

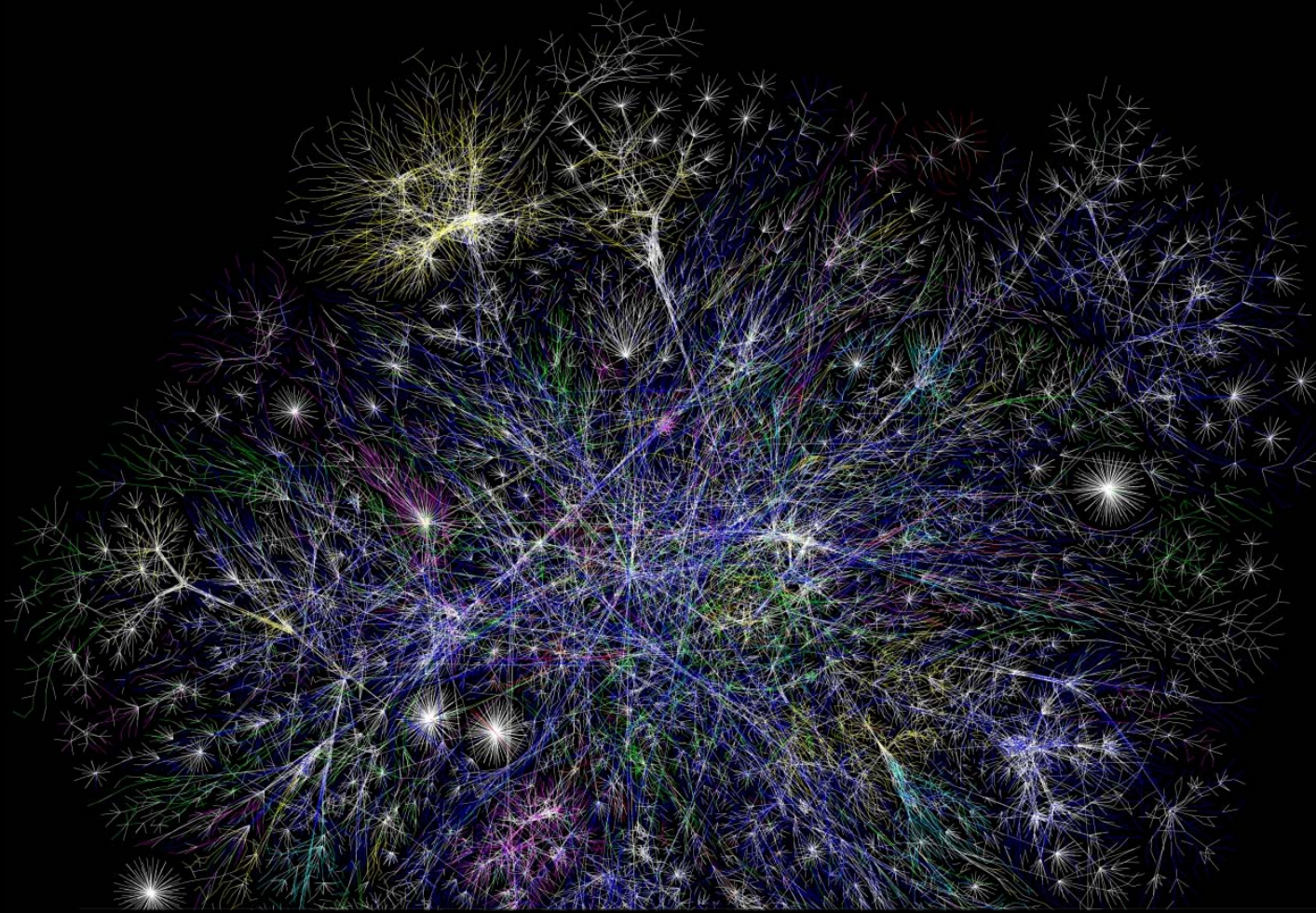
Gist.

T.A. McCann
Founder and CEO



Why are you here?





Success

= # of relationships X depth of each relationship



Google™

LinkedIn®

facebook



twitter



TechCrunch



zoominfo



Gist.

How Gist Works...



Dashboard – *what I need to know about my network*

The screenshot displays the Gist dashboard interface. At the top, there is a navigation bar with the Gist logo, a notification about account uploads, and user account information (T.A. McCann, Account, Admin, Help, Sign out). Below the navigation bar are tabs for Dashboard, People, and Companies, along with a search bar.

The main content area is divided into several sections:

- Recent News:** A section with filters for People, Companies, News, Blogs, and Tweets. It shows a list of news items, including one from Brad Feld (6) about an interview at the Wolf Law School.
- Messages From Gist:** A section showing a list of messages, including one about pricing matrices and another about a technical resume.
- Upcoming Events (188):** A section showing a list of upcoming events, including one about a 2010 bonus plan.
- Attachments:** A section showing a list of attachments, including a pricing matrix and a technical resume.
- Links (23834):** A section showing a list of links, including several "Welcome to Gist" messages from beta.gist.com.

The dashboard also features a sidebar with a list of users and their counts, such as Brad Feld (6), Scott Neilson (3), Greg Meyer (6), J. B. Holston (3), Tony Wright (5), John Winsor (1), Scott French (12), Fred Wilson (2), Eric Marcoullier (8), Mark Barry (6), David Geller (4), John Cook (20), Jennifer Pitts (3), Nathan Kaiser (14), Jeff Freedman (3), Buzz Bruggeman (3), Shelly Farnham (4), Bijan Sabat (3), David Conrad (2), and technewsinfogoo (34).

Detailed profiles – everything I need in one place

Gist Your 6 accounts have been uploaded successfully. News updated about 13 hours ago more -

Robert Pease Account Admin Help - Sign out

Dashboard People Companies Search...

Brad Feld

Foundry Group

Gist user Registered: 11/02 Activated: 11/14 Approved Reports

Last contacted about 23 hours ago by email

Importance 100

Connected via

- Invite
- Dossier
- Merge
- Delete
- Make company
- Request profile
- Share contact
- Stop watching

VIP Salesforce

brad@feld.com

<http://www.linkedin.com/in/bfeld>

bfeld

<http://youtube.com/rss/user/bfeld> +11 -

<http://www.feld.com> +28 -

Add an Address

Add a Phone Number

less

What's New

News Blogs Tweets Show read items

100+ unread items Mark all read Stop watching

Last 24 hours

- The Top 20 VC Bloggers**
From [reddy2007.blogspot.com](#) Today
- Why Did Microsoft License Exchange ActiveSync to Apple?**
From [bfeld.tumblr.com](#) Today
- why did microsoft license exchange activesync to apple?**
<http://fndry.gr/3n>
From [twitter.com](#) Today
- standing cloud hiring - jr. sys admin - <http://bit.ly/4DZBzF>**
From [twitter.com](#) Yesterday
- Raising money? Are you reading?**
From [texasstartupblog.com](#) Yesterday
- In manhattan with @abatchelor. Need to rid myself of this cold that is harshing my mellow so we can have a good time.**
From [twitter.com](#) Yesterday

Correspondence (363)

Sender	Subject	Date
Stephen Hall	Re: Revised Gist open beta press release	09/08/2009
Stephen Hall	Re: Revised Gist open beta press release	09/06/2009
Brad Feld	RE: Revised Gist open beta press release	09/08/2009
Brad Feld	RE: Revised Gist open beta press release	09/08/2009
Robert Pease	Revised Gist open beta press release	09/08/2009

1 2 3 - 72 73

Links (101)

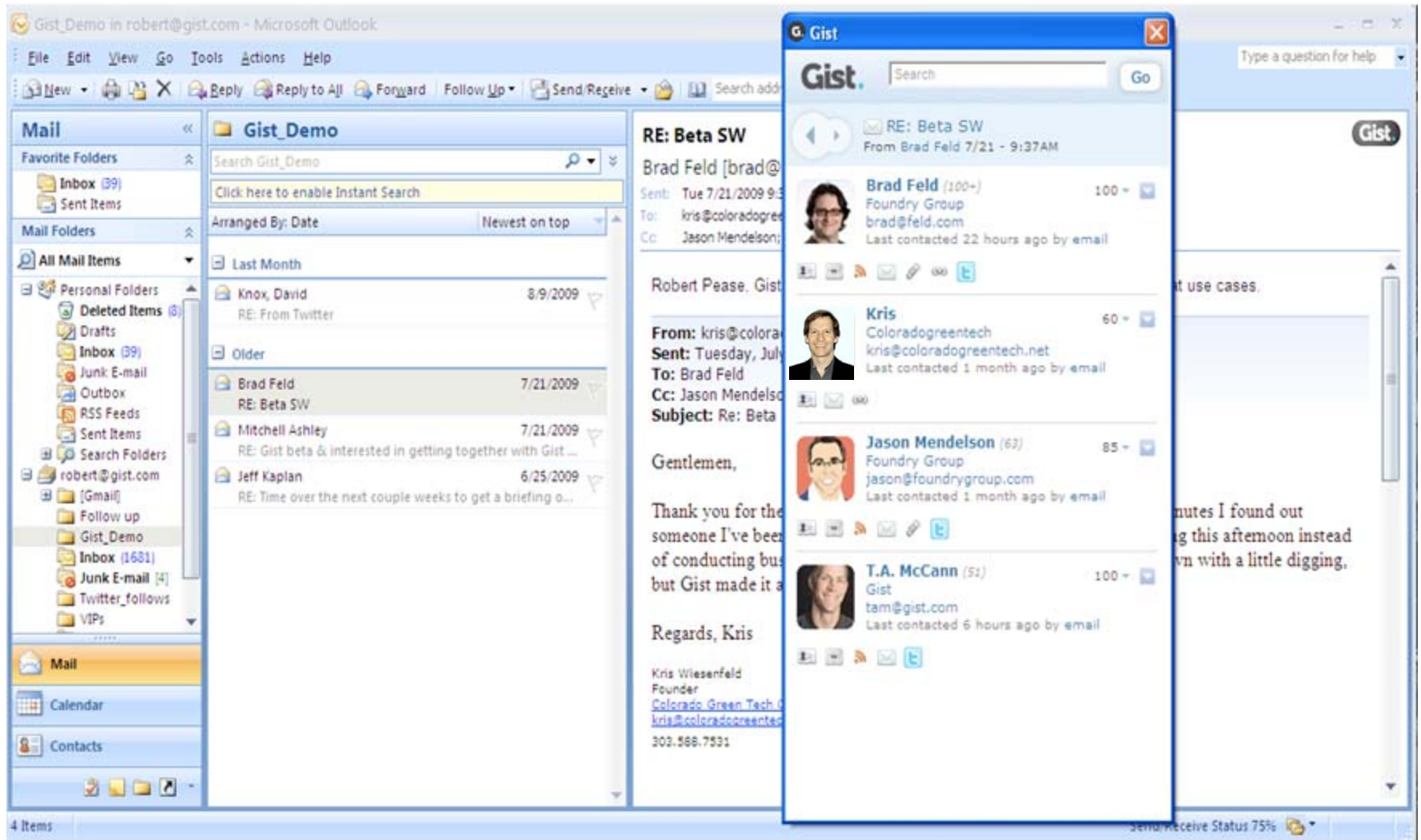
Link/Sender	Subject	Date
docs.google.com Brad Feld	RE: Revised Gist open beta press rel	09/08/2009
docs.google.com Brad Feld	RE: Revised Gist open beta press rel	09/08/2009
docs.google.com Robert Pease	Gist Marketing BI-Weekly Update - 9,	09/05/2009
vimeo.com Robert Pease	Gist Marketing BI-Weekly Update - 9,	09/05/2009
gist.pbworks.com Robert Pease	Gist Marketing BI-Weekly Update - 9,	09/05/2009

1 2 3 - 20 21

Attachments (15)

File / Sender	Subject	Date
ATT213106.txt Brad Feld	FW: You've been invited to Gist!	08/28/2009
Picture 11.png Brad Feld	FW: You've been invited to Gist!	08/28/2009
ATT213105.txt Brad Feld	FW: You've been invited to Gist!	08/28/2009
Picture 10.png Brad Feld	FW: You've been invited to Gist!	08/28/2009
ATT213106.txt -	FW: You've been invited to Gist!	08/28/2009

Inside Outlook – *integrated with my workflow*



Inside Salesforce – giving me the reason to call...

The screenshot displays the Salesforce CRM interface for a contact named Brad Feld. The top navigation bar includes the Salesforce logo, navigation tabs (Home, Accounts, Contacts, Opportunities, Reports, Grid, Wiki, Grid), and utility links (Setup, System Log, Help & Training, Logout). The contact's name, Brad Feld, is prominently displayed at the top of the main content area. Below this, there are tabs for 'Get the Gist', 'What's New', and 'Additional Information'. The 'Get the Gist' section features a profile picture of Brad Feld, his name, company (Foundry Group), and a 'View on Gist' button. The 'What's New' section shows a list of recent updates, including a tweet about a cold in Manhattan and a TechCrunch article about VC bloggers. The 'Additional Information' section lists social media links (Twitter, Website, Blog) and other contact details (Department, Reports To, Birthdate). A 'Correspondence' table is also visible, showing recent email exchanges.

Contact Detail

Name	Brad Feld	Phone	
Account Name	Foundry Group	Mobile	
Title		Email	brad@feld.com
Description		Email 2	

Get the Gist

Brad Feld
Foundry Group
Last contacted about 25 hours ago by email
Importance 100

Correspondence (3)

Sender	Subject	Date
T.A. McCann	Re: Gist Marketing Bi-Weekly Update - 6/5/09	26/07/2009
T.A. McCann	Re: Gist Marketing Bi-Weekly Update - 6/5/09	26/07/2009
Robert Pease	Re: Gist Marketing Bi-Weekly Update - 6/5/09	26/07/2009

What's New

- In manhattan with @abatchelor. Need to rid myself of this cold that is harshing my mellow so we can have a good time. From [brad@feld.com](#) Today
- TOP20 Bloggerów związanych z Venture Capital From [gettywell.pl](#) Today
- TechCrunch: The Top 20 VC Bloggers (September 2009) From [techcrunch.com](#) Today
- The Top 50 VC Bloggers / September 2009

Additional Information

Twitter	bfeld	Website	http://www.foundrygroup.com
Twitter URL	See Their Twitter Stream	Blog	
Fax		Department	
Home Phone		Reports To	View Org Chart
Other Phone		Birthdate	
Assistant			
Asst. Phone			

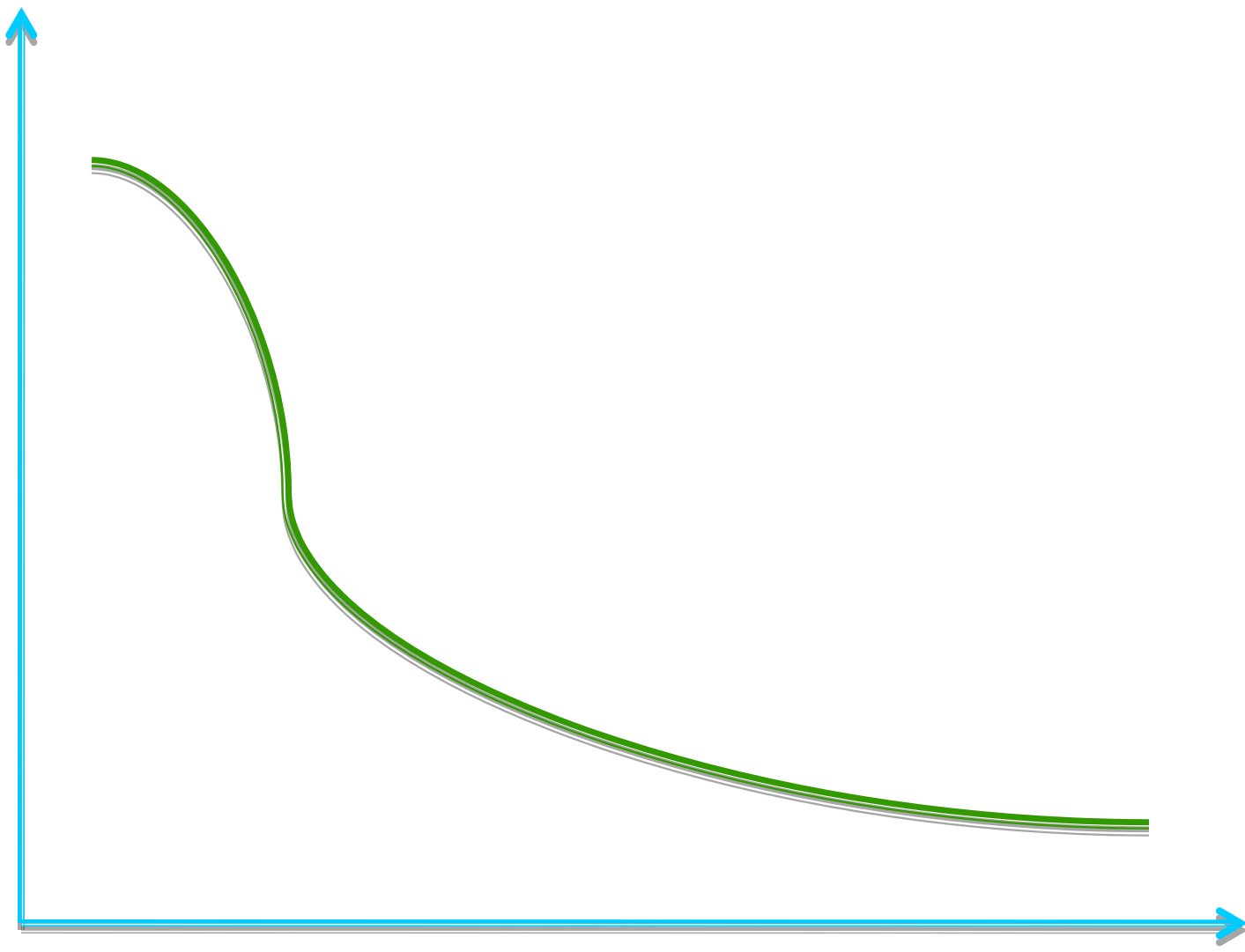
iPhone – all my data in the palm of my hand



$$V_G = \frac{\text{insight}}{\text{time}}$$



T.A. McCann
Founder and CEO



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Things to keep in mind

It is going to happen in your organization with or without you.

More a state of mind than just a product.

Requires you to educate the workers on techniques and best practices of social media.

Doesn't seem to put older IT systems out of business.

Your organization will begin to change in new ways that we have not yet imagined. Be ready.

A red lifebuoy with a coiled rope is mounted on a stone wall. The wall is made of large, grey, rectangular stone blocks. To the left of the lifebuoy, there are several concrete steps leading up the wall. The lifebuoy is bright red and has a coiled rope hanging from it. The rope is light brown and is neatly coiled. The lifebuoy is mounted on a metal bracket that is slightly rusted. The overall scene is outdoors, and the lighting is natural.

A lifesaver...





facebook.com/honda