

FASTPITCH - BLOGINHALER

Simplifying community conversations

Some Quick Statistics

- 94.1M U.S. Blog Readers (50% of U.S. Internet Users)
- 22.6M U.S. Bloggers



- 346M World Wide Blog Readers
- 184M World Wide Bloggers



Some Quick Statistics

Top Ten Entertainment Websites:

1. [OMG](#)
2. [TMZ](#)
3. People
4. TVGuide
5. HearstTeen
6. [Asylum](#)
7. E! Online
8. [Perez Hilton](#)
9. Entertainment Weekly
10. AskMen.com



What this means



- ▣ Conversations are taking place in a lot of different places.
- ▣ Sites that used to be common destinations move less quickly and are less useful to users.
- ▣ Even typical Internet users find themselves engaged in an increasing number of conversations scattered around the Internet

What BlogInhaler would do:



- ▣ Allow users to subscribe to any blog.
- ▣ Notify users of new posts AND retrieve the full-content of the post.
- ▣ Allow users to read and make comments on the blog post in a way similar to sending emails.

BlogInhaler faces challenges:



- ▣ Getting full blog posts.
- ▣ Creating a way for users to make posts through the BlogInhaler page.
- ▣ Monetization.

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