

## **SpinTheCam.com**

**24-May-10**

- **Purpose:** to satisfy the World's curiosity about its Global neighbor and connect people randomly in a meaningful way.
- **Opportunity:** To become a Global Social Network which connects people from all over the World.
- **Revenue Model:** PPC, affiliate ads and bespoke advertising solutions. Virtual gift and points can be monetized as the community grows.

### **Executive Summary**

The beauty of SpinTheCam (and arguably Chatroulette's killer idea) is that it's market is the whole world. Not just friends (like facebook) and not just to meet guys or girls near you (like dating sites). It is for **the WHOLE WORLD**. Of course, it can connect those from the same town or zip code but the idea behind it is truly Global.

That makes it a very interesting proposition from an investment point of view. It is limited in scale only by the population of the entire World. So think about that for one minute, where Woome, Stickam and even Match.com are limited to territory by their member's expectations SpinTheCam is not. People join us uniquely in order to connect with people from all over the World.

Our proposition therefore is to take that place in the online world. While Chatroulette.com is trying to solve its lewd content problems, but only it seems so that the rest of the guys on there can be less revolted while hitting "next" in an attempt to find an increasingly rare female, SpinTheCam can do what the World wanted Chatroulette to do. And that is to randomly connect its users to someone else in the world who is also interested in being randomly connected to you.

We believe it was the idea of making a random connection with someone else on earth that was Chatroulette's killer idea. Total anonymity results in the proliferation of perverts and "nexting" is antisocial and rude. Both features have their merits but they are also at the root of Chatroulette's problems. These are problems that we have solved.

SpinTheCam is a Global Social Network whose goal is to connect people in a meaningful way. We achieve this by using Stratus peer-to-peer technology in the context of an all bells and whistles social network. We have made refinements that prevent our community being overrun by guys "nexting" for girls or perverts exposing themselves. The potential growth is vast and our development plan guarantees that we will become and remain the global leader in this field.

### **Competitors**

**Chatroulette.com.** Instead of recognizing the reason for its explosive growth, it is trying to solve one problem category only to cater for another problem category. By trying to get rid of the waving penises it seeks only to lessen the disgust levels of the “nexter” (those clicking from one video feed to the next). User levels will swindle due to boredom or migrate to a site where there is something more interesting to look at (such as stickam below). It is hard to determine what will happen to Chatroulette.com, but as the original and incumbent site it remains the greatest competitor to what SpinTheCam seeks to achieve.

**Stickam** was launched May 5th 2010, the Stickam chatroulette is a cool game where people get points for performing or just being interesting. It is a clever use of random video connections and consistent with the theme and goal of their website which is primarily an entertainment centre for members. It is notable that Stickam has branded the function as a “shuffle” like Woome and not a “Chatroulette”. This might be an indication that they believe association with chatroulette.com could already be construed irreversibly negatively in the market.

**Shuffle People** was launched by WooMe and it was one of the earliest clones that actually worked well. Woome has successfully and cleverly used the Chatroulette explosion to get traffic and attention. The feature is, however, little more than a limp appendage to their main site and has no clever functionality nor is it gaining popularity. They will probably turn it into a game similar to what Stickam has done but, more likely, a dating game.

**Everyone else.** There have been some slight iterations on the original Chatroulette function but no other new venture has added it to a Social Network where people can connect in a meaningful way. All the Chatroulette clones – even those that saw moderate initial uptake – have dwindled. It is notable that the successful clones are those that have been launched within an existing social network i.e. Woome and Stickam above

## **What do we believe?**

- The reason why Chatroulette.com was a global success was the curiosity of the World’s population about its global neighbor.
- The reason why Chatroulette.com failed is that it was too anonymous, which bred antisocial behavior and also that it allowed the antisocial behavior of “nexting”.
- Inherent in these statements is the belief that anonymity and the ability to “next” were NOT the key ingredients of Chatroulette’s growth. That growth was because of the **idea** that one could connect randomly with a level of anonymity to someone else anywhere in the World.
- We believe we have solved the problems of Chatroulette.com while staying true to the idea of random video connections that proved so popular.

## **What have we achieved so far?**

During Beta and while under construction SpinTheCam succeeded in riding the ChatRoulette wave attaining 1000 member sign-ups and 30,000 visitors with no PPC or acquisition cost. A Google search of the name yields over 4000 results.

It is now a fully loaded Social Network with points, virtual gifts, member badges, block and reporting features, games, add friends and dating functions. It has just added a random video chat that is fully integrated with its member database, community chat features and one-one video chat functions.

## **Team**

**Fraser Brown:** Fraser Brown is an engineer by training but in his early days succeeded as a project manager more than number cruncher. On completing his MBA at Trinity College Dublin he turned down offers from major Irish corporations to join a small consulting firm as a Senior Strategy Consultant. He became known for strategy sessions which consisted of real-time white board sessions with management teams mapping out new ventures or re-inventing old ones!

The urge to fulfill his sporting talent led him to a four-year fulltime campaign in the year 2000 towards the Athens 2004 Olympic Games. He reached the top ten in the world in the high performance 49er class and won Grade one Olympic classes events and was 16th in the Olympics which was Irelands highest result.

Once the Olympics was over Fraser began selling diamonds online in what was his flagship venture - [www.diamond.ie](http://www.diamond.ie). The company doubled turnover year on year and exceeded one million \$ in sales after three short years. In 2009 he branched out into multiple new ventures and founded FraserDB, Inc.

**Valerie Mank:** Global Operations Manager, FraserDB Inc. Valerie brings over 12 years of business development, and product development experience to the team. She started working with Fraser in 2007, and managed global operations of the diamond and jewelry business during that year and into 2008 when the company doubled sales to \$1.4 million. In 2009 they responded to the recession by diversifying with multiple new projects and founded FraserDB, Inc. She is a mother of two teenagers and an extraordinary juggler of time and tasks! Basically, Valerie handles all the difficult stuff.

**Brandy Millar:** Project Manager and Webmaster. Her role is to strike a balance between our freelancers, maintain deadlines and maintain the various websites for FraserDB, Inc. Brandy brings over 13 years of combined customer service and management experience to the team. She has been working on a variety of projects with Fraser including project management and web design.

**Sean Nobel:** Sean has over ten years of experience as a programmer, with the passed four years being heavily focused on social networks. Before joining the team in March 2010, his time was spent freelancing for other companies around the web, working for numerous startups and some very well known companies. Sean also runs his own website, Lep's Lair, which he uses as a hub for all his interest and websites.

## **Investment sought**

Up to \$1,000,000 in convertible seed funding to be used: 60% marketing, 20% development and 20% remuneration. For full business plan, resumes and projected P&L please contact Fraser.

## **Final Comments**

ChatRoulette.com exploded with popularity because of the idea that it connected two people randomly from anywhere in the world. Remarkably, if you search “chatroulette” in Google it returns 3,620,000 search results. If you search for “stickam” it returns 3,280,000 search results. Chatoulette was launched in November of 2009 and Stickam has been in business since 2005 and is hailed as stealing MySpace’ thunder. The growth rate of Chatroulette actually exceeds that of Facebook.

The **opportunity REMAINS** to satisfy the World’s curiosity about its Global neighbors via random video chat. The value inherent in the proposition is of FaceBook proportions. SpinTheCam has identified and solved Chatroulette’s problems. It is built and ready for scale with a clearly defined path to market and and the team to make it happen.

## **Corporate Details**

SpinTheCam.com is a project of FraserDB, Inc, a New York Corporation.  
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