

## **AV Cue: Cam 1 on Hugh**

Thanks Chris. We ran a survey last year and found that 80% of people would like to see nearby friends and colleagues more often, but primarily, they forget to reach out or it is too difficult to coordinate.

That's why we built Lunchster.

## **AV Cue: PC 1**

0:16 Lunchster simplifies, and more importantly, automates getting together with your friends and colleagues on a regular basis.

**(flip to FB window and click ok)** Let's dive right in. By the way, this is a Facebook Connect site, and in fact, our private beta was selected as one of the top 50 for the fbFund 2009.

0:35 Now in step 1, I could import my friends' emails from LinkedIn, Gmail, Yahoo, or others. I'm going to just enter the email addresses of some of our old PayPal colleagues **(flip to direct entry, paste A)** directly into this box. While I show you this product, I want **you** to think of one or two friends or colleagues that you'd like to stay in better touch with. This is going to be for our audience participation demo coming up in about 2 minutes.

1:04 Ok, next I'll enter my e-mail address and send them an invitation to come join me on Lunchster. **(paste B)** Now my friends don't actually need to sign up and create an account. Lunchster will still coordinate lunches between us.

1:24 Because I used FB connect, I can publish a note to my feed inviting my Facebook friends to join me on Lunchster. **(paste C)**

1:35 Finally, I provide my location and some basic information about me, including the email address associated with my online calendar. **(paste D)**

**1:47 And that's it – signing up is that simple.** And by the way, once I've signed up, I never have to come back to the Lunchster website. Lunchster will send out proposals, **(flip to calendar request and highlight accept decline buttons)** and I can respond straight from my Outlook or Google Calendar or iCal using the standard accept/decline buttons.

2:04 You'll see that Lunchster has selected one of my friends, **(mouse highlights 1st bullet)** Katherine, and is proposing that we have lunch on Oct 7th. I can change that if I really want. Otherwise, this proposal will be sent to my calendar in about 5 minutes.

2:26 Now this second bullet is where the real magic happens. **(mouse highlights 2nd bullet)** Lunchster will arrange lunches like this twice a month on the 1st and 3rd

Wednesdays. Again, I can customize this, otherwise in a few moments, Lunchster will actually send placeholders to my calendar to reserve this time. This is meant to be my general availability. If I'm unavailable for a particular date, it's no big deal; I can just reschedule or decline straight from my calendar.

**3:05 (flip to email and point mouse to link)** And here's what it looks like for Katherine. She'll have the chance to suggest the location for lunch by clicking this link.

**(flip to Chrome browser)** Here on this page, Katherine sees a map of the area near me. **(open "Near you" option)** Lunchster says it doesn't know where she is and asks for her address. **(click somewhere on map)** Now this is pretty neat—Katherine can just click the map to get nearby restaurant recommendations powered by Yelp. (~4 seconds wait time)

3:34 Let's select this place since it has a 4 star Yelp rating. **(click first restaurant recommendation)** Finally we'll accept the meeting. **(click update button)**. At this point Katherine will get a calendar invitation.

#### **AV Cue: Cam 1 on Stage**

**3:45 Vish:** Ok, if you recall, we asked you earlier to think of a few friends you'd like to stay in better touch with. We're going to do something that has rarely been done at DEMO, which is to have you participate right from your seat, using Lunchster to add your friends to your lunch rotation via e-mail.

**Hugh:** And there's a bonus--if you participate with us, and you follow along with your phone, we will pick one of you and treat you to lunch with Chris Shipley.

**4:10 Vish:** Go ahead and get your phone out and start your e-mail client.

#### **AV Cue: Lights up. Cam 3 on the audience and try to focus on people who are participating**

**Vish:** Again, what's happening here is you are inviting one of your friends to have lunch using Lunchster. We've made it unbelievably simple to sign up and add friends to your lunch rotation. You don't even need to visit our website to get started or add friends.

#### **AV Cue: ELMO (Vish on stage presenting)**

**4:26** Just send an email to your friend. So, on the to line, put your friend's email. (wait 8 seconds)

On the cc line, put [lunch@lunchster.com](mailto:lunch@lunchster.com). If you don't have a CC on your phone, just add it to the to line. (wait 4 seconds)

You can put whatever you want for the subject and body. “Great bumping into you at the conference” “Let’s catch up more often” Whatever.

**4:46** If you mention a day or date, Lunchster will recognize that and will target that date. Otherwise, it will try to arrange lunch on a 1<sup>st</sup> or 3<sup>rd</sup> Wednesday of the month.

**<5:30?** And by the way, we have these stickers to remind you to add friends and colleagues to your lunch rotation. Stop by our booth to pick up a removable sticker for your own phone.

### **AV Cue: Cam 1 on Vish**

**5:18** So today, we showed you two ways to build a lunch rotation that keeps you in better touch with the friends and colleagues that matter most to you. Now, we built Lunchster not to solve the scheduling problem, but to help you build deeper relationships with your network. Increasingly **it’s the quality of your relationships**, and not the size of your network that matters. I’m Vish Shastry, and this is Hugh Olliphant. **Be sure to visit us in the pavillion at booth 36 and learn more about where we’re going from here.** Thank you!

**5:55**