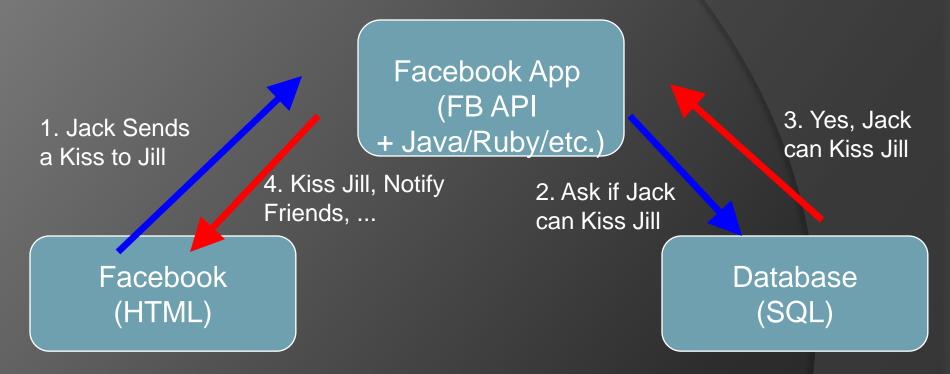
Facebook Viral

Operational Concepts

- Facebook apps, for the Facebook masses
- Live apps on the 'Net
- Large number of potential users
- Track usage statistics
- Think Viral!

Richard Jordan James Peck Matt Gable

Software Architecture (ex. KissMe)



Vote for us:

Husky Pride: Beat the Stanford Course Autumn '07 (CS377W)
Fame: KissMe has over 2.5 million users in three months
Money: Make "a few thousand \$ a month in ad revenue" (Instructor Dave McClure)

Challenges and Risks:

- Complications of making a program work as a Facebook app
 - Must gain familiarity with Facebook apps
 - Some exploratory work done; basic mechanism understood
- Programs created might fail to catch on
 - It would be a bummer, but wouldn't inhibit creation of the programs...

Example Facebook app

- Emotion rater
 - users post text messages
 - other users rate how the messages make them feel
 - provide feedback to the posting user
 - allow users to search for messages that create a given mood