



TAPSBOOK

The Mobile First Visual Story Telling Platform

INTRODUCING TAPBOOK

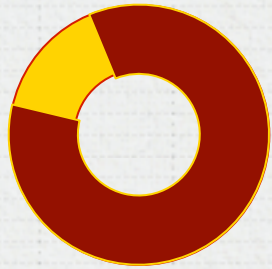
HOW IT WORKS

Tapsbook is a Mobile-First visual storytelling platform that helps users to easily discover, build and share photo stories



Why there's a need for Tapsbook

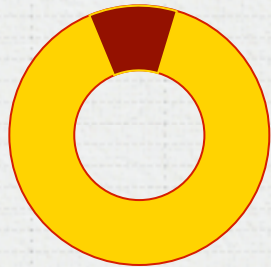
People keep taking photos



Taking photos

83%

#2 activity of all smartphone usage



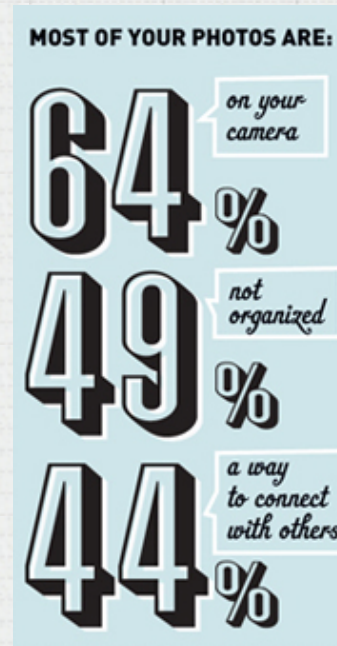
Creating stories

<10%

Not a top 10 mobile activities

Source: comScore comScore
MobiLens and TabLens, US, 3
Month Avg Ending Dec 2012

More get stuck



Source: Shutterfly 2011

Why? Because it is too hard!

1. Scattered photo storage

User stores photos on multiple devices and services

2. Monotonous & time-consuming process

Download + curate + edit + organize + add text + share + print

3. Require photo-apping

Instagram (Capturing, filter)

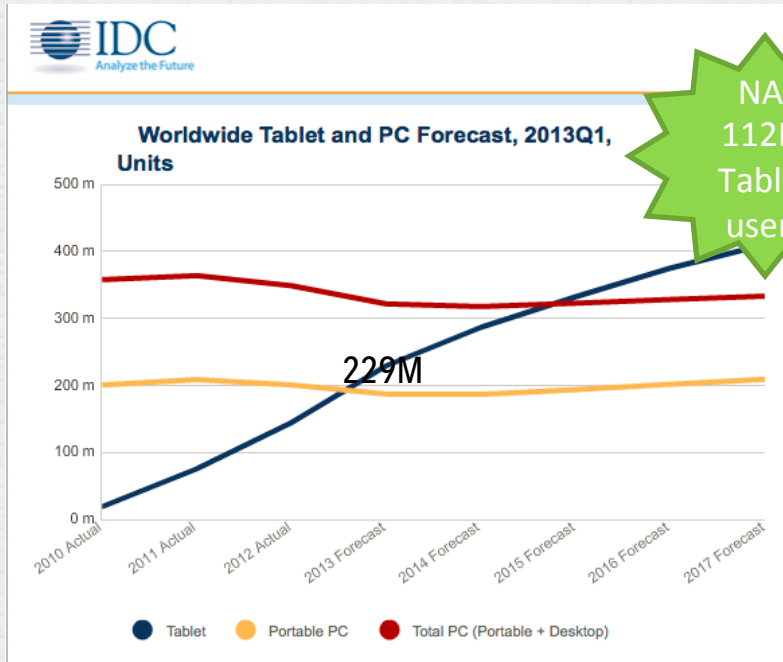
→ OverApp (texting)

→ Facebook (sharing)

→ Shutterfly (printing)

Why Tablet?

IDC Forecasts WW Tablet Shipments to Surpass Laptop Shipments in 2013, Total PC Shipments in 2015



Source: IDC Worldwide Tablet Tracker, May 28, 2013.

Tablets are emerging as the primary device that people are utilizing

43% Spend more time with their tablet than desktop

1 in 3 Use their tablet more than watching TV

28% Now use their tablet as their primary PC

68%

Spent at least 1 hour a day on their tablet

82%

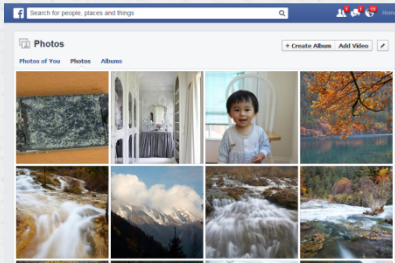
Primarily use their tablet when at home

77%

Decreased their PC and laptop usage

Source: <http://www.thinkwithgoogle.com/insights>

The new kid on the block...



Album-based Photo Sharing

Cost: \$
Time: 🕒
Storytelling: ★



“Automatic lightweight storytelling”

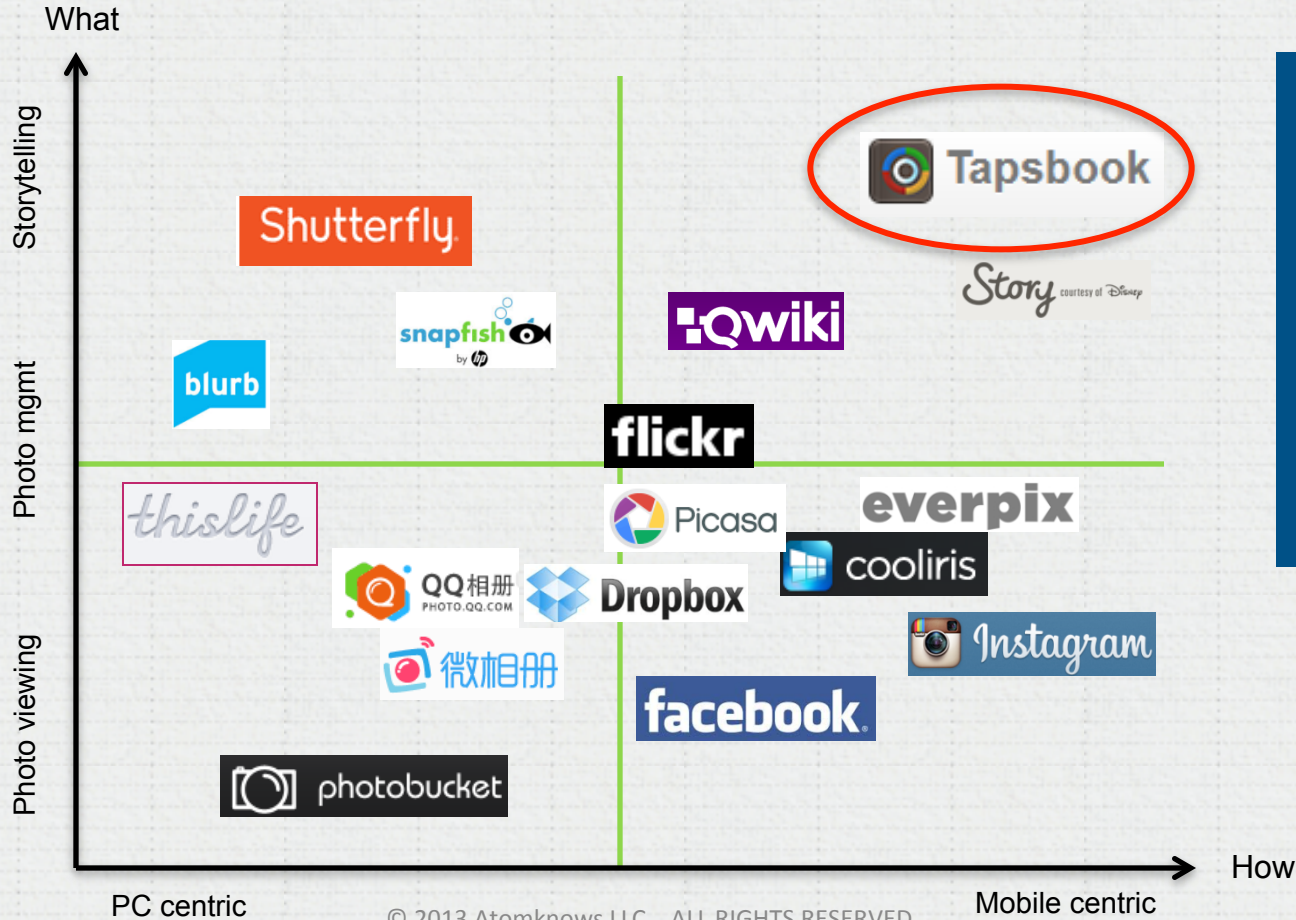
Cost: \$
Time: 🕒
Storytelling: ★★★★★



PC-based Photo Book Service

Cost: \$\$\$\$
Time: 🕒🕒🕒🕒🕒
Storytelling: ★★★★★

Not just another photo app, Tapsbook fills gaps in the market



- ### Gaps Filled
- iPad-optimized
 - Touch-based, automatic
 - Storytelling
 - Multi-pictures
 - Personalization
 - Platform
 - One stop app (photo viewing, management, and storytelling)

Key Differentiators

| | Competitors | Customer value | Customer feedback |
|--|--|---|--|
| Automatic discovery and building of stories | Photo apps: Individual photo focus Photo book apps: manual organization, not tablet-optimized, import from limited sources | No manual work required in aggregating and organizing photos | “the best thing I like about Tapsbook is automation, automation” |
| Innovative user experience of curating photos | Mobile: no quick & elegant solution PC: web-centric interface using Keyboard/mouse | Easy, fast, and fun: swipe photos to favorite or trash, drag and drop photos to create new stories, or like photos to add to yearbook | “the swiping-based photo curation is insanely addictive” |
| Beautiful customizable story pages | Photo apps: Photos presented in meaningless dull photo grids Photo book apps: Preset cookie cutter templates that allow no creativity and limited customization | Enjoy the auto-created attractive photo stories as-is or to add a personal touch, even new layouts | “beautiful –can I print it?” |
| Instant sharing and auto-updates | Photo book apps: Page limit and require uploading and/or downloading time. | Tapsbook the first app to create dynamic books which auto-updates, including the shared ones | “wow, that was fast!” |

Mobile First User Experience



Aggregates photos from

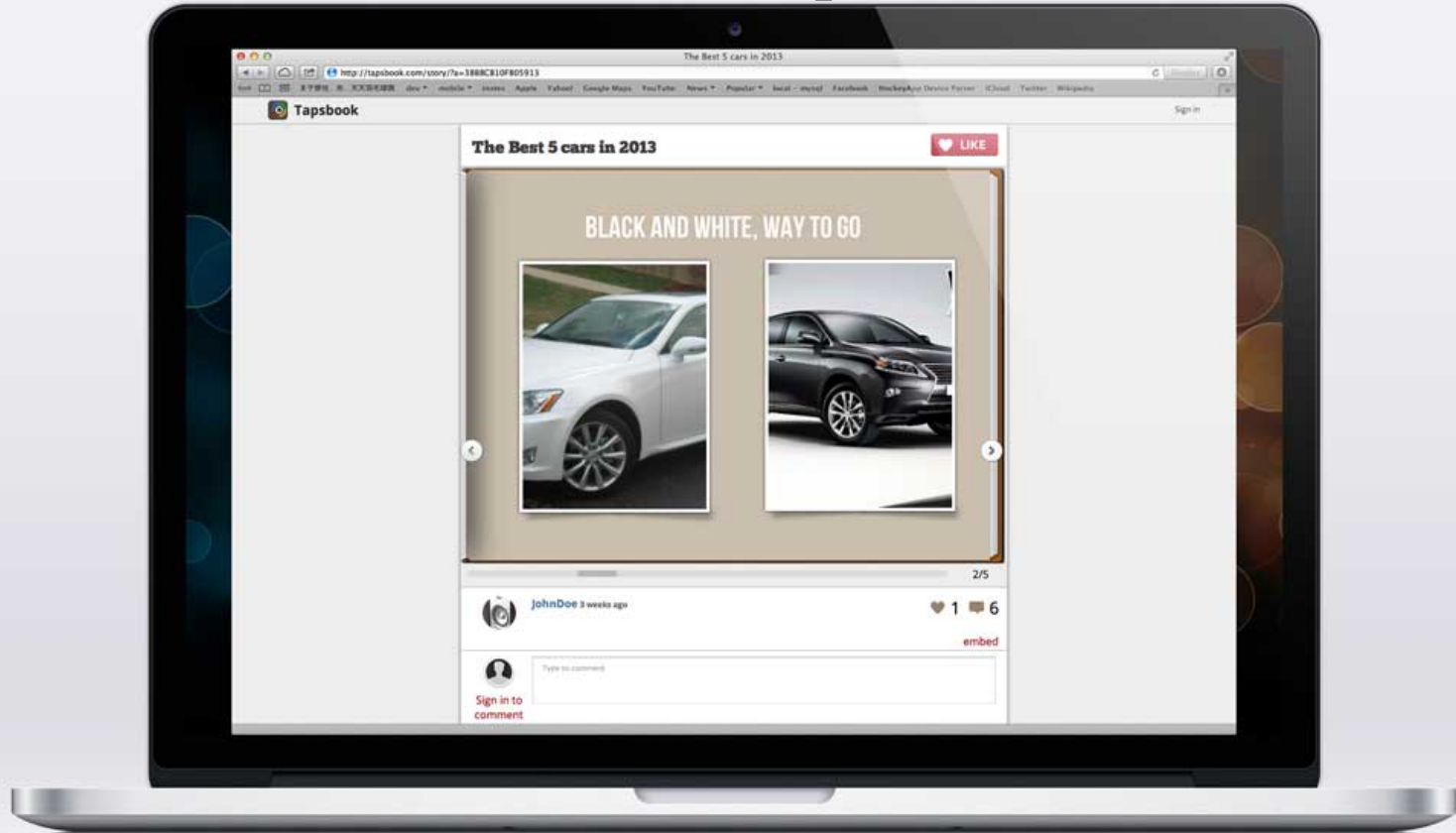


Gesture based photo mgmt



Instant-on story sharing

Online User Experience



Our Leadership Team



Tapsbook

Sherwood Yao | Co-founder
MS CompSci@UMD, MBA@Duke
Manager, Engineer@IBM SWG
12 years in Mobile, Cloud S/W
Multiple patents

Jane Hong | Co-founder
MBA@Duke (05)
Marketing@#1 PC Vendor
8 years in Marketing,
4 years in web app dev.
Prev founded she20.com

Ming Lin | Co-founder
MS@Case Western (01)
9 years global SCM
3 years AP Operation/General
Management



Tapsbook

Do more with your photos

We can help help@tapsbook.com