



Concursive Corporation

Concursive Corporation is a ten year old software development company located in Norfolk, Virginia. It is an Intel Corporation backed company having received an investment from the Intel Capital Group. It has developed a full featured community building application that gives it's members a variety of tools to expand their networks, expand their knowledge and contribute content in a variety of ways. As a public social marketing vehicle, it can be a free standing environment with a unique web address or can be set up to link off a current website.

College Owned Social Community - branded

A social network focuses on building online communities of people who share interests, and activities, or who are interested in exploring the interests and activities of others.

- Alumni, professors, students, administrators and prospective students have one location to socialize
- Increase enrollment by actively including alumni in the recruiting process
- Professors and their students collaborate in real time with free presentation tools
- Student engagement may increase retention

Concourse Connect

Concourse Connect is a full featured community building application that gives it's members a variety of tools to expand their networks, expand their knowledge and contribute content in a variety of ways. As a public social marketing vehicle, it can be a free standing environment with a unique web address or can be set up to link off a current website.

The center of the Community is the profile page. Because the community is set up in the style of a directory, there are a number of ways that profile pages are represented in the system.

Community Owner (College) Profile Page

The College has a profile page in the Community that displays the basic contact information with full content management capabilities, as well as a full suite of social networking tools that include blogs, wikis, discussion forums, a document library, calendars and a promotion generator. The College marketing personnel can create a rich community environment by actively adding content and inviting viewership through email marketing campaigns.

Personal Profile Page

Individuals who register in the Community receive a personal profile page when they register that gives them a similar set of networking tools to establish themselves in the community. In addition to photo and video uploads and slideshow capabilities, each profile comes with blog, wiki, classified tools, friends listing and messaging tools.

Business Profile Pages (optional)

Concourse Connect can be configured to allow sponsor businesses to register in the system, post and edit their contact information, and receive a number of Web 2.0 collaboration tools, blogs, forums, document library, reviews to create their own social marketing presence within the College Community.

Management of the Community

The Concourse Connect Community application uses an instance of Concourse Suite sales force automation tools that integrate into the Community. All users that register in the Community are entered as Contacts in the CRM with name and email. All groups, ideas, projects and events registered in the Community are recorded and each one's membership is tagged so that members can be marketed to by interest.

Collaboration Tools

Within Concourse Connect, members have a number of ways to collaborate on specific projects, one time happenings or an on-going crowd who meet online around an interest or hobby.

Groups - members create groups, invite members, post documents, conduct discussion forums, and use other social tools to efficiently share common interests. Includes presentation software for free online meetings with Group members

Ideas - Establish a idea forum with the complete set of social tools and give a voice to people who want to develop the idea into actionable policy or new products and services

Events - Originate personal or professional events with the social tools needed to promote it. Events are saved in the system with reviews, pictures, discussions, etc. for future reference.

Projects - A fully functional project management application. Invite members, create dedicated forums, develop detailed plans, initiate issue management, and use project specific blogs

Revenue Generation Opportunities (optional)

- Sponsorships - third party companies with an interest in providing current information, special promotions or documentation about their services
- Advertising - space can be sold on a rotating basis in various places inside the Community
- Job Placement Tools - third party applications with search capabilities tied to search terms

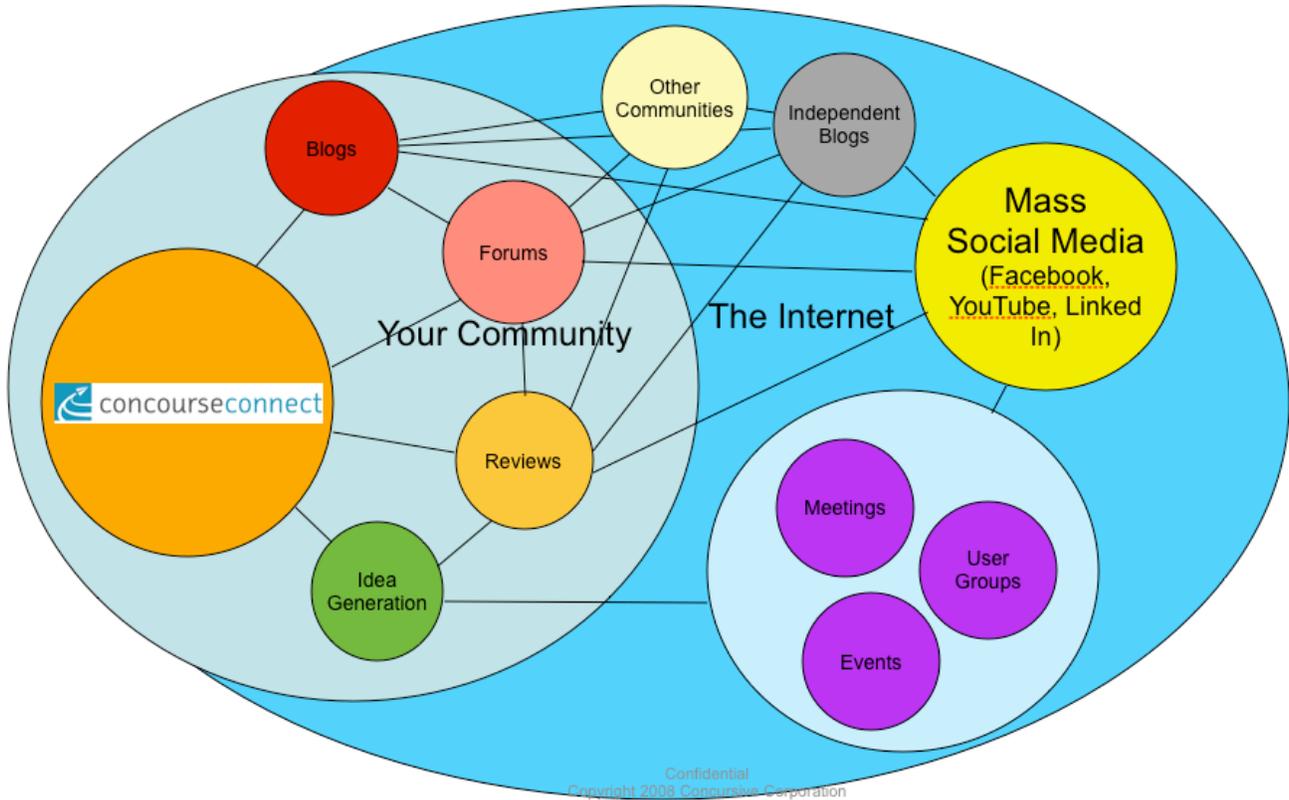
Customization

The Concourse Connect community look and feel will be designed to reflect the marketing strategy of the Owner. It will be a unique Community, instantly recognizable as being a part of the Owner's organization. Features discussed within this outline as Web 2.0 tools can be renamed or turned off if they are in conflict with other services provided by the Owner.

Concourse Connect Application

The Concourse Connect Community application software can be hosted on premises in the Owner's data center, or it can be co-located in multiple Concourse data centers and maintained by Concourse Corp. Access to all features and data is enabled using Secure Socket Layers (SSL) encryption through a standard Internet web browser regardless of the hosting location.

Generate Traffic to Your Community from Across the Internet



The Concourse website is built on our Concourse Connect and Concourse Suite technology.

Visit <http://www.concourse.com>