

Communities

Christian Leybold
BV Capital

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What is key to an Internet community?

Useful **Tool**



Example:

 del.icio.us

- Efficient way of managing your large collection of bookmarks

Useful **Content**



Example:



- Great way of discovering good restaurants

Useful **Network**



Example:

 flickr



- Sharing and discovering pictures

Internet communities combine a useful service with content and networking.

Business Models

Useful **Tool**



Premium Service

Typically:

- more storage
- more bandwidth
- no advertising

Useful **Content**



Monetize by Advertising

Typically:

- contextual ads
- Lead Generation:
 - Pay-per-click
 - Pay-per-call

Useful **Network**

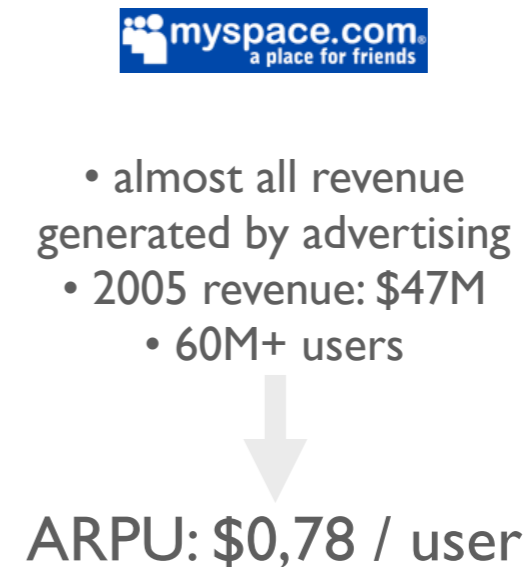
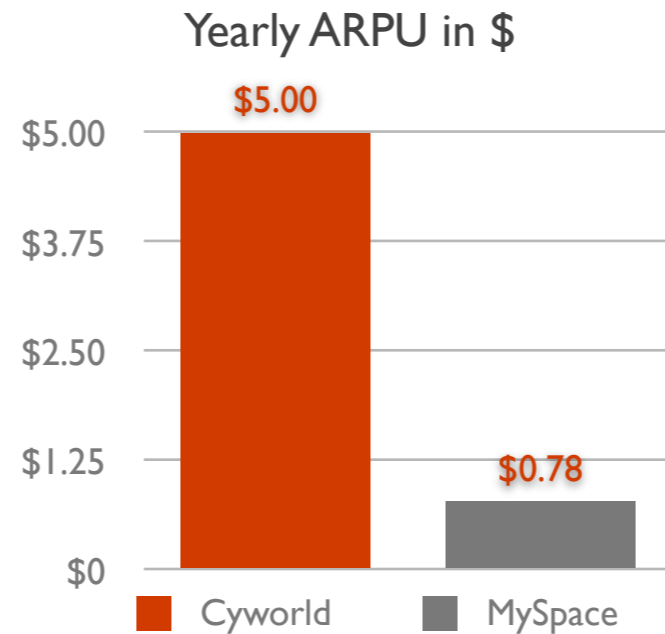
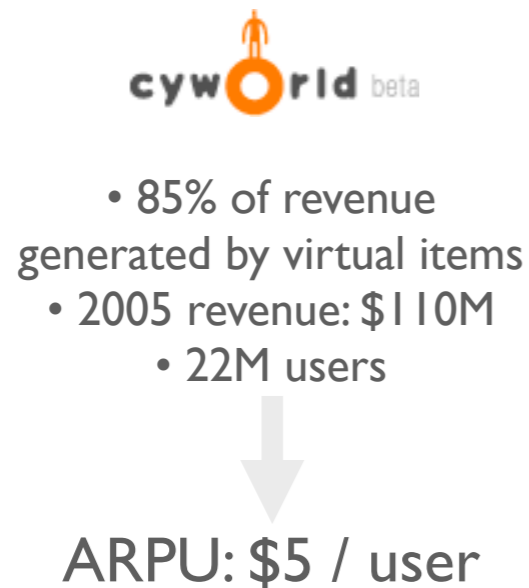


Premium Service

Typically:

- Social features
 - Reputation
 - Virtual Gifts

Monetizing User Reputation and Social Activity



Revenue from virtual item sales can exceed advertising revenue.

Backup

What is key to an Internet community?

Useful **Tool**


Value Proposition
for individuals

Useful **Content**

Value Proposition
for community / passive users

Useful **Network**

Value Proposition
for individuals

 del.icio.us
1st Gen. Bookmark Tool

 Ofoto

 SixDegrees

 YellowPages



Tagging →

←
Credibility & Relevance
due to mapping of content and individuals

Activity

Write

Read

Read / Write

Thank you!

christian@bvcapital.com

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