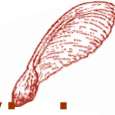


Way early draft!!

HelpMatch Vision



HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

Slide 1

Why Should I Listen to What I'm about to Hear?



- What would create such compelling value, that I would be motivated to invest my time and energy to create it?
- Why in a world where there is such goodwill *and* capacity to help, do so many needs go unfilled?

HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

3/8/2007 Slide 2

Finding the Value that Will Move Me



- It is more meaningful, more compelling to me to help, when I have a connection with the person I'm helping
- What if there were a way to personalize the face of need?
 - share the story
 - build empathy
 - establish trust that the need is real

The Solution Beckons



- What if there was a straightforward way to match help I can give with a need I empathize with?
- What if we could offer a combination of something like
 - MySpace
 - create help projects, with project web pages/bulletin boards, blogs
 - LinkedIn
 - leverage personal networks to create awareness of need
 - leverage trusted relationships to avoid fraud
 - Amazon/Ebay/online CtoC
 - virtual catalog of needs
 - virtual inventory of donations
 - supply chain coordination
 - Plus some matching magic

MySpace Concepts



- User generated content
 - Project pages
 - Blogs
 - Pictures, video
- Social networks
 - Spread the word about a project through personal invitations

HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

3/8/2007 Slide 5

The screenshot shows a Microsoft Internet Explorer browser window displaying a MySpace profile. The browser's address bar shows the URL <http://www.myspace.com/findwadesteffey>. The page features a navigation menu with options like Home, Browse, Search, Invite, Film, Mail, Blog, Favorites, Forum, Groups, Events, Videos, Music, Comedy, and Classifieds. The profile is titled "Help Find Wade Steffey" and includes a profile picture of a young man. To the right of the picture, it lists "Female, 34 years old, ELLETTSVILLE, Indiana, United States" and "Last Login: 3/8/2007". Below the picture are links for "View My: Pics | Videos" and "Contacting Help Find Wade Steffey". A "My Wish" section shows a picture of a "Pascal Flato" with "add" and "view" buttons. The "Interests" section is titled "Help Find Wade Steffey's Interests" and contains the text: "General This is a picture of wade's cell phone. The police are actively searching for this now. If you find it, please do not hand it, but call the Purdue police immediately." On the right side of the profile, there is a section titled "Help Find Wade Steffey is in your extended network" and "Help Find Wade Steffey's Latest Blog Entry (Subscribe to this Blog)". The blog entry text includes: "Saturday's Search has been canceled. (view more)", "SEARCH on Sunday, March 3rd. (view more)", "Media outlets keep focus on finding missing student. (view more)", "If you would like to buy a t-shirt..... (view more)", and "Attention artists, you can help Wade (view more)". Below the blog entry is a "[View All Blog Entries]" link. At the bottom of the profile, there is an "About me:" section with the text: "MySpace Layouts by Pimp-My-Profile.com" and "This MySpace account is dedicated to help find Wade Steffey. He's originally from Bloomington, Indiana but is attending Purdue university as a freshman. Wade S. Steffey is a 33-year-old white male, about 5 feet 10 inches tall and 150 pounds. He has short brown hair and brown eyes. He was last seen on January 13th wearing a white, long-sleeved shirt with blue stripes and light-colored blue jeans. Anyone with information on his whereabouts is urged to call the Purdue University Police Department at (765) 494-8221 or the anonymous tip line at (765) 496-3794. I will keep updates in the blog section. Please feel free to leave comments and/or anything that you know about this case. Any little thing helps." The browser's taskbar at the bottom shows several open applications, including Internet Explorer, and the system clock displays "2:08 PM".

MySpace Example Help Find Wade Steffey



- Tell the story
 - post text, photos, video
- Profile page used as a “bulletin board”
 - post updates
 - search announcements
 - call for art to auction
- Facilitate networking among helpers
 - email
 - blog

HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

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Help Find Wade Steffey What Could HelpMatch Add?



- Coordinate requests and offers to help
 - Search parties created
 - Post search party dates and numbers
 - Post search leaders and territories
 - Raise funds for reward
 - Take art donations for auction
 - Take cash donations
 - Make need fulfillment visible

HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

3/8/2007 Slide 8

HelpMatch: Room to Read Raise a School Project



Help us Build a School in Nepal

From this



The school today

to this



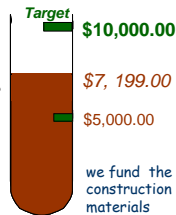
the school we'll build

Takes this



the villagers provide labor

Plus this



What You Can Do

- Donate
- Join mySchool Project
- Tell a friend
- Find out more
 - mySchool blog
 - videos and stories
 - live chat

HelpMatch: <http://www.bredemeyer.com/CommunityForums/HelpMatch/HelpMatchIndex.htm>

3/8/2007 Slide 9

Heifer International - Microsoft Internet Explorer

Address: <http://pat.org/HeiferFundraising/james-99514>

James's Campaign to End World Hunger

Welcome!

Please join me this holiday season and together we can make a difference in the lives of needy families around the globe. I've pledged to help Heifer International plant the seeds of peace by ending hunger and poverty. Please help me reach my goal!

Heifer International will use our donations to provide livestock and training to families around the world helping them feed themselves and earn money by selling milk, eggs, and wool. In return, these families promise that they will give the offspring from their animals to other families in their community. It's a path out of hunger and poverty, and it begins with us.

Make a donation today! Give the life-changing gift of a Heifer International animal.

0% 25% 50% 75% 100%

Dollars Donated by Friends: \$0 My Goal: \$1000

Heifer International. Ending Hunger. Caring for the Earth.

Would you like to run a fundraising campaign for Heifer International on your own blog, MySpace page, or other website? It's easy, fun, and takes just a few minutes. Learn more at: <http://www.heifer.org/onlinecommunity/fundraising>

Contact: Heifer International (info@heifer.org)

Enterprise Architecture: ...

Address: <http://jacks/>

Help plant the seeds of peace and end hunger!

0% of goal achieved

Goal: \$1000

Donations: \$0

Click here to help!