

## Corporate Backgrounder

### Company Profile

HiveLive was founded in 2006 with the mission of helping companies harness the power of Web 2.0 to connect people and information. HiveLive's enterprise social networking technology—the first in the industry to combine social networks and information networks—is powered by a new, patent-pending Web 2.0 building block called a “hive.” Hives (short for “web archive”) combine people, information, and permissions to create flexible information resources. They support a nearly infinite range of community activities in the enterprise, and can be used to manage and share any type of information with any number of people. The technology was conceived and created by HiveLive co-founders John and Geoff Kembel, Stanford graduates with design and engineering backgrounds, and a vision for creating online “communities of depth” that allow companies to forge tighter bonds with customers, employees, and partners.

HiveLive is privately held. Its veteran management team includes:

- John Kembel, Co-founder and CEO
- Mike Rosol, SVP of Sales
- Greg Schneider, Chief Marketing Officer
- Geoff Kembel, Co-founder and Application Architect

### Platform Technology

HiveLive's LiveConnect Community Platform is the first and only on-demand, hosted, enterprise social networking solution that allows members to create their own social media applications using a building-block methodology. The technology is sophisticated yet simple, allowing HiveLive communities to be launched and customized by **clicking, not coding**, so it happens in days rather than months. Members of a HiveLive community can create familiar social media applications such as blogs, wikis and forums. They can also construct unique applications to meet special needs or interests—for example, they might host roundtables and brainstorming sessions, share recipes and travelogues, conduct voting sessions for a workgroup, record and share competitive intelligence, whatever they can imagine. With its fine-grained permissions and flexible post types, HiveLive's platform technology lets members choose the people, create the type of information, and define the interaction.

A HiveLive community is self organizing. All content is created and owned by members, is natively searchable, and can be promoted or flagged by members. HiveLive's fully integrated platform technology includes:

#### Tools for Members

Community Members get a full suite of tools for posting content, managing profiles, creating new networks, selecting favorites, setting communication preferences such as RSS feeds, and more.

***Hives are Web 2.0 building blocks that allow virtually unlimited flexibility in how companies and their communities connect and interact.***

### Tools for Administrators

Community administrators can define member roles and permissions, moderate content, manage member accounts, grant invitations, view usage reports, assign custom skins, access APIs, and more.

## Markets Served

HiveLive's platform technology has value for nearly any medium to large company. It has special appeal for manufacturers of consumer goods, electronics, and technology-driven products. Within these types of businesses, there exists three distinct community types that can benefit from the technology at HiveLive.

### Customer Communities

Consumers who feel passionately about "their" brand (think Harley Davidson, Patagonia, Apple) find joy in sharing their experiences and knowledge with others who share their interests. For deeply embedded brands, a HiveLive community nurtures viral communication, delivers real-time feedback for brand development, allows peer-to-peer support, and forms ever-stronger connections between a brand and those who believe in it.

### Employee Communities

HiveLive technology fosters a culture of collaboration, where individual employees turn into productive workgroups regardless of physical location. Whether community members are in close proximity or need to connect across time zones and cultures, they can use a HiveLive community to share ideas, capture inputs, make decisions, and drive innovation.

### Partner Communities

Channel partners, developers, vendors, and consultants can use a HiveLive community to stay connected with each other and with other constituents. They're better able to collaborate, share real-time market intelligence, develop best practices, contribute to product development, and drive revenue for all involved.

***"It's now a two-way conversation. Listen, respond, and talk intelligently. Stop dictating to customers. It's your customers, not you, that have the power."***

— George Colony, Founder of Forrester Market Research. August 6, 2007.

## Market Potential

According to IDC, the market for enterprise social networking applications is projected to grow nearly ten-fold between 2006 and 2009. Companies that successfully adopt this technology have the potential to see tantalizing competitive advantages including evangelistic customers, inspired and effective employees, and strong, profitable relationships with key partners. HiveLive is in the vanguard, providing technology that helps companies quickly and affordably deploy online communities that nurture innovation, creativity, loyalty and trust.

To learn more about HiveLive and the LiveConnect Community Platform, visit [www.hivelive.com](http://www.hivelive.com).