodity auction for rides
- Saves commuters money
- Price transparency
- Increases ridership on bus and pooling networks
- Reduces congestion
- Improves air quality
- Reduces infrastructure maintenance
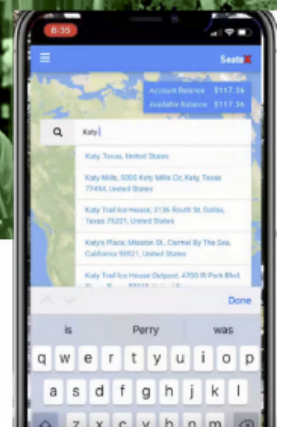- 500+ Cities/ 600,000 hubs

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12335 Kingsride #418
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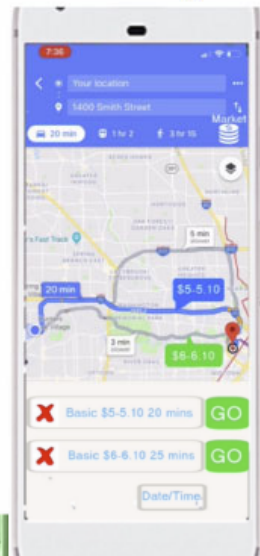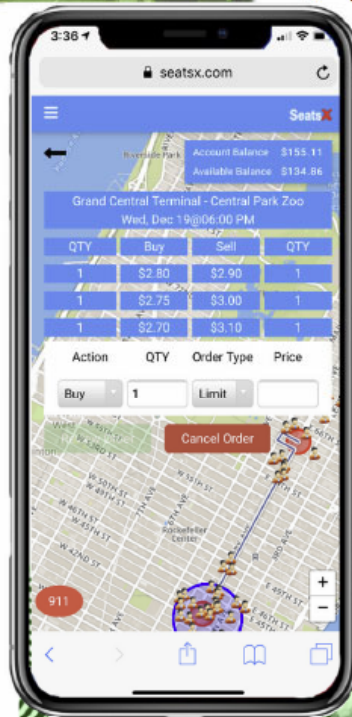
SeatsX
Paratransit

SeatsX.com

University Partnerships as a growth hacking technique:

Student/Faculty Benefits

- Save money commuting
- Make $3,000 to $15,000 per year depending on commute
- Make money commuting
- Every rider and driver background checked real-time
- 911 real-time security

What SeatsX Does?

- Worlds only patented price based navigation system
- Saves commuters money
- Price transparency
- Monetize daily commutes
- Reduces congestion
- Improves air quality
- Make a friend
- 500+ Cities
- 600,000 hubs
- Rural and metropolitan hubs
- Integration into existing nav or stand alone

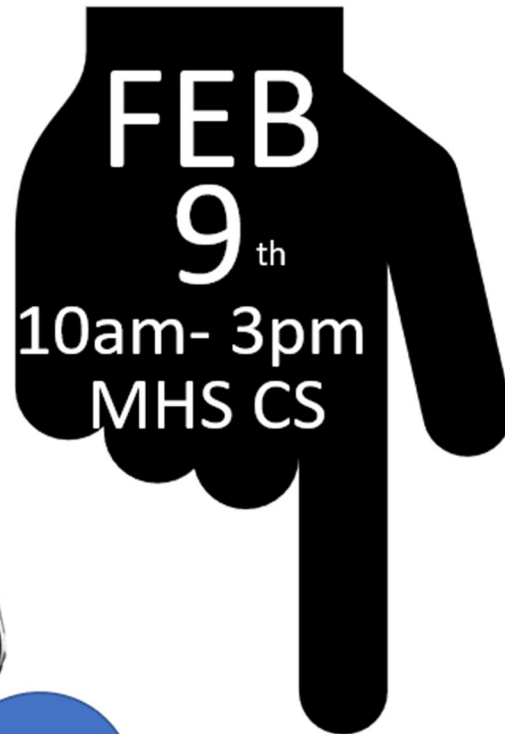## Ready to get started? Sign Up Online Today for Free

Contact us today to discuss how to onboard your metro or city:
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www.seatsx.com
info@seatsx.com
SeatsX LLC
12335 Kingsride #418
Houston, TX 77024

SeatsX.com

Hackathons at High Schools and University are a great method to onboard early adopters:

FEB 9th
10am- 3pm
MHS CS

HACKATHON

$500 DOLLAR WINNING PRIZE

Memorial High School CS and Seats X

Are sponsoring a hackathon to make
improvements to a ride share platform
Bring a friend – learn, make money

Seats X

Examples of Sub-Categories of CirclesX growth hacks as subsets of larger node distribution hacks

Seats X

SeatsX Distribution Channel Growth Hacks

Price Based Nav	Price Based Nav	Public Bus	Universities	Corporate:	Cities	Social	Gaming
Autos	Google	Train	Cornell	BP	RFPs	Media	Tencent
Trucks	Nokia	Systems	PSU	Exxon	Grants	Twitter	Disney
GM,Ford	HERE	MTA	UT	JPM	Air	Facebook	EA
Audi,BMW	Apple	Metro	TAMU	BofA	Quality	YouTube	EPIC
Acura	TOMTOM	CapMetro	Baylor	Apple	Congestion	LinkedIn	Nintendo
Honda	Garmin	DART	UofH	MemHer	Reach	Snap	Supercell
VW	MapPoint	VIA	HCC	Hospitals	Paratransit	Insta	Sony
Daimler	Microsoft	LYNX	UCLA	City	Frequency		Ubisoft
Hyundai	iGO	CapMetro	Penn	Emp			Valve
Fiat	Waze	Sun	State	Wells			Microsoft
Suzuki	Navigon	Yellow	IC	Walmart			Capcom
Peterbilt	Rand	School	TCU	CVS			Bandai
Kenworth	Navman	Buses	SMU	Amazon			Nippon
	Route66	Long Haul	UC system	ATT			Koei
		Trucks	SUNY	Verizon			
			Florida	Costco			

CirclesX Pizza Parties	CirclesX Hackathons	CirclesX Avatars

Our Intellectual Property Heritage from those that have come before us and how we have innovated differently from our competitors and other market solutions.

Before CirclesX, navigation systems were based on shortest miles or fasted route based on traffic. CirclesX has pioneered a new way of routing navigation based on price. Google, Apple, Waze, Microsoft and others have followed traditional methods of routing. CirclesX has pioneered a new way called "Price Based Navigation" that helps users get between two points by selecting the route that helps them make the most money.
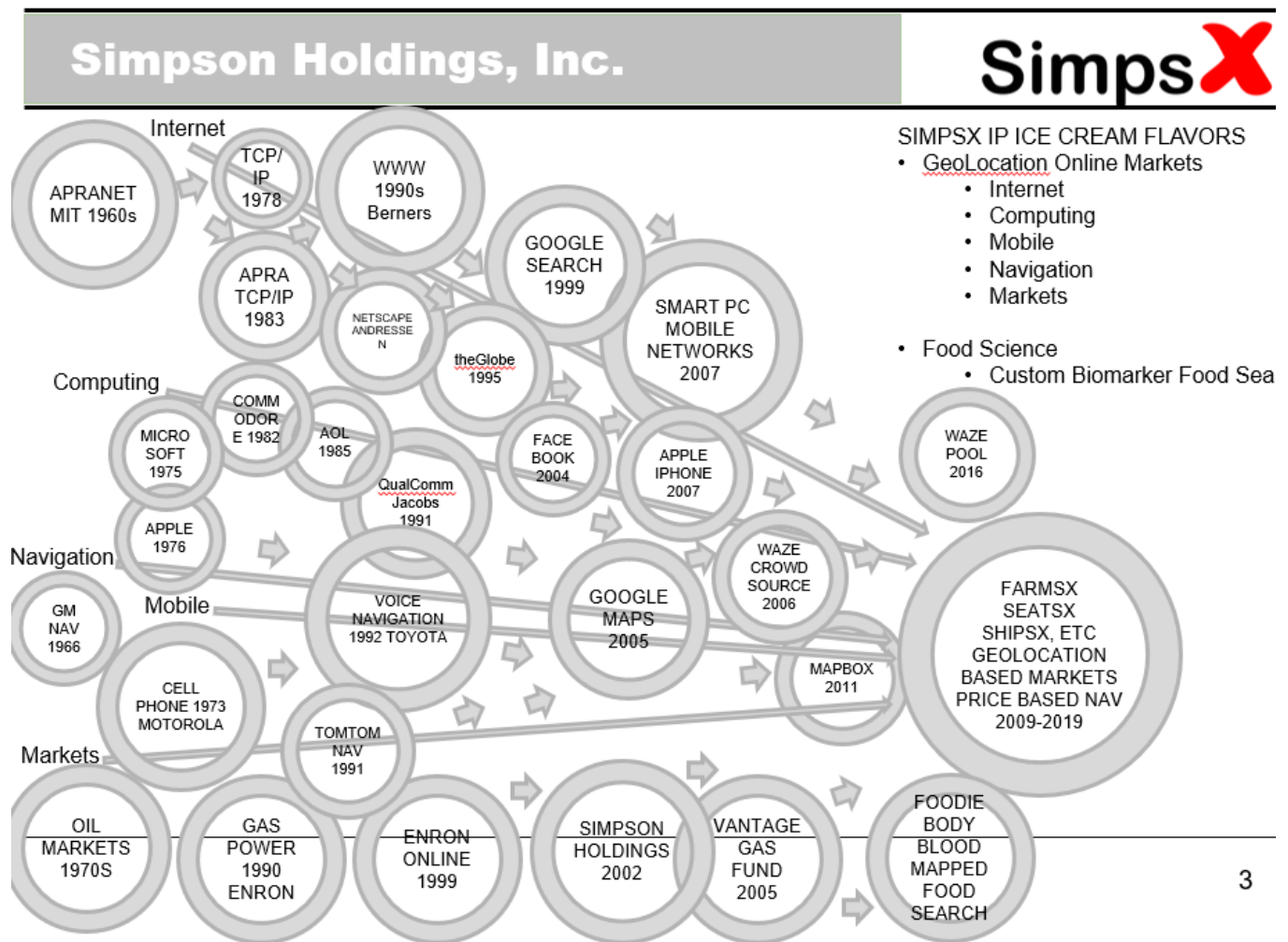
Competition and Respect for our peers:

Waze, Apple and Google: CirclesX has a culture of respecting the contributions of those that have come before us. While Google raised the bar on Maps and shortest route mileage, Waze made a significant contribution by adding "Crowdsourced Maps" to help travelers find police, find hazards in the road, find accidents and they have worked with cities to onboard this information for city planners to help with congestion. We applaud and respect the contributions of other companies and their IP.

The CirclesX IP contribution has been the securitization of the transportation unit, transparent markets for transportation markets, "price based navigation", gaming layers over price based navigation, avatars over price based navigation or selecting a route in navigation based on how much you can make if a driver or how much you may save as a rider for various multi-modal methods between two points. While CirclesX has a stand alone application, our primary contributions to navigation and transportation may simply be seen as a layer on top of existing navigation. Accordingly, CirclesX is proud to also license our technology on top of existing navigation applications.

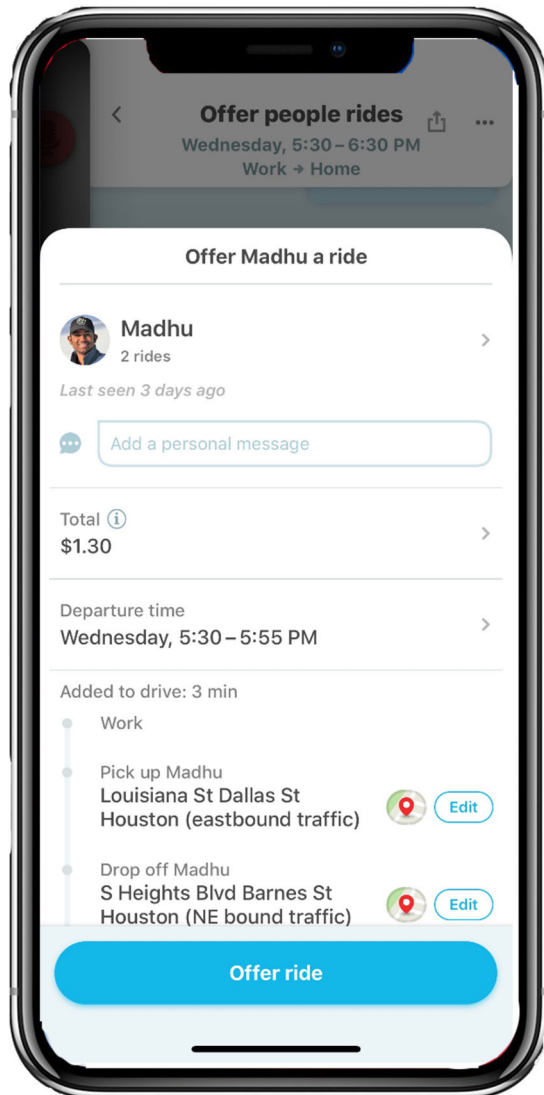| WAZE CARPOOL:	SeatsX
Picture based ride selection	Price based ride selection
Discrimination system/Non-Firm	No discrimination/Firm Service
No background checks	Background checks
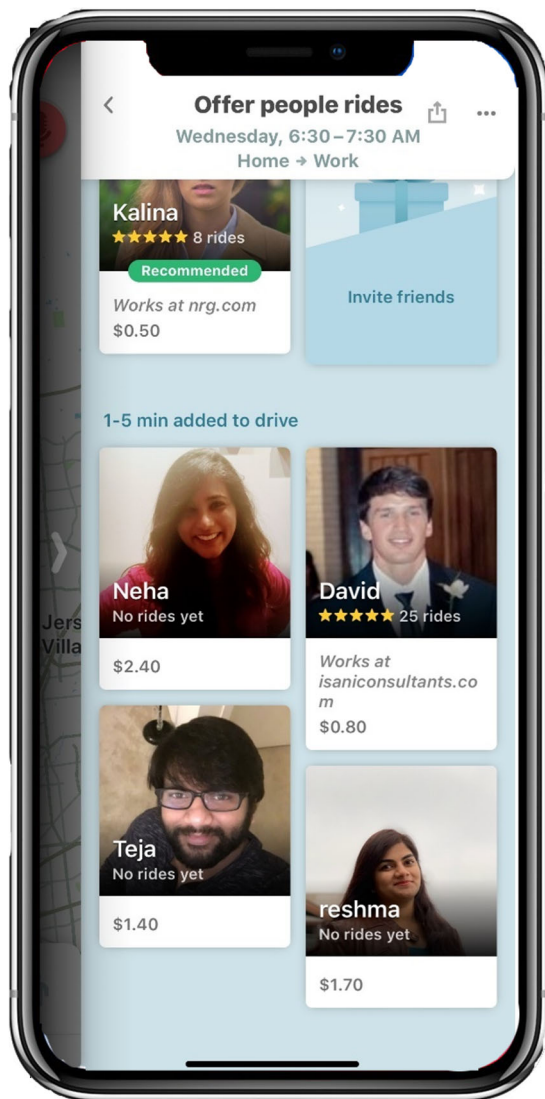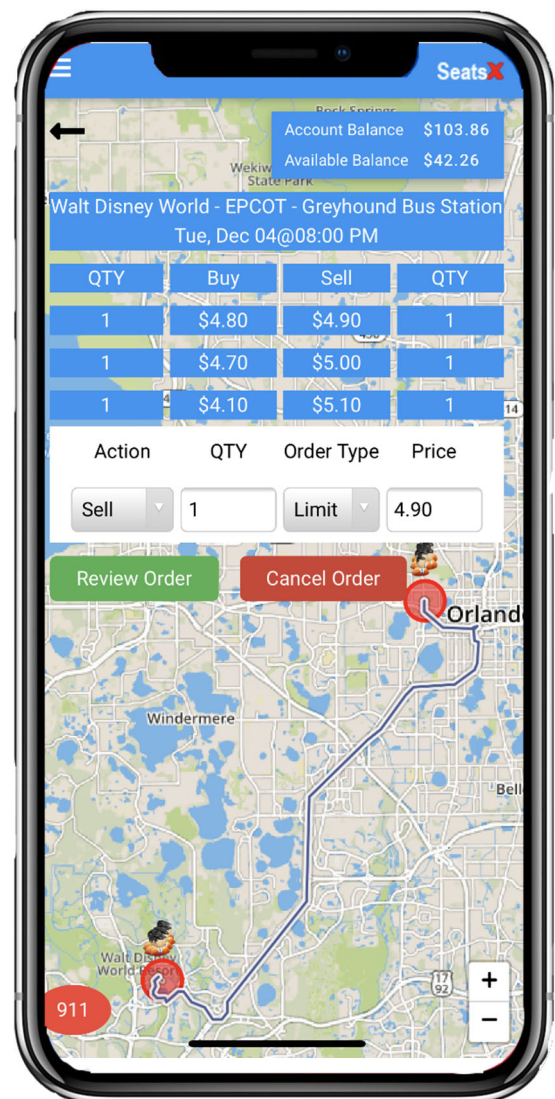
WAZE CARPOOL:

Price set with Bound

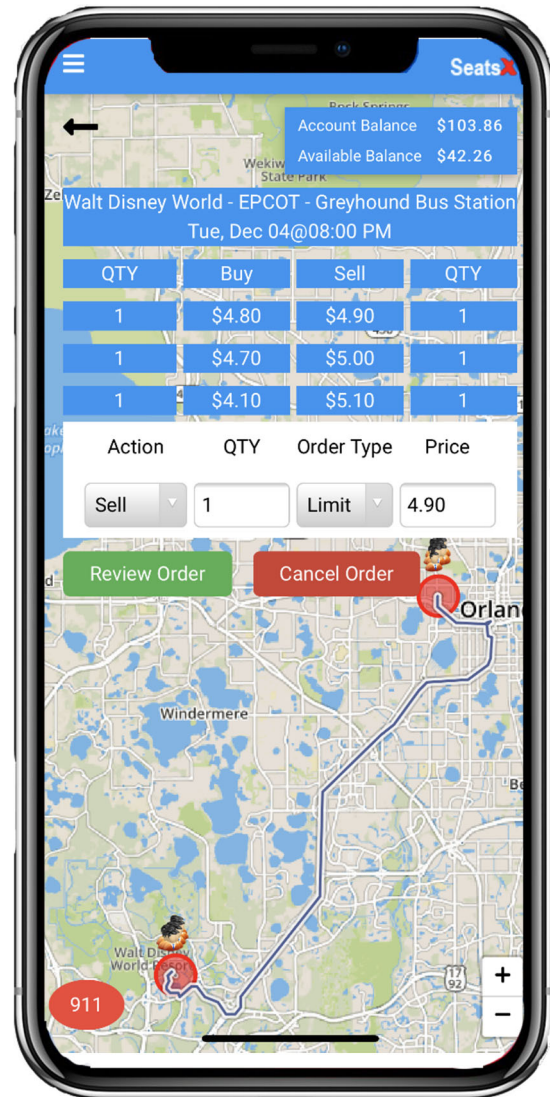Range of Time; not exact

Cancel with no penalty; no accountability

SeatsX

Open market by customers

Firm Service at a Firm Time

Accountability; monetary penalty

WAZE CARPOOL screen

Offer people rides
Wednesday, 5:30 – 6:30 PM
Work → Home

Offer Madhu a ride

Madhu
2 rides
Last seen 3 days ago

Add a personal message

Total ⓘ
$1.30

Departure time
Wednesday, 5:30 – 5:55 PM

Added to drive: 3 min

Work

Pick up Madhu
Louisiana St Dallas St
Houston (eastbound traffic)   Edit

Drop off Madhu
S Heights Blvd Barnes St
Houston (NE bound traffic)   Edit

Offer ride

SeatsX screen

Account Balance $103.86
Available Balance $42.26

Walt Disney World - EPCOT - Greyhound Bus Station
Tue, Dec 04@08:00 PM

QTY	Buy	Sell	QTY
1	$4.80	$4.90	1
1	$4.70	$5.00	1
1	$4.10	$5.10	1

Action	QTY	Order Type	Price
Sell	1	Limit	4.90

Review Order   **Cancel Order**

911

GOOGLE MAPS:

Shortest Routes/Fastest Routes

Sends you to Uber to fill a ride/Non Firm

Advertising Model

No Privacy model
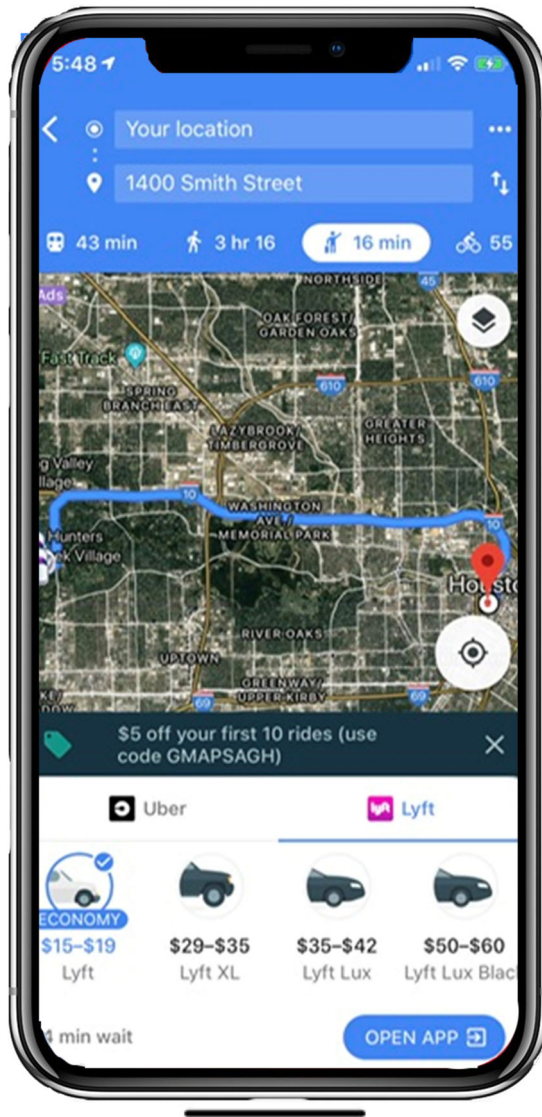
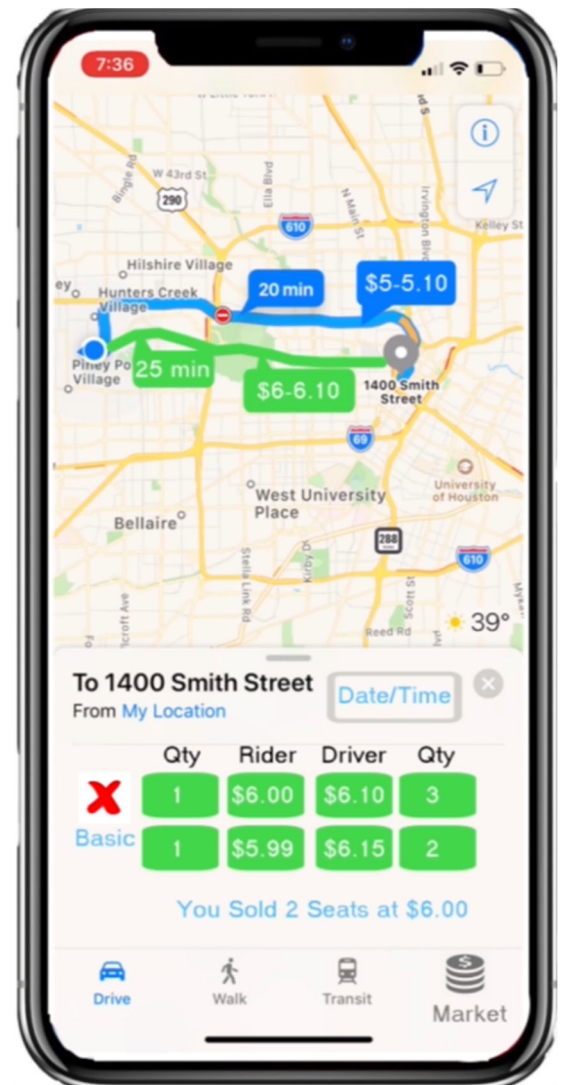# Seats X

PRICE BASED NAVIGATION

Select a hot price to make or save

money on a route

Transaction model/Privacy

Aggregator Applications such as Bellhop:

How is Circles// different?

- We don't allow branding…..seats are a commodity within classes. Sure CirclesX has basic, intermediate, premium, etc…..not all seats are equal…..but within categories they are. Eventually most of the market will go this way, but it is Uber's and Lyfts worst nightmare for it to happen right away that they get "commoditized" or that they are equal to anyone who can offer a ride or buy a ride.
- Our prices are "hot" or "live", you are on the hook, we are not directing you to another website to close the deal. The price is good at an exact number, not a range like these APIs display for lyft or uber
- We have done background checks on both riders and drivers
- We have a new category called "Price Based Navigation"….or "CirclesX", we are not another carpool, rideshare, aggregator etc….
- You can buy or sell our prices, you can trade out. Unlike "carpooling" where they match you with a person, CirclesX matches you with a platform seat. So if you need another time because your plans changed, just sell out your original seat and buy another one at another time. Or if you drove, and you don't wan to pick up someone or your plans changed, just buy back the ride you sold and you are free of your obligation
- No discrimination so long as you are approved to go onto CirclesX
- CirclesX is more similar to a mixture of Waze, Uber, Priceline and Ebay (yet distinct)

Understanding Marketplaces and how **Seats✗** is a new category:

priceline®	ebay™	amazon®	Uber	waze
Aggregator	Aggregator	Aggregator	Aggregator	Aggregator
Allow Branding	Open Market	Allow Branding	"RideShare"	"Carpool"
Also allow blind	Allow bidding	Fixed Price	Closed Market	"Picture match"
bidding	Bid may fail	Buy or no buy	Non-Frim	Time Range
Price not live	Reseller	Reseller	"blind match"	
Not commodity	Pay now PayPal	Pay Now	Pay After	Pay After
but close	New/Used	Open Market	No Background	No Background
Sorting	"Buy it Now"	Comparisons	check on rider	check on rider
Advertising				
Seats✗	**Seats✗**	**Seats✗**	**Seats✗**	**Seats✗**
No branding	No branding	No Branding	Firm Service	Firm Service
Commodity	Forward Market	Forward Market	w/penalty	w/penalty
within class	Fixed Price	Fixed Price	"Blind Match"	"Blind Match"
Live Transaction	Securitization	Securitization	Combine	Specific Time
No discrimination	Price based Nav	Price based Nav	public & private	Price based Nav
Background CK			assets (bus/car)	
Price based Nav			Pre-pay or AutoPay	Background Ck
Geolocation			Background Ck	Securitization
Privacy model			Securitization	
Open Platform			Price based Nav	

What is the CirclesX target market?

While it is true that CirclesX is a unique product that would benefit greatly every human on the plant, we are still in the "early adopter" stage of our life cycle. It will serve us well to understand what this means and to rank the highest use case users and state the logic behind the rationale. Cutting the to chase, our sales/marketing time and efforts are best spent on the 35 and under age groups. Later in the manual we also help refine the target market concept by analyzing various case studies around other companies that have established highly scalable networks.

User Group:

High School Young Adults:

- Uber, Lyft, Waze do not allow under 18s. This was a huge coup d'état for Snap as many years ago Facebook did not allow under 18. Snap originally focused on University young adults, but realized that under 18s had no app. Accordingly, Snap hit the exponential growth as the only under 18 app in social media. Facebook later realized the mis-calculation and offered $3 billion to buy Snap but Snap decided to stay independent. This is important to understand. Further it is important to understand that high school communities are very tight and trusting. Because CirclesX is community based (meaning riders at a hub will only be people from that hub 99% of the time) we have a great chance to take this sector exclusively.
- High School young adults are the most tech savvy of any generation
- High School young adults are always the first adopters of good technology
- High School young adults are the most likely to share rides with peers
- High School young adults may be the most desiring population of freedom to move
- High School young adults want to make money and save money
- Early Adopters of technology cycle

University Students:

- University young adults are the most tech savvy of any generation
- University young adults are always the first adopters of good technology
- University young adults are the most likely to share rides with peers
- University young adults may be the most desiring population of freedom to move
- University young adults want to make money and save money

Transportation Network Company Drivers/Riders

- Usually this demographic is tech savvy.
- 90% of this group is an immigrant population
- These users like the fact that we charge only 25 cents compared to Ubers 30%
- Early Adopters of transportation technology

Corporations:

- IRS commuter benefits is a $255/month pretax benefit for commuters
- Commuters are park and ride are the easiest sell as they are the quintessential road warriors and early adopters to save money.
- Many companies do not have good bus service, so CirclesX can improve options

How we work at CirclesX?

We are an online marketplace network for transportation. To become experts in networks, you need to use networks for every element of your work. How can we expect to lead the world in network development for transportation if we do not weave these principles into every element of our communication, work strategy, usability and development.

All files and work product must without exception be saved daily on the CirclesX AWS cloud storage system. If you are saving files on your laptop, stop and see the aforementioned sentence. Our culture of sharing, communication, transparency and accountability demands a network based work product.

If you happen to be in a CirclesX office location, your meetings and work are required to be network based and transparent just as remote employee owners. There is no advantage in our network based culture to being in an office environment. If you are in Pakistan, Mali, Colorado, New York, California or Texas, you should feel equally a part of the CirclesX team. Every member of the CirclesX team is a critical player and contributor to the network. We are a network, not a location.

We have a zero tolerance policy for work that is not shared on the network.

Where do I find CirclesX Patents, intellectual property and work files?

CirclesX works on five primary cloud based platforms to keep all employee owners up to date.

Our Social Network (Proprietary Pathfinder):

www.pathfinderone.com

Make an account online.

Our Project management network (Atlassian JIRA):

https://jira.fraccount.net/secure/Dashboard.jspa

Upon completing your confidentiality agreement you will be given login credentials

Our Programming Code Base:

We run a proprietary cloud hosted solution on VM Ware. Programmers will be equipped to login and access code branches that they have been assigned on the project management network.

Our cloud-based file sharing system:

https://fraccount.signin.aws.amazon.com/console

Upon completing your confidentiality agreement, you will be given login credentials

Where do I find CirclesX files on marketing, brochures, logos?

S3   CirclesX>Growth Hacking

What form do I use to make application testing notes or bug reports on Atlassian?

S3   CirclesX>Engineering>Application Testing Notes

Where can I learn about Patents?

S3   CirclesX>Patents

Where can I learn about hubs?

S3   CirclesX>Engineering>Hub Data

How do I contribute to the network?

Your first layer of contribution needs to be as a user and signing up customers. While we expect you to move beyond "one-by-one" marketing very quickly, everyone should be doing 5% to 10% of their day as "one-by-one" marketing. If you did not get someone to sign up, it is a question if this is the right job for you or if you truly believe in the product. If we ourselves are not passionate users of the product, how would we expect others to be? If we are the largest users, we will have the most relevant suggestions. We are each evangelists to empower our customers with CirclesX and the best way to evangelize is to use the system ourselves and teach someone new each day.

Once you move beyond one to one marketing, you need to make a strategy approval form to have higher distribution and productivity to your day.

The forms so that we can work off a standard are in the following directory with some examples:

S3   CirclesX>Growth Hacking>CirclesX Hackathon

Fill out this form and submit on JIRA for approval where you will go and list the elements of your plan? Such requests and ideas may be submitted on the JIRA system under the "CirclesX Growth Hacking" category. Remember, it is better to be a fool with a plan than a genius with no plan or discipline. This form would be appropriate to partner with a high school or university to increase your effectiveness in growth hacking.

S3   CirclesX>Growth Hacking>CirclesX Parties

Fill out this form and submit on JIRA for approval where you will go and list the elements of your plan? Such requests and ideas may be submitted on the JIRA system under the "CirclesX Growth Hacking" category. Remember, it is better to be a fool with a plan than a genius with no plan or discipline. This form would be appropriate to host a party as a High School, Young Life, University, Student Union, Corporate event, etc.

S3   CirclesX>Growth Hacking>CirclesX Invitation System

Fill out this form to understand how a feature request would be made on the system and how to double check integration with Patent intellectual property structure. Such requests and ideas may be submitted on the JIRA system under the "CirclesX Growth Hacking" category. This form may help understand multi-department organization costs for slightly more complex growth hacking techniques.


You may use any of the forms above to come up with new ideas to experiment and log the data with the team.

As you develop in the important but higher frequency growth hacks you will become more comfortable suggesting higher level growth hacks that may require patent development and software improvements. These steps are all part of your development as an employee owner.

Twitter

Growth Hacking (The Early Days):
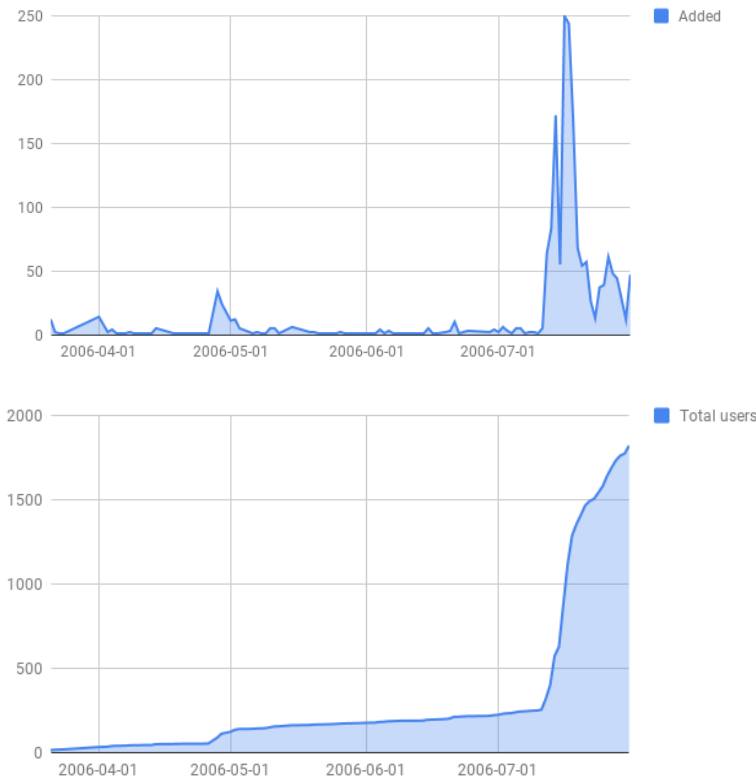
So even the monster networks of today started at some point with one user. Whether it was Evan Spiegel handing out flyers at local mall in LA to sign up initial users at Snap or Jack Dorsey at Twitter, there requires an understanding of brute force marketing, viral marketing and growth hacking.

One simple growth hack is to leverage your own social media channels and invite your friends to sign up. This was the method Twitter used the first few months. From there, you may learn such things as "Texas Carpool" on Facebook as a group. You can see real rides people need each day. You can make a quick note to them to point them to www.CirclesX.com and tell them in 3 sentences how the system works. This works as these people are carpool experts. Craigslist also has car pool and emails of users. You should be looking at these networks daily for 10 minutes everyday to tell customers about CirclesX as they are already "Searching" for our product.

Twitter - Continued

Growth Hacking (The Early Days):

Look also for "influencers" on social media in the transportation space.

Perhaps one of the largest influencers in the "CarPool" space is at the following website: **therideshareguy.com** This is a great website to get up to speed quickly on your own "growth hack journey".

The website hosts take a hard look at the "good, bad, and ugly" of carpooling. While CirclesX has elements of carpooling, we are not another Waze or another Carpool. So please do not use the word "CarPool" to describe CirclesX. CirclesX is the first "Platform Pool" or the first "Market for rides". This is a key distinction from the "CarPool". Car Pooling does not work because the riders are not substitutable. The aforementioned is a really important understanding for our employee owners that we will illustrate by example.

Example: Sally is the CEO of JP Meagan. Sally has two employees named David and Ruth. David is an accountant and Ruth works in sales. David and Ruth learned by chance they live near one another in the JP Meagan break room. They thought it was great they even learned they had the same commute because they rarely talk with other co-workers about commuting because it is simply too much to bother another person with this discussion. They both had commuting needs, but it just does not come up and if it does come up, what are the chances you have a similar schedule? Nevertheless, they agree to try to carpool due to their overlapping commute. They are so happy the morning commute worked out on the first day and they both saved $10 compared to riding alone. Over the course of the year, this would be enough savings to even take their families on a vacation. At 3pm Sally the CEO asks Ruth to stay until 7pm to handle a customer issue. David needs to leave by 5pm for an event with his kids. Both frustrated, they learn carpooling is not such a good idea as now they are both stuck and both David and Ruth learned the time value of their day was worth far more than the $10 they saved in commute costs. THIS IS WHY CARPOOLING WILL NEVER WORK!

Carpooling is dead and companies who continue to use the word, "carpool" will die a slow and painful death. CirclesX invented the "securitization" of transportation units. In a layman's terms, we are the first and only company that allows a transportation unit to be traded. That means when David needs to find another way home at 5pm, he goes to the CirclesX market to get another ride and Ruth does the same at 7pm. This means they are both still better off as CirclesX compressed the time value to ZERO!!!!

Twitter - Continued

Growth Hacking (The Early Days):

Moving onto the later months of Twitter's first year, growth really started to accelerate. While Twitters growth is impressive, this is not up to speed in 2019. We must realize that when Twitter rolled out, growth hacking was new and now, many of the techniques are more well known. Accordingly, expectations from investors are higher in 2019 than in 2006.
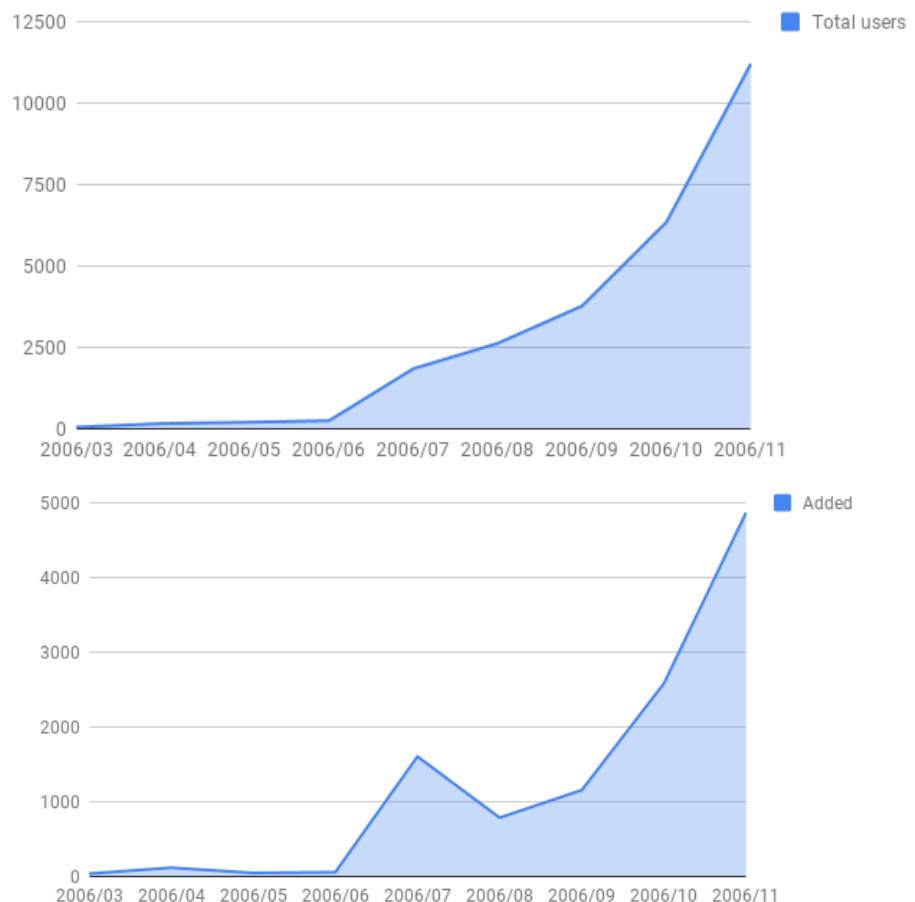
Why did the first users of Twitter sign up? @neha " learned about twitter very early because I worked at Google when the Blogger guys did ... I absolutely adore new social technologies and pretty much sign up for everything, so I signed up for twitter. Also, Ev and Biz are interesting guys, and are fun to follow!

Twitter - Continued

Growth Hacking (The Early Days):

The SXSW explosion

In March 2007 Twitter won the top award at South-by-Southwest, and that was when the service really started getting attention. I wanted to see how that was reflected in user growth, so I looked at how a few cities changed between December 2006 and March 2007. Austin had a massive growth spurt, from 61 to 402 users in three months, but what's interesting is that almost every other town also went through a similar rise, with Los Angeles going from 88 to 474 twitterers, and Boise jumping from 6 to 30. That roughly five-fold increase over the 3 months was remarkably evenly spread.

The next three months were less explosive, but the pattern was still very consistent across the country. By June 2007 Austin had 671 users, LA 994 and Boise 53, and most cities had roughly doubled.

The Pioneers

Here's a list of the earliest Twitter users we could find for some major US cities. Everyone here joined before February 2007 and the SXSW boom, so they can claim bragging rights as the true pioneers.

Austin, TX - Paul Terry Walhus

Dallas, TX - Bill Geiser

Memphis, TN - Mark Taylor

Miami, FL - Everett Guerny

Washington, DC - Matt Chiste

Boston, MA - Neha Nerula

New York, NY - Jack Dorsey

Chicago, IL - Quinn

Omaha, NE - Ryan Skarin

Denver, CO - Aaron Bailey

Boulder, CO - Matt Galligan

Phoenix, AZ - PaulP

Salt Lake City, UT - Christian Harrison

Palo Alto, CA - Ted Wang

San Jose, CA - Hook

Twitter - Continued

Growth Hacking (The Early Days):

What have I learned?

What surprised me most was how little geography mattered for adoption . Even in today's world of ubiquitous internet access, I expected that real-life clusters of friends would be the main vectors by which the service would spread. I don't see the sort of city-specific growth spurts I'd expect if that were true, instead the network took root wherever there were people. That has some interesting implications for anyone starting their own service, it looks like focusing on virtual communities instead of physical ones can be very effective.

I'd also never thought of Twitter as an aspirational service, but Neha nailed the atmosphere of the early days. There was an air of exclusivity, of access to an interesting group of Valley rockstars, that gave people a reason to check it out. This feels a lot like the way that Facebook started at Ivy League colleges and then opened up progressively to lower-status groups with the promise of mixing with a 'better class' of people. That might explain why companies like Google have such a hard time launching similar services, catering to the masses they can't pretend they're exclusive, but it bodes well for Quora's approach.

The reality of its rapid adoption all over the country is hard to square with its image as an exclusive Valley club, but maybe that contradiction is the sign of exquisite marketing. Apple gives their users that same sensation of belonging to an elite, even as they sell products in malls across the country. Twitter tapped into people whose dreams were in Silicon Valley, wherever they were in the world.

One explosion of Twitter growth was when they recommended people follow 10 other Twitter Accounts. CirclesX needs to recommend people set up 10 my routes when they login and continue to prompt them to add My Routes with Chat Bots that guide a user on how to add a route.

Finally, one heartening thing for me and any other starving entrepreneur is how eclectic the initial growth was. There were spurts and slowdowns in the beginning, and while it was clearly a success story even at the time, the magnitude of their long-term trajectory wasn't obvious through the noise.
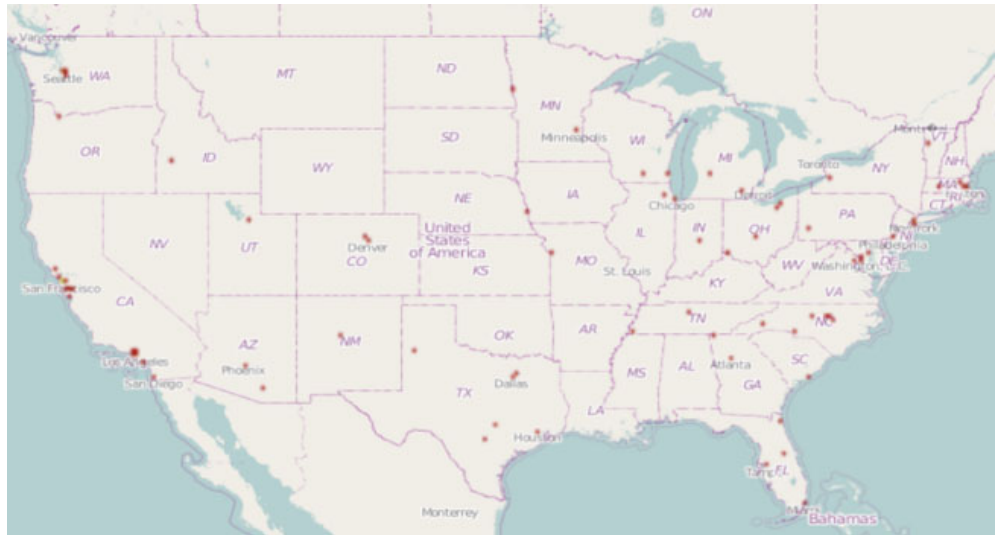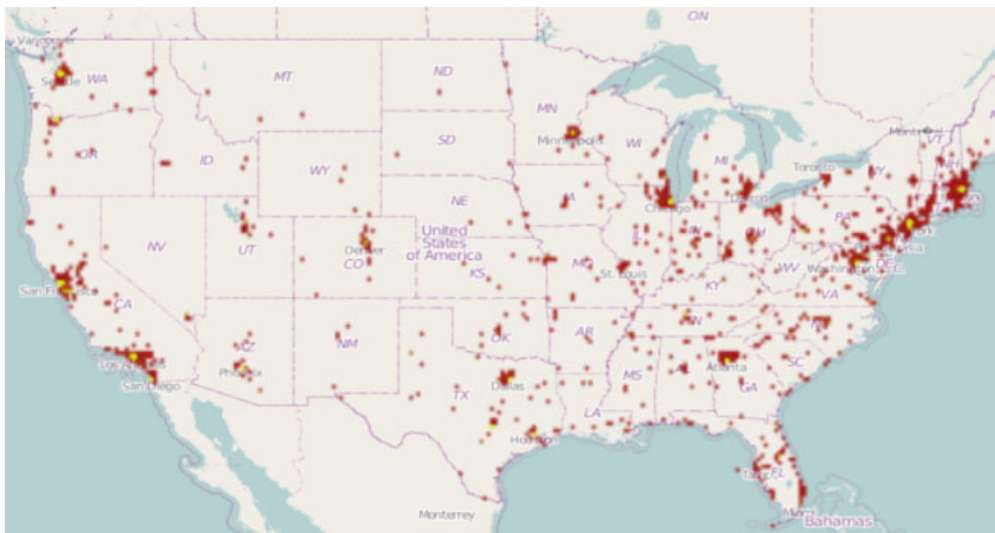
Twitter - Continued

Growth Hacking (The Early Days):

Twitter Growth Maps (Virtual Networking vs. Physical Networking?

Twitter Circa 2006

Twitter Circa 2007

Twitter - Continued

Growth Hacking (The Early Days):

Twitter Growth Maps (Virtual Networking vs. Physical Networking?
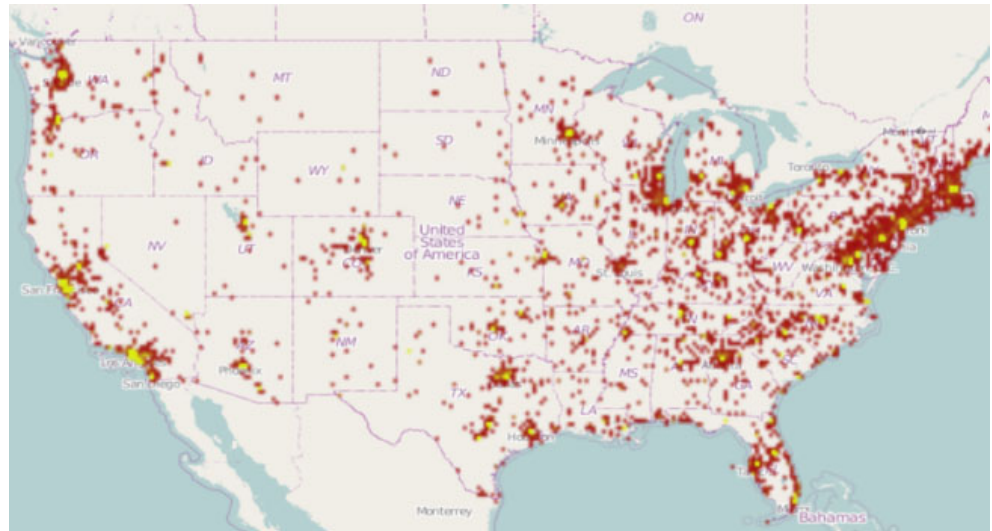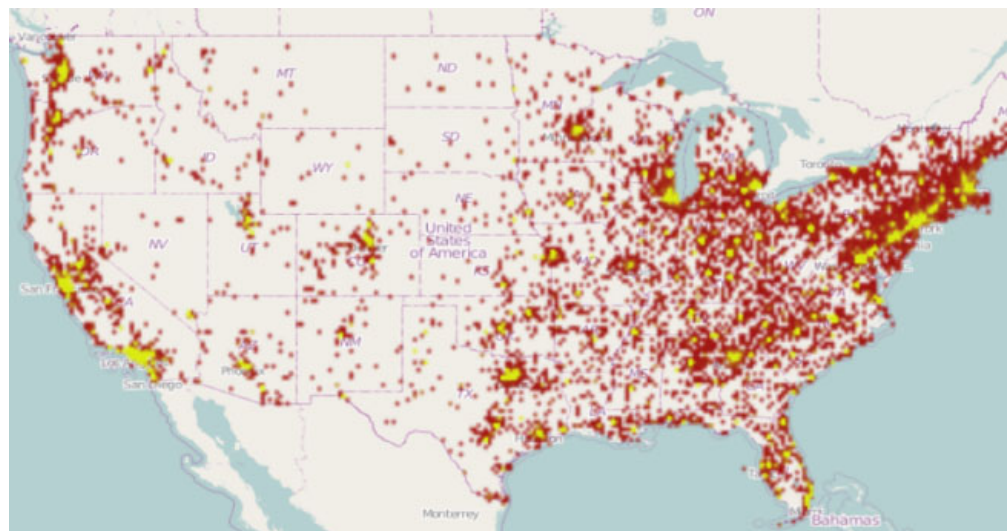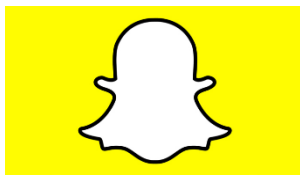
Twitter Circa 2008

Twitter Circa 2009

Snap

How Snapchat Gained Success By Going Viral At High Schools Across Los Angeles?

How important was usage in LA high schools to Snapchat's early traction?

It was extremely important, though not the result of a singular growth plan. Evan was pushing Snapchat on anyone who would listen–students at Stanford, his cousins and sisters who were in high school in LA, pitching every blogger he could email, etc. At one point, Evan was even handing out fliers about Snapchat at a mall near his dad's house in LA. The app started catching on with high schoolers in LA as they could send digital notes back and forth during classes.

Timing was crucial as well, as many students got iPhones with front-facing cameras (letting them take selfies) for the holidays at the end of 2011. By January 2012, Snapchat started spreading like wildfire through every high school in Southern California. Within weeks it was moving very organically to other high schools geographically and to colleges. I don't think Evan ever intended for high schoolers to be the first user base for Snap (he sent it to college friends first), but that's where it caught on so he and the team ran with it and never looked back.

How did Snapchat grow so quickly?

As a messaging app, Snapchat is inherently viral–you want to send snaps to your friends, so you urge them to download it. Snapchat also grew very quickly in tight-knit communities at high schools and colleges, where students interact at a very high frequency and can (and did) tell each other to download Snapchat in between classes. In many ways, some of its early growth mimicked Facebook's early growth at colleges, although Snap never restricted its membership to these groups the way Facebook did early on.

What can founders learn from the early days of Snapchat to be successful with their own companies?

Evan and Bobby and the rest of the early team were incredible at talking to and understanding their users. This was key for them achieving product-market fit. The real trick here is to understand when to build what they're explicitly asking for and when not to build it (e.g. Snapchat released Stories years before it released group messaging, which users begged for).

They were also incredible at shipping product early and iterating very quickly. The earliest version of Snapchat was a simple disappearing photo sharing app only for iPhones; they got it into users hands, learned from how users actually interacted with Snap in the wild, and quickly added an Android app, video recording and sharing, then more.
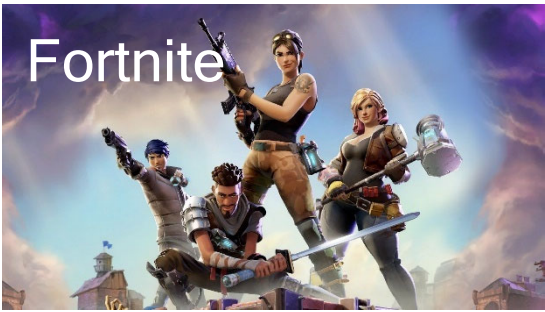
Fortnite

Speed of development by quick bug fixes using its own UNREAL game engine.

PIXAR type feel to the game is highly unique and artistically creative

Below is the early '"Beta Version" of the SeatX augmented reality view version of integrating game distribution over our "price based navigation" features.
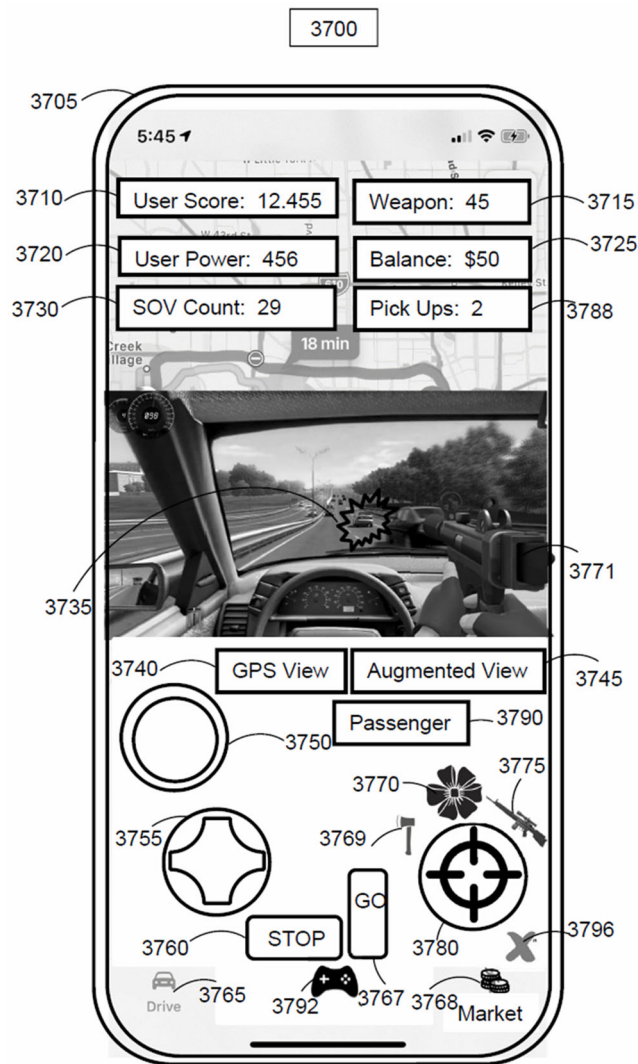

FIG. 37

Microsoft

The idea that would spawn Microsoft was initiated when Paul Allen showed Bill Gates the January 1975 issue of Popular Electronics that demonstrated the Altair 8800. Allen and Gates saw potential to develop an implementation of the programming language BASIC interpreter for the system. Bill Gates called the creators of the new microcomputer, Micro Instrumentation and Telemetry Systems (MITS), offering to demonstrate the implementation in order to win a contract with the company. Allen and Gates had neither an interpreter nor an Altair system, yet in the eight weeks before the demo, they developed an interpreter. When Allen flew to Albuquerque to meet with MITS, the interpreter worked and MITS agreed to distribute Altair BASIC. Allen and Gates left Boston, where Allen worked for Honeywell and Gates was enrolled in Harvard, then moved to Albuquerque (where MITS was located), and co-founded Microsoft there. Revenues of the company totaled $16,005 by the end of 1976.

The principle of Microsoft was distribution through the main player at the time as a "software layer" on their machines. In 1980, Microsoft formed a partnership with IBM to bundle Microsoft's operating system with IBM computers; with that deal, IBM paid Microsoft a royalty for every sale. In 1985, IBM requested Microsoft to develop a new operating system for their computers called OS/2. Microsoft produced that operating system, but also continued to sell their own alternative, which proved to be in direct competition with OS/2. Microsoft Windows eventually overshadowed OS/2 in terms of sales. When Microsoft launched several versions of Microsoft Windows in the 1990s, they had captured over 90% market share of the world's personal computers.

Allen came up with the original name of Micro-Soft, a portmanteau of microcomputer and software. Hyphenated in its early incarnations, on November 26, 1976 the company was registered under that name with the Secretary of State of New Mexico. The company's first international office was founded on November 1, 1978, in Japan, entitled "ASCII Microsoft" (now called "Microsoft Japan"), and on November 29, 1979, the term, "Microsoft" was first used by Bill Gates. On January 1, 1979, the company moved from Albuquerque to a new home in Bellevue, Washington, since it was hard to recruit top programmers to Albuquerque. Shortly before the move, eleven of the then-thirteen employees posed for the staff photo on the left.

Google - AOL Distribution

Case Studies from other successful companies and not successful companies

Page's web crawler began exploring the web in March 1996, with Page's own Stanford home page serving as the only starting point. To convert the backlink data that it gathered for a given web page into a measure of importance, Brin and Page developed the PageRank algorithm. While analyzing BackRub's output–which, for a given URL, consisted of a list of backlinks ranked by importance–the pair realized that a search engine based on PageRank would produce better results than existing techniques (existing search engines at the time essentially ranked results according to how many times the search term appeared on a page).

Convinced that the pages with the most links to them from other highly relevant Web pages must be the most relevant pages associated with the search, Page and Brin tested their thesis as part of their studies, and laid the foundation for their search engine. The first version of Google was released in August 1996 on the Stanford website. It used nearly half of Stanford's entire network bandwidth.

Some Rough Statistics (from August 29, 1996)

Total indexable HTML urls: 75.2306 Million

Total content downloaded: 207.022 gigabytes

BackRub is written in Java and Python and runs on several Sun Ultras and Intel Pentiums running Linux. The primary database is kept on a Sun Ultra II with 28GB of disk. Scott Hassan and Alan Steremberg have provided a great deal of very talented implementation help. Sergey Brin has also been very involved and deserves many thanks.

– Larry Page

THE ART OF DISTRIBUTION AND LICENSING:

The largest not well known piece of Google history is that they only grew to $3 MM in revenue alone….Then they did a historic deal with AOL to license the search in 2000 for 15% royalty rate to power AOL search. 85% went to AOL. One year later Google revenue was $390 MM.

SeatsX

Growth Hack Approval Forms:

University Hackathon

SeatsX

TACTICAL MARKETING PLAN

GROWTH HACK MODULE AND PLAN

PRESENTED BY: ERIK SIMPSON
SEATSX
12335 KINGSRIDE #418
HOUSTON, TX 77024

SeatsX

SEATSX GROWTH HACKING TACTICAL MARKETING PLAN

Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Cornell University Saturday Hackathon in CS class
Campaign Manager:	Erik Simpson
Subject Matter Expert:	Erik Simpson

OBJECTIVE

Design a hackathon with a $1,000 grand prize for the student/group with the best growth hack extension onto the SeatsX system. Participants are challenged to use the SeatsX system and recommend a project extension in the software by comparing user techniques from popular platforms such as Fortnite, Snap, Facebook, Instagram, Twitch, etc...

The hackathon is an opportunity to require all students in the CS class to become SeatsX users as well as teach and train them to design software and software features to grow a platform that is useful for mentorship in their own development and education. The grand prize winning team for a student/group is $1,000.

The grand prize winning group also may vote on the strongest contributor(s) to the group. SeatsX guarantees interview slots for winning team and may offer job employment if the hack demonstrates exceptional characteristics.

This particular method of growth hacking also gets tremendous feedback from a critical user group at a level that would not be obtainable from a general group.

TARGET MARKET

In this section, you need to define your current customers and the potential customers you want to target.

PRODUCT DEMOGRAPHICS

Cornell University Students and faculty in need of rides and able to give rides throughout the Ithaca area. Below 30 age group users are the highest use case of users. The purpose of the hackthon is also targeted not only as users, but contributors to the system. Confidentiality agreements must be signed by all participants.

TARGET CONTACT DEMOGRAPHICS

Cornell University is a key demographic for SeatsX as the below 30 age group is most comfortable with technology and they don't think twice about sharing rides with other students/faculty

SeatsX

Growth Hack Approval Forms:

University Hackathon

MESSAGE SUMMARY

Sign up on SeatsX to make $3,000 to $15,000 a year giving rides on your commute. Save money by sharing rides with people who are already going your direction. Cornell University community development.

CALL TO ACTION

Sign ups for SeatsX and teaching how to make money inviting and selling rides. Gain more freedom.

WHAT IS THE DESIRED OUTCOME?

Add new features to the SeatsX product development pipeline. Teach students the principles of measuring growth hack techniques to maximize return on investment and time. Make money giving rides. Save money buying rides. Transportation freedom. People helping people.

WHAT IS THE PULL-THROUGH OFFER?

Grand prize to create a large incentive for the class to perform and make a contribution to the platform and software development.

PROCESS

LIST DEVELOPMENT

Use a class announcement with the CS class from the faculty in the CS department. Use my snap, twitter, twitch to distribute invitations by hand and using electronic texting, emails and social media accounts.

PROSPECTING MECHANISM

Prospecting will be done by asking permission of school and CS department heads to host the hackathon this spring on a Saturday.

PRE-EVENT FOLLOW-UP

Email and text and social media 2 weeks and 1 week and two days before for a total of 3 invite outreaches.

DURING EVENT CONFIRMATION OF SIGN UP

QUICK SIGN UP ON PROJECTOR SCREEN ON WALL TO DEMO SIGN UP. EACH STUDENT MUST PRESENT "CONGRATUALTIONS SCREEN" to get started in using to make features. 6 hour time limit on hackathon output. Students must present a plan and attempt to code the logic of a stand alone extension of the platform that would function and accomplish a small but meaningful task.

POST-EVENT FOLLOW-UP

Daily text and emails will be sent to students (now that they are users) at 6am to remind them to post rides and buy rides if they need one. Secondary email/text at lunch time to get their rides for the afternoon at 3pm.

SeatsX

Growth Hack Approval Forms:

University Hackathon

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Define your opportunity qualification process and criteria.

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Computer Science Room to host group	Role	7.0
Projector (optional)	Role	0.5
Pizza	Role	1.0

BUDGET

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

- $1,000 for grand prize
- $200 for pizza snack and water at lunch for participants

METRICS AND EXPECTATIONS

- Metrics of hackathon are 50 kids @$1,200 is $24 per person
- The program hack extension feature must also be measured for how many new users the student proposals will contribute which may end up greatly reducing the acquisition cost per user of $24 to an exponentially lower number.
- Measure non-direct effects of people who sign up without incentive

APPROVAL

Title	Name	Date 1	Date 2
CEO	Erik Simpson	12/1/2018	Date 2
Campaign Manager	David Aronica	12/1/2018	Date 2
Product Manager	David Aronica	12/1/2018	Date 2
Project Manager	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2

SeatsX

CAMPAIGN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

Growth Hack Approval Forms:

University Hackathon

Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Print First and Last Name	Title	Signature	Date.
Partner (Printed Name)	Partner (Signature)		Date.
Print First and Last Name	Title	Signature	Date.

Note: Additional signatures might be required if the document changes significantly per the client's request.

SeatsX

Growth Hack Approval
Forms:

High School Pizza Party

SeatsX

TACTICAL MARKETING PLAN

GROWTH HACK MODULE AND PLAN

PRESENTED BY: GAVIN SIMPSON
SEATSX
12335 KINGSRIDE #418
HOUSTON, TX 77024

SEATSX GROWTH HACKING TACTICAL MARKETING PLAN

Use the Tactical Marketing Plan to identify the action items and expectations that surround marketing your product or service. Use this template to begin the process of brainstorming and building your marketing plan.

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Memorial High School Pizza Party Evangelism
Campaign Manager:	Gavin Simpson
Subject Matter Expert:	Gavin Simpson

Growth Hack Approval Forms:

High School Pizza Party

OBJECTIVE

Invite as many kids as possible to a pizza party that requires a sign up in return for free food and fun

Teach the participants how to give and take rides on SeatsX to make money and save money

Teach the participants how to become evangelists to earn SeatsX Credit Money by inviting friends. For each friend that signs up, they get $5 credit that can be used for SeatsX rides.

Part of the objective of the format of a pizza party COMBINED with the teaching of the invitation system is to do a test to compare the result of a combination of a technology based growth hack of invitations in the system with a traditional hack of a party. The results should help contribute to the team understanding of these various methods for a typical high school demographic.

TARGET MARKET

In this section, you need to define your current customers and the potential customers you want to target.

PRODUCT DEMOGRAPHICS

Memorial High School Students and teachers in need of rides and able to give rides throughout the memorial area. Below 30 age group users are the highest use case of users.

TARGET CONTACT DEMOGRAPHICS

Memorial High School is a key demographic for SeatsX as the below 30 age group is most comfortable with technology and they don't think twice about sharing rides with other students/teachers

MESSAGE SUMMARY

Sign up on SeatsX to make $3,000 to $15,000 a year giving rides on your commute. Save money by sharing rides with people who are already going your direction. Memorial High School Spirit.

SeatsX

CALL TO ACTION

Sign ups for SeatsX and teaching how to make money inviting and selling rides. Gain more freedom.

WHAT IS THE DESIRED OUTCOME?

Make money giving rides. Save money buying rides. Transportation freedom. People helping people.

WHAT IS THE PULL-THROUGH OFFER?

$5 per person you invite that signs up as a SeatsX credit to take rides on the system. Free food to sign up.

PROCESS

LIST DEVELOPMENT

Use my snap, twitter, twitch accounts and young life and tennis teams to distribute invitations by hand and using electronic texting, emails and social media accounts.

PROSPECTING MECHANISM

Prospecting will be done by asking permission of Young Life leader to make an announcement for a pizza party to explain SeatsX. Ask tennis coach to host a pizza party. Include general friends on Social media and ask friends to invite their friends to learn more.

PRE-EVENT FOLLOW-UP

Email and text and social media 1 week and two days before for a total of 3 invite outreaches.

DURING EVENT CONFIRMATION OF SIGN UP

QUICK SIGN UP ON PROJECTOR SCREEN ON WALL TO DEMO SIGN UP. EACH STUDENT MUST PRESENT "CONGRATUALTIONS SCREEN TO GET THE PIZZA". AFTER STUDENT GET PIZZA DEMO A FEW HACKS FOR HOW THEY CAN MAKE MORE MONEY GIVING RIDES OR SAVE MONEY GETTING RIDES.

POST-EVENT FOLLOW-UP

Daily text and emails will be sent to students (now that they are users) at 6am to remind them to post rides and buy rides if they need one. Secondary email/text at lunch time to get their rides for the afternoon at 3pm.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Define your opportunity qualification process and criteria.

PROJECT PLAN

NECESSARY EVENT RESOURCES

Resource	Role	Estimated Work Hours
Room	Role	1.0
Projector (optional)	Role	0.5
Pizza	Role	1.0

BUDGET

Compile a list of pertinent items that you will use to create your budget line items (for example, booth rental, amenities, travel). Use the Marketing Budget Plan template to build your final budget.

- Pizza per 100 people is 30 pizzas @ $600
- $5 SeatsX credit per person who invites a new person that signs up 10.....~$5,000 for 1,100 users

Growth Hack Approval Forms:

High School Pizza Party

METRICS AND EXPECTATIONS

- Metrics of Pizza are $6 per person
- Metrics of evangelism are $5 per person
- Measure non-direct effects of people who sign up without incentive

APPROVAL

Title	Name	Date 1	Date 2
CEO	Erik Simpson	12/1/2018	Date 2
Campaign Manager	Gavin Simpson	12/1/2018	Date 2
Product Manager	Gavin Simpson	12/1/2018	Date 2
Project Manager	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2
Title 5	Name	Date 1	Date 2

Seats X CAMPAIGN SIGN-OFF

The undersigned accept this Marketing Campaign as described herein.

Print First and Last Name	Title	Signature	Date.

Growth Hack Approval Forms:

Print First and Last Name	Title	Signature	Date.

High School Pizza Party

Print First and Last Name	Title	Signature	Date.

Print First and Last Name	Title	Signature	Date.

Print First and Last Name	Title	Signature	Date.

Print First and Last Name	Title	Signature	Date.

Print First and Last Name	Title	Signature	Date.

Partner (Printed Name)	Partner (Signature)		Date.

Print First and Last Name	Title	Signature	Date.

Note: Additional signatures might be required if the document changes significantly per the client's request.