

# 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

**leader2 leader**



Advertising model

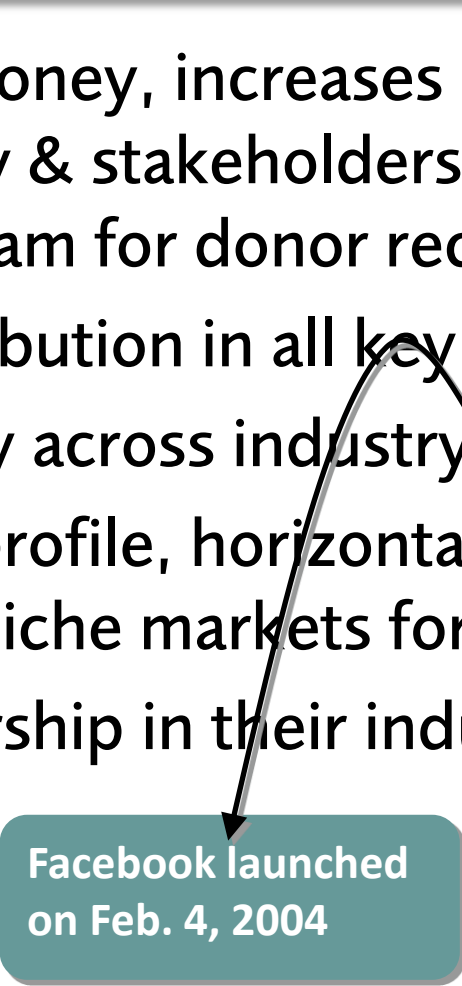
Facebook launched on Feb. 4, 2004

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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