

Min Zhu, 06:04 PM 7/6/99 -0700, RE: business plan & projections

To: Min Zhu <mzhu@activetouch.com>
From: Erin Zhu <zhu@ptyx.com>
Subject: RE: business plan & projections
Cc:
Bcc:
Attached:

At 05:52 PM 7/6/99 -0700, you wrote:

This is very ambitious.

I will push Subrah & Tom to sign the agreement this week. Are you ready to go beta by the end of this week?

Yes, I will have the email, web hosting, and a basic resource directory done by the end of this week. I want to try the WebEx part with as little modification as possible, just swap over a couple of pictures.

Please take a look at the graphics designers in WebEx site. Take a look at siliconartists.com. Is this the kind of users you want to attract?

Yes that is the best kind of user, however I don't think there are 50,000 users of that type in the world. I want to appeal primarily to freelance web designers rather than established companies, because a virtual office and telecommuting functionality will be a more compelling solution for them. I have already talked to the organizer of a couple of major mailing lists for web designers about putting out an announcement for Live Share when it goes live, so we will have people visiting and signing up immediately.

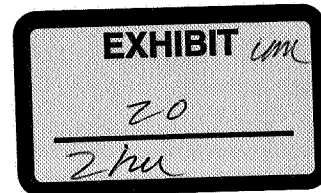
Could you give me a list of other features you would like to have other than WebEx?

Not right now, the only thing I would like if it is possible is to replace the word 'WebEX' in all the pages of the branded site with LiveShare but leave a place for a "Powered by WebEx" logo.

I will need a place to put a banner ad but I think that can be accommodated with the header branding functionality that is already in WebEx.

I have free email and free web hosting software already, and I am finishing up writing URL redirection software so that people can type in account.liveshare.com and get sent to their website.

Actually there is one thing – how much effort would it be to write a very simple explorer-like FTP client that will run inside a web browser? Basically I want people to go to a page, put in their username and password, and be able to drop & drag files from their desktop into this applet or ActiveX control, with a little bit of server-side processing to insert a default header & footer into every HTML file that they upload.



This would be very helpful for the free hosting side, since normal free hosting either allows FTP access (which makes the ad insertion part difficult) or file upload from the web browser, which only lets you upload one file at a time and is very frustrating to use.

Erin

Min

—Original Message—

From: Erin Zhu [mailto:zhu@ptyx.com]

Sent: Tuesday, July 06, 1999 5:44 PM

To: Min Zhu

Subject: RE: business plan & projections

No I don't think so, the plan is to specifically provide services for web designers and webmasters, and offer static and realtime resources targeted specifically at them. I want to sign up 50,000 people who build or run websites, and convert 2% of them to paying users.

Erin

At 05:45 PM 7/6/99 -0700, you wrote:

>Erin:

>I checked your plan, seems to me you are not going to do vertical market

>for graphical designer and will stay with your original idea.

>Is that true?

>

>Min

>

>—Original Message—

>From: Erin Zhu [mailto:zhu@ptyx.com]

>Sent: Tuesday, July 06, 1999 5:01 PM

>To: mzhu@activetouch.com; susanx@activetouch.com

>Subject: business plan & projections

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>

>Attached is a brief summary of what I am trying to do with Live Share,

>Inc.

>The monthly projections of free registrations and paid virtual offices

>give

>realistic numbers that can be checked against on a regular basis to

>evaluate