



Facebook Story & How To Use Safely

Pat Tsao 曹平霞

May 11, 2011

5070 Social Enterprise



曹平霞 (Pat Tsao)

美國英泰國際(股)有限公司 創辦人&董事長

台灣因泰國際(股)有限公司 創辦人&董事長

北京語通(股)有限公司 創辦人&董事長

中華民國青創會 顧問

輔仁大學美國基金會 董事

輔仁大學台北市校友會 常務監察

輔仁大學全國校友會 理事

中華民國資訊運籌管理 (CALS) 創會理事

台灣時代基金會顧問

美國德州中醫學院 校董

美國Old Dominion University 校董

美國奧斯汀教育管理公司創辦人及總經理

美國企業整合協會 (AFEI) 創會理事；

經濟合作與發展組織(OECD)海嘯(Tsunami) 計劃 資深諮詢委員

美國大華府玉山科技協會理事

美國泰華德中文學校創校校長 (Tidewater Chinese School)

Case Study – Mark Zuckerberg



2003	\$1,200
2004	
2009	\$2,000,000,000
2010	\$23,000,000,000
2011	\$50,000,000,000

Company valuation



What is the differentiator –

<http://www.facebook.com/video/video.php?v=10150331790590484>



4 Original founders & Key people

- Mark Zuckerberg and co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin launch Facebook from their Harvard dorm room
- Sean Parker – Co-founded [Plaxo](#) and [Causes](#). Early involvement with [Napster](#) and [Facebook](#)



About Facebook

- Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment.

- **Mark Zuckerberg**
Founder & Chief Executive Officer



Mark Zuckerberg is the CEO of Facebook, which he founded in 2004. Facebook is a social utility that helps people communicate more efficiently with their friends, families and coworkers. Mark is responsible for setting the overall direction and product strategy for the company. He leads the design of Facebook's service and development of its core technology and infrastructure. Mark attended Harvard University and studied computer science before moving the company to Palo Alto, California.



Christopher Cox VP of Product

Christopher Cox is the Vice President of Product at Facebook, where he is responsible for organizing Facebook's product strategy and overseeing the product management and design functions. Christopher joined Facebook in 2005 as a Software Engineer and was instrumental in implementing first versions of key Facebook features, including News Feed and Inbox. He then became Director of Human Resources where he drove the development of Facebook's mission, values, and people strategy. Christopher holds a Bachelor's degree in Symbolic Systems with a concentration in Artificial Intelligence from Stanford University.



- **David Ebersman**
- **Chief Financial Officer**
- David Ebersman is the Chief Financial Officer of Facebook, where he leads the finance and facilities teams. Prior to joining Facebook in 2009, David worked at Genentech Inc., a leading biotechnology company, most recently as its Chief Financial Officer and Executive Vice President. David joined Genentech in 1994 and served in a number of roles at the company including Senior Vice President, Product Operations, Vice President, Product Development, and Director, Business Development. Prior to Genentech, David worked as a Research Analyst at Oppenheimer & Company Inc. He serves on the Board of Directors at Ironwood Pharmaceuticals, and was selected as a Fellow in the Henry Crown Fellowship Program. David holds a Bachelor's in Economics and International



- **David Fischer**
- **VP of Advertising and Global Operations**
- David Fischer is the Vice President of Advertising and Global Operations at Facebook and oversees sales, advertiser marketing, and customer operations throughout the world. He joined Facebook after over seven years at Google, where he was Vice President of Global Online Sales and Operations and was responsible for Google's online sales channel, which represents the majority of Google's customers worldwide. In that role, he helped build Google's online advertising network into the largest in the world. Prior to that, David served as Deputy Chief of Staff at the United States Treasury Department during the Clinton Administration. Earlier, David was an Associate Editor at U.S. News & World Report, where he covered economics, business, and politics from Washington DC. David holds a Bachelor's degree in Government from Cornell University and a MBA from Stanford University.



http://www.facebook.com/facebook?v=app_143615955650480

<http://www.facebook.com/pages/5070/262242094316>



Statistics

- **People on Facebook**
- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook
- **Activity on Facebook**
- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.



- **Global Reach**

- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application

- **Platform**

- Entrepreneurs and developers from more than 190 countries build with Facebook Platform
- People on Facebook install 20 million applications every day
- Every month, more than 250 million people engage with Facebook on external websites
- Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day
- More than 2.5 million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites



- **Mobile**
- There are more than 250 million active users currently accessing Facebook through their mobile devices.
- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products



How to Use FB

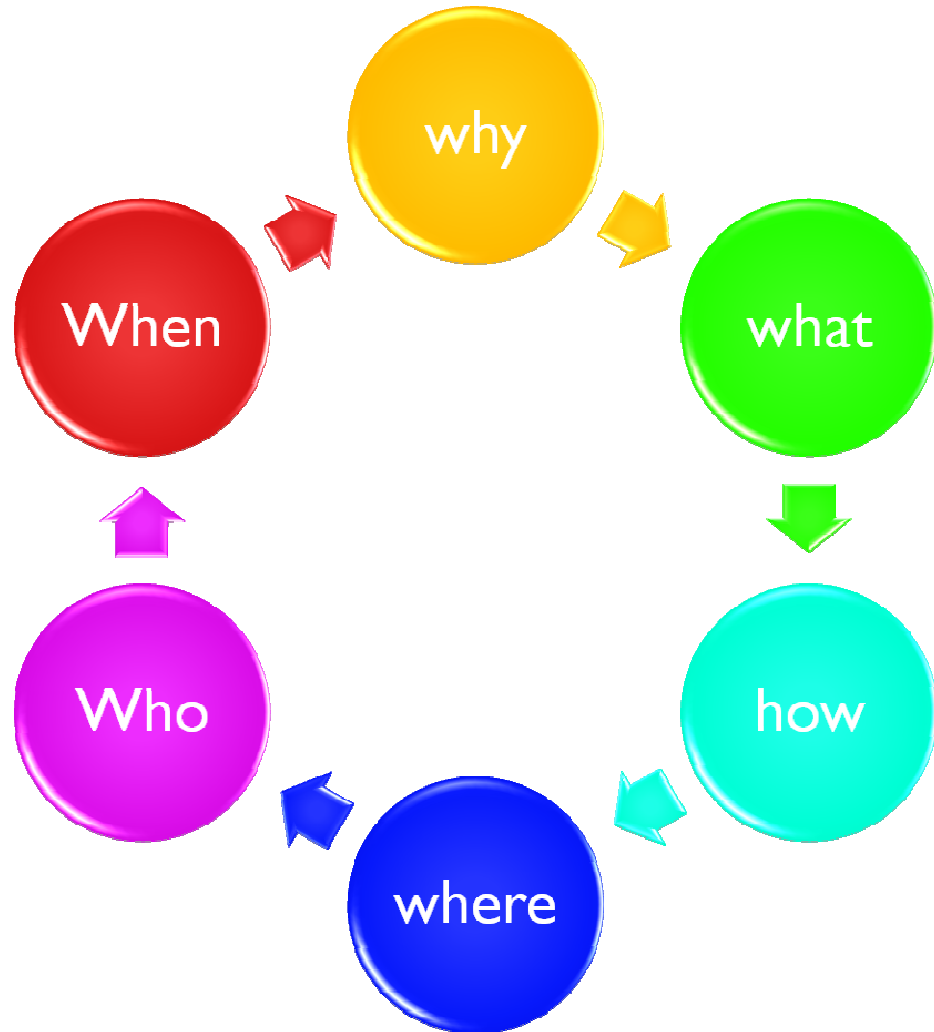
We will connect to FB and do the demo:

Security features

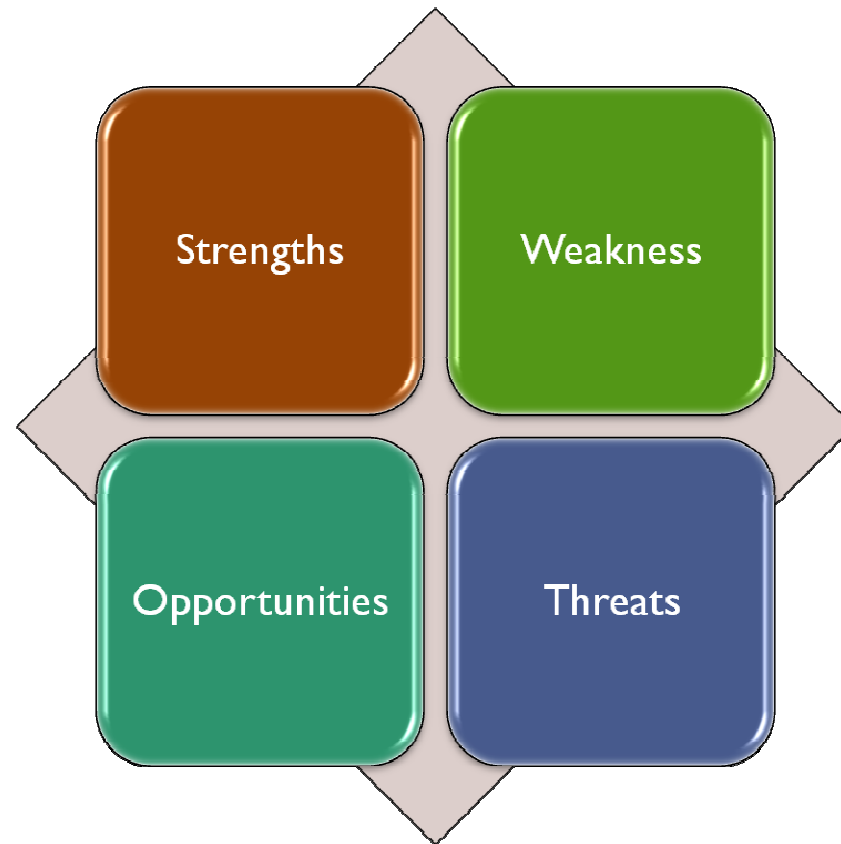
How to unfriend

How to de-activate & re-activate

More....



Groups discussion -





strengths

- Advantages of proposition?
- Capabilities?
- Competitive advantages?
- USP's (unique selling points)?
- Resources, Assets, People?
- Experience, knowledge, data?
- Financial reserves, likely returns?
- Marketing - reach, distribution, awareness?
- Innovative aspects?
- Location and geographical?
- Price, value, quality?
- Accreditations, qualifications, certifications?
- Processes, systems, IT, communications?
- Cultural, attitudinal, behavioural?
- Management cover, succession?



weaknesses

- Disadvantages of proposition?
- Gaps in capabilities?
- Lack of competitive strength?
- Reputation, presence and reach?
- Financials?
- Own known vulnerabilities?
- Timescales, deadlines and pressures?
- Cashflow, start-up cash-drain?
- Continuity, supply chain robustness?
- Effects on core activities, distraction?
- Reliability of data, plan predictability?
- Morale, commitment, leadership?
- Accreditations, etc?
- Processes and systems, etc?
- Management cover, succession?



opportunities

- Market developments?
- Competitors' vulnerabilities?
- Industry or lifestyle trends?
- Technology development and innovation?
- Global influences?
- New markets, vertical, horizontal?
- Niche target markets?
- Geographical, export, import?
- New USP's?
- Tactics - surprise, major contracts, etc?
- Business and product development?
- Information and research?
- Partnerships, agencies, distribution?
- Volumes, production, economies?
- Seasonal, weather, fashion influences?



threats

- Political effects?
- Legislative effects?
- Environmental effects?
- IT developments?
- Competitor intentions - various?
- Market demand?
- New technologies, services, ideas?
- Vital contracts and partners?
- Sustaining internal capabilities?
- Obstacles faced?
- Loss of key staff?
- Sustainable financial backing?
- Economy - home, abroad?
- Seasonality, weather effects?



Thank you for your attention!

- Email – pattsao@gmail.com
- Cel – 0975-005-554
- Skype – pattsao88