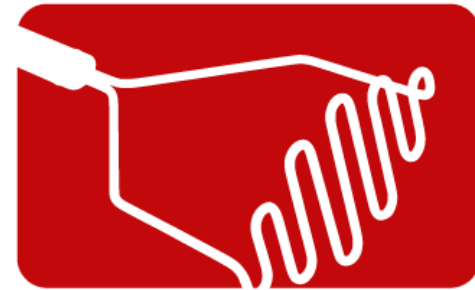




+



MASHERY

Consumer Spending Data:

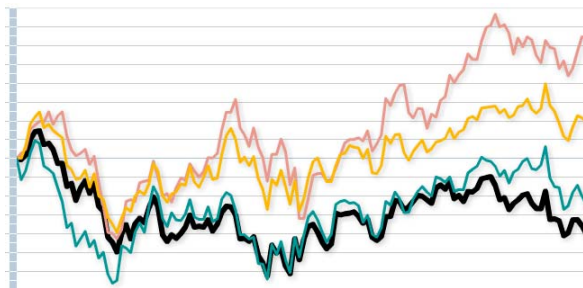
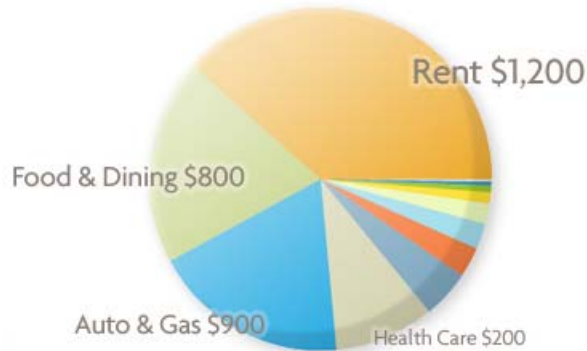
Universal access for all!





What is Mint.com?

- #1 personal finance web-app
- 4x Quicken Online
- \$



The New York Times

THE WALL STREET JOURNAL.

FORTUNE®

Money

FAST COMPANY.

SmartMoney

Forbes



Unique Data

- 600,000 users
 - 7,500 banks/brokers
 - \$1.0B spending seen daily
- Deep insight on US economy





Unique Position

- Credit cards work for the merchants
 - Banks see only “held” assets
 - 16m Quicken installs locked to a desktop
- No one else can really utilize this data





Demo: SpendSpace

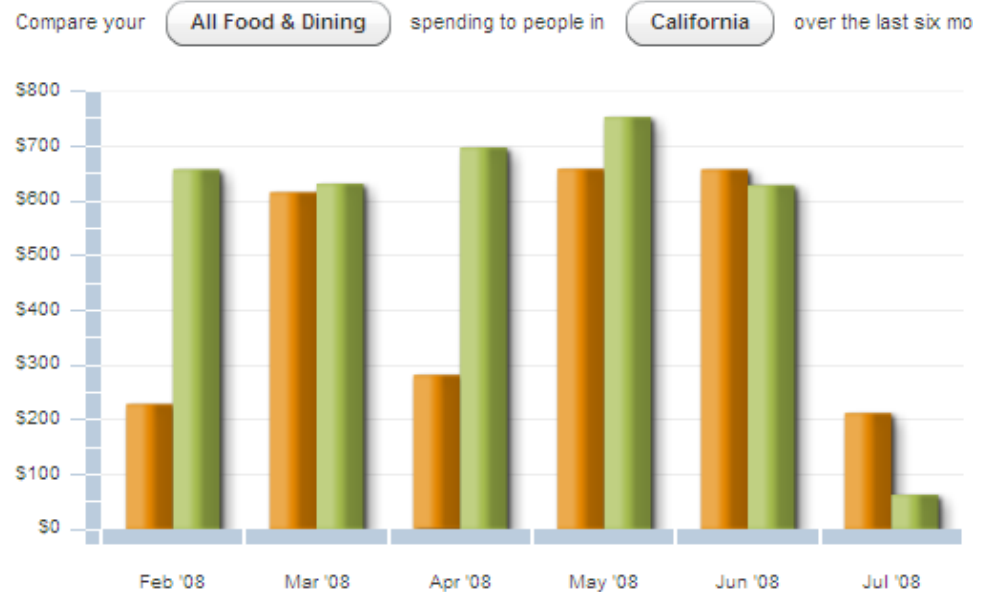
See how others spend

Do I pay too much for:

- Stock trades
- Bank Fees

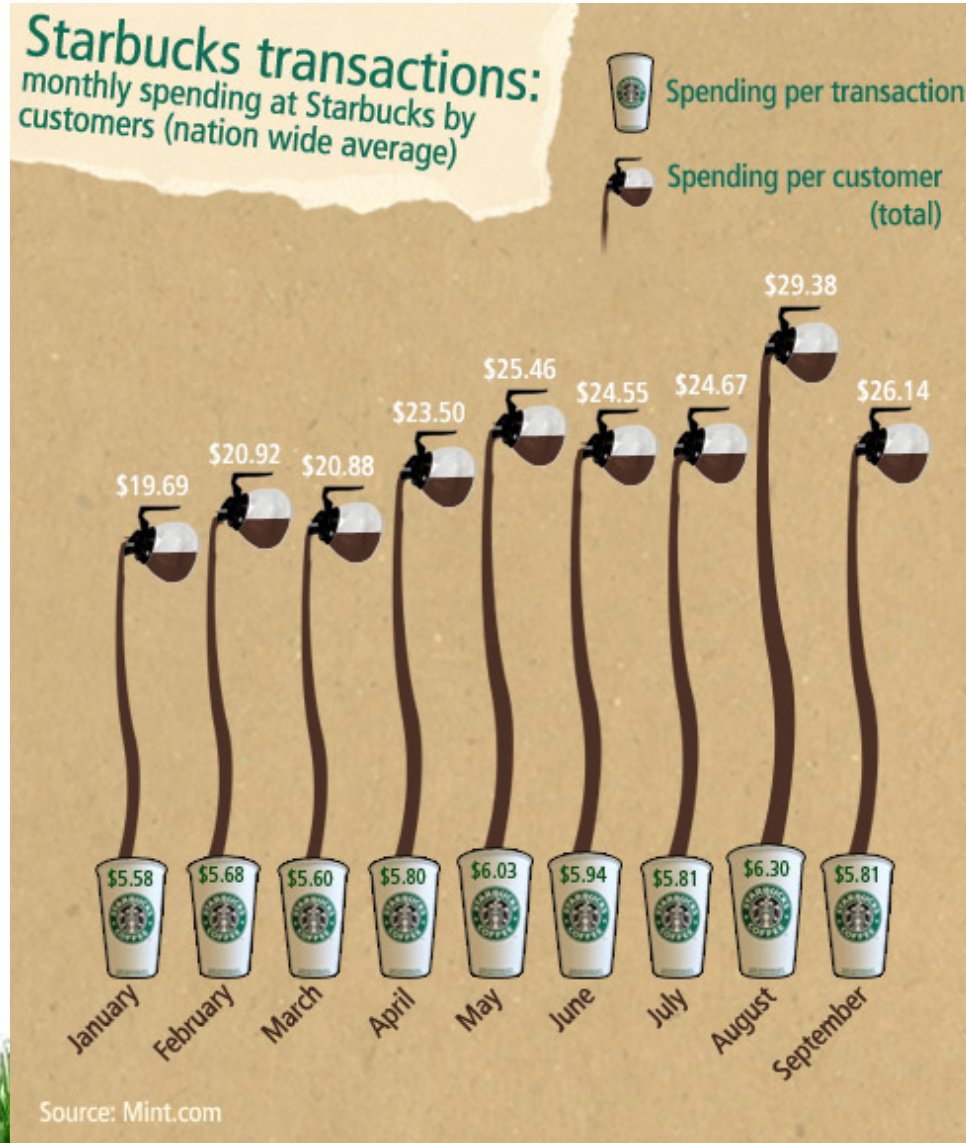
How do I compare on:

- Interest rates
- Home value
- Retirement savings?



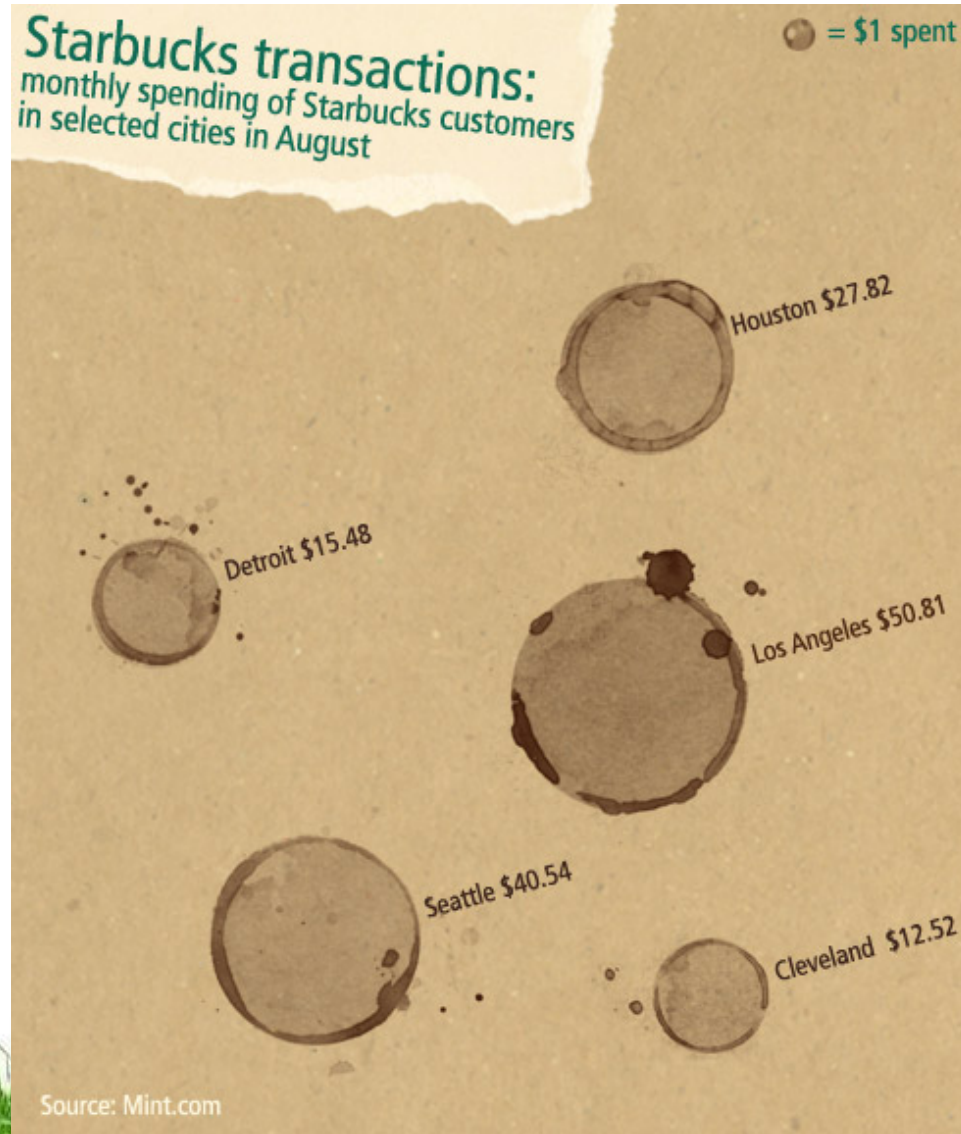


Merchant: Across Time





Merchant: By Geographic Location





Merchant: Frequency of Purchase





Next Steps: Spending Explorer

Where does the World spend?

Merchant:

or

Category:

Food & Dining - \$365/mo

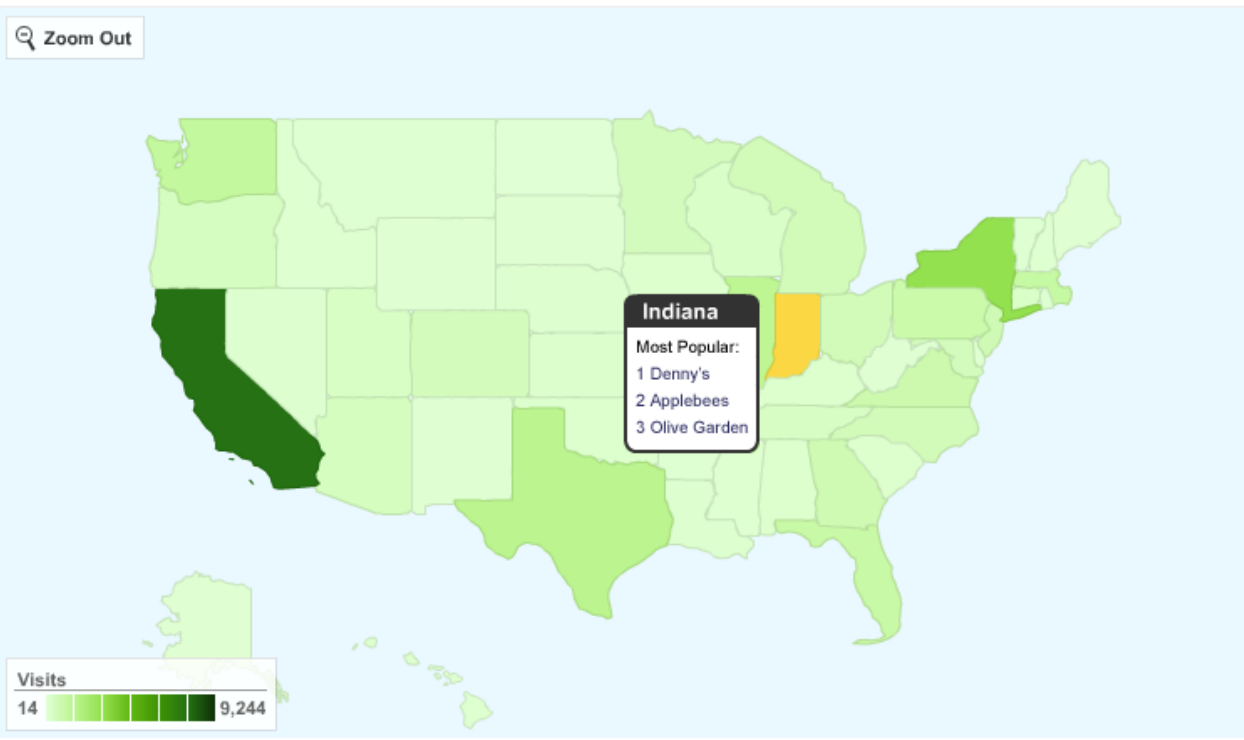
and

Date Range:

Oct 2006 - Oct 2007

Restaurants - \$250/mo

United States: Indiana: Restaurants



Avg. / Month \$285 % of Total Exp: 8.45%	Popularity 96 / 100 % of Users: 88.32%	Purchases / Month 11.67 Est. purchases: 12.4 M	Avg. Purchase Price \$24.42 Est. Total Spend: \$285 M
---	---	---	--



Next Steps: Consumer Spending Embeds

Press Release

Source: PricewaterhouseCoopers

Press

Economic Optimism Plummets Among U.S. Industrial Manufacturers, Finds PricewaterhouseCoopers' Manufacturing Barometer

Tuesday April 29, 9:00 am ET

Oil/Energy Prices Cited as a Substantial Barrier to Growth; Concerns Escalate Over Lack of Demand and Monetary Exchange Rates

NEW YORK, April 29, 2008 (PRIME NEWSWIRE) – Optimism in the domestic economy dropped dramatically among U.S.-based industrial manufacturers in the first quarter according to the PricewaterhouseCoopers LLP Manufacturing Barometer. Only 12 percent of senior executives surveyed are optimistic about the U.S. economy's prospects over the next year, a drop from 25 percent who were optimistic last quarter and the 57 percent who were optimistic one year ago in 2007.




National Average Travel and Restaurant Spending



Three-quarters (75 percent) of industrial manufacturers reported that the domestic economy was declining while only five percent believed it was growing. This is in stark contrast to one year ago, when 69 percent of manufacturers reported the economy was growing. Looking ahead, over one-half of manufacturers (52 percent) are pessimistic about the U.S. economy over the next 12 months, as compared to only 51 percent one year ago.

"We knew industrial manufacturers were feeling the pressures of the economic downturn; however, the reality of the situation really hit us when we saw the quarter's findings," said Barry M. ... partner and industrial manufactur



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Accepts Credit Cards: Yes
Wheelchair Accessible: Yes
Wi-Fi: None

First to Review Sarah S.

Edit my Review Print version

Sponsored Result

day and it was a perfect find for a sunny day on a chiller... read more »

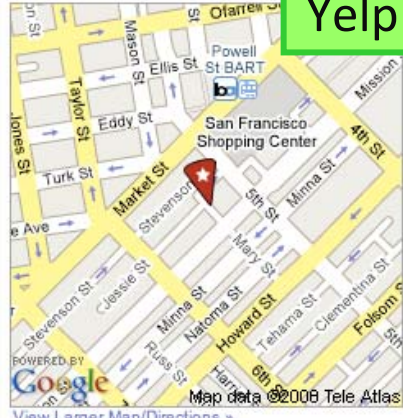
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Compliment Send a Message


04/27/2008

as listening to the angel on my shoulder

Yelp



Distribution of Real World Price at Bluebottle Coffee Co.



Browse Nearby: Restaurants | Nightlife | Shopping | Coffee | All

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Bluebottle Coffee Co. 64 reviews San Francisco, CA Category: Coffee & Tea



Deployment Plan

- Ensure data quality
- Develop our own “widgets” from our data API
- Distribute via press & partnerships
- Charge for deeper dive
 - City
 - Zip-code
 - Merchant
 - Daily or weekly roll-ups
- Control usage & billing via Mashery