

College / Donor / Sponsor Spec., p4.

Leader– Battelle Confidential Business Discussions, Columbus, Ohio, Mar. 21, 2002

Harvard Business School
Thomas Q. Smithers - IBM - Agfa
Leader2Leader™ Learning Network

Business School News
Learning Network
Co-branded debit card ready for release
BOA ShopCity.com announce new site
Emerging Technology Group report

Agenda
Full Agenda | IMessages (12) | Reminder (25)
Calendar (2) | Vote (1) | Tasks (12)

My Profile Mike McKibben
My Context
My Office LB

Call Setup
Xxxx Xxxxxx > Rockwood LeaderBoard > Phone > Call Setup > General

Call Setup
Creator: Brad Whiteman
Date: 7/23.00
Time: 5:45 pm

Call Date
August 2001
S M T W R F S
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31

Call Time (hh:mm)
3:30 pm

leader2 leader



Advertising model

Facebook launched on Feb. 4, 2004

Full PowerPoint Source:
<http://www.fbcoverup.com/docs/ohiostate/2002-03-21-Leader-Technologies-Battelle-University-Initiative-Business-Plan-Mar-21-2002.ppt>

University Initiative Benefits

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- **University:** saves money, increases effectiveness for students, faculty & stakeholders, unique development program for donor recognition
- **Leader:** seeds distribution in all key markets
- **IBM:** horizontal play across industry sectors
- **Battelle:** branding profile, horizontal play with vertical apps in all niche markets for OmniViz +
- **Fortune 500:** leadership in their industry and community

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on Feb. 4, 2004

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