

Tri-County Economic Forecast Conference:
Business Trends in Technology

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Build.com Background

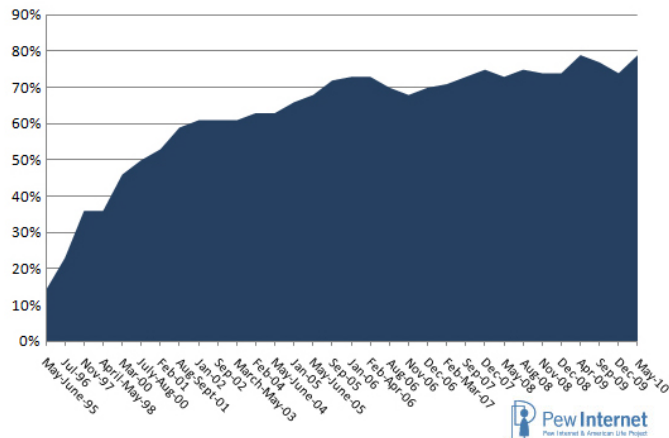
- Founded as FaucetDirect, Inc in 2000
- Renamed ImprovementDirect, Inc in 2004
- Acquired by Wolseley PLC of London in 2007
- Renamed Company Build.com, Inc. April 2010
- Headquartered in Chico, CA @ Airport
 - Location of subsidiary DPS in Goshen, NY with 40
 - 250 Total Employees



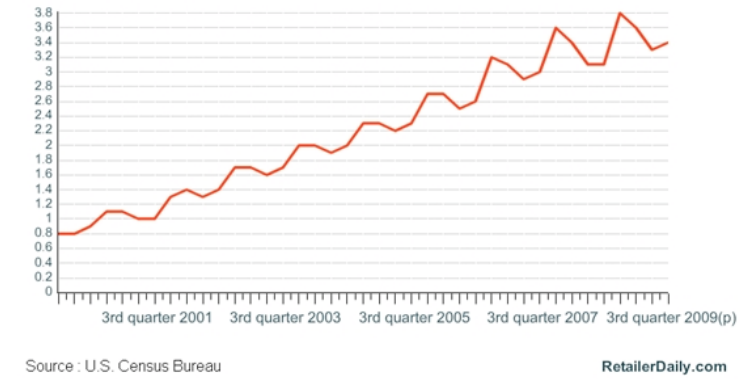
Home Improvement Suffering? Not online..

- Leading online retailer of Home Improvement products
 - Over 220m in sales forecast for 2010
- Large and growing market opportunity in web based businesses
 - Channel shift to online in retail charges forward, but has a long way to go
 - 80% of America uses the web but only 3.5% of retail sales are done online.

Internet adoption over time



E-commerce as a percentage of overall U.S. retail sales



Enough about Internet Retail

- My goals today are to:
 - Provide an overview of WEB 1.0 / 2.0 and emerging technologies
 - Give you a baseline understanding of how current trends can be capitalized on and why they are important.
 - Share with you my own biases and what I think is important technology for the future for your business

Practical Guide To Trends in Technology

- WEB 1.0
 - Your Website Strategy
 - Your Email Address
 - Installed Software
- WEB 2.0
 - Your Mobile Strategy
 - Your Social Identity
 - SAAS / Cloud Computing
- Emerging Trends
 - Your Native Mobile App
 - Mobile Payment Solutions
 - The Buzz is Local
 - Social Problem Solving
 - The death of the laptop as we know it

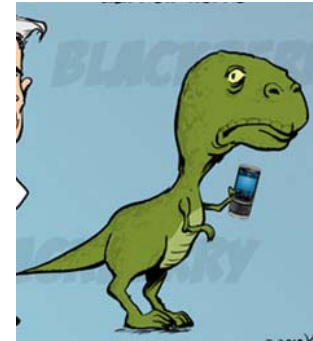
How Has WEB 1.0 Changed?

- It is now really easy!
- Your Website / Web Identity
 - Buying a domain name is so simple my 9 year old did it.
 - Services like GoDaddy have democratized the domain name purchasing business, and for less than \$8.95 a year everyone can have a web identity.
- Open Source technologies like Wordpress and Joomla make it increasingly to setup and run an incredibly simple web 1.0 presence virtually free.
 - Companies like HostGator and Site5 will host your site for \$5.00 to \$9.00 a month



What about my WEB 1.0 email?

- The Internally Hosted Exchange Server Is Going Extinct
- Cloud Based SAAS systems are the future
 - SAAS = Software as a service
- Email SAAS is
 - Less expensive (pay as you go in most cases)
 - More Reliable
 - Highly Collaborative
 - Requires little to no IT resources
 - Browser or Client Based
- Innovative Solutions Exist Now



SAAS Is Everywhere

- ***Software as a service is not just for email, but is the future of software***

- CRM
- Human Resources
- ERP Systems
- Marketing
- Accounting



- Programmers now code for the browser, not the OS
 - Traditional software is for MRI machines and Jet Fighters

Native Mobile Apps

- Your website is how people used to communicate with you
 - Now its through their phone
- The iPhone changed the world
 - Mobile is exploding
 - Confidential Information : Google says 10% of searches now mobile
 - Growing at 130% a year at last count!
- Not only now do you need a website,
 - But you also need an app
- Technology is evolving there too
 - Apps (originally costing 10's of thousands of dollars) now available for 39 a month
 - Chico State's own Andrew Gazdecki can help you for next to nothing.



Mobile Payment Solutions

- Mobile Is Also Changing how people PAY for transactions
 - The Cell Phone is becoming the payment terminal
- Square – A new San Francisco based startup
 - www.squareup.com
 - A new device which attaches to your cell phone
 - Allows payments to be collected by credit card by anyone
- Revolutionizes
 - Farmers Market
 - Plumbers / Technicians
 - Taco Trucks –
 - Electronic Payments now accepted everywhere!



Social Emergence

- Whether you are a university, a non-profit, a for profit, a sole proprietor, you now have a whole new aspect to manage of your business : Your social profile
 - Twitter / Facebook / LinkedIn
- Where you need to invest your time :
 - Chris Friedland’s Order of Importance
 - Facebook – The social goliath
 - Linked In – The goliath in a suit
 - Twitter – SMS to the masses

LinkedIn

facebook

twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Facebook is the Google of social
 - 500m users worldwide
 - Fastest growing advertising network
 - Businesses today are being build ON TOP of Facebook which will be future goliaths
- Build.com was built off of Google
- Other companies will be built entirely off of Facebook.
 - Facebook connect and like buttons – incredibly important
 - Local and Regional Advertising – Gold for local businesses!

Facebook: Important Part of your Strategy

- Take control or someone will take control for you:

The screenshot shows the Facebook interface for the page "California State University, Chico". The page has a large profile picture of a tiger. The navigation tabs include "Wall", "Info", "Photos", and "Boxes". A post by Margie Pijlman is visible, titled "Margie Pijlman Scholarship Available - Jan. 30, 2011". The post includes a small profile picture of Margie Pijlman and text about the scholarship. Below the post, there are comments from Anizoba Obinna Emmanuel and Juan Venkman. The page also shows information about the university's location and a list of friends who like the page.



- Facebook, but all grown up
 - 100m users, but everyone in a suit
 - No photos of bar crawls and kids birthdays parties
 - The gold standard for lead prospecting and business research
 - When researching prospective employees you
 - Start with Linked in
 - Move to Facebook - Then lurk through their Facebook pages
 - Images not private? Why thank you!
 - Business / Company profiles on LinkedIn becoming more important
 - This is often how people research companies before they apply for jobs



- Twitter : The new press release
 - 200m+ users with nothing better to do but tweet?
 - Stream of consciousness for any possible subject imaginable.
 - The gold standard for distributing information to a fan base
 - Innovative companies are using Twitter for customer service problems
 - Best Buy – Twelpforce
 - Chris Friedland Prediction:
 - Long Facebook / Short Twitter –
 - Facebook will eat twitter

Local Emerging Trends? Are Local!

- Local Search / Local Product Inventory / Local Deals
 - Local is the new global
 - Google has conquered the 4% of people who buy online, now wants to chase the other 96%
- New Services are emerging which puts a new web / phone based focus on local businesses and local transactions with “deals of the day”
 - Groupon (not yet in Chico) is the pioneer in this field
 - Local upstarts such as WigiBuy are vying for a space in the market



Social Problem Solving

- As social continues to dominate, new problems are being solved using the trend towards social and information sharing
 - Quora is a great example of a company who is creating a massive social Q&A mindshare.
 - It is a community Q/A much like Wikipedia, but more collaborative and subject to opinion bias -- focusing on forming a consensus answer to a question.
 - Sample Quora Questions:
 - What is the best college to attend for Computer Science students?
 - What are the most important cognitive biases to be aware of?
 - How should California balance its budget?



The Death of the Laptop

- Apple Does It Again:
- Tablet computing represents the next frontier in mobile computing
 - Naturally Intuitive
 - Mobile (*no need for a mouse or physical keyboard*)
 - Powerful
 - Solves all sorts of real business problems as prices fall
 - Imagine a world where....
 - Restaurant menus are now on tablets, and dynamically updated
 - Textbooks are eliminated in favor of a single device
 - Mobile Video Conferencing Anywhere / Anytime



In Summary

- The Future is
 - Mobile
 - Public
 - Social
 - Connected
 - Will be here before you know it!

–Thank you!

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