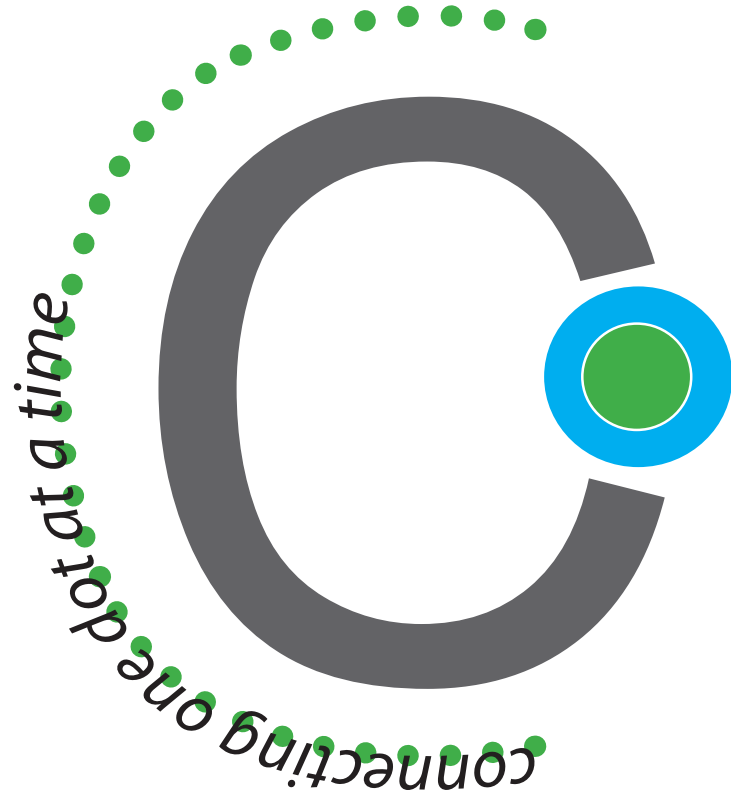


Connectthedots, Inc.

*Connectthedots Inc. mission
is to connect people from all
different corners of the world
through one social hub.*

www.connectthedots.com



Company Information

It all started when...

-Development: October 2, 2008- December 31, 2008

-Launched/Founded: January 1, 2009

-Founded By: Sean Atkins, Luis Sierra, Zach Brown, Heather Hensley and Monique Freemon

It all started on October 2, 2008 when Sean Atkins was sitting in class during Dr. Parcels lecture on the basic ideas to start a website. The reason for this lecture is for the group project that is due at the end of the semester. He was enrolled in the class later in the year because he dropped his other class because it was boring. Everyone was already placed in their groups and the only other person who wasn't in a group was Luis Sierra and Randall Miller. All three of them were in the same predicament so, Dr. Parcels placed them in the same group.

The project was to create a website. They were to make sure it had a professional design and suitable content on the site. After class they decided to stay in the computer lab and discuss what exactly they wanted to create. While they were all talking Randall was on his Facebook (created 2004) and Twitter (created 2006) looking at tweets and his FB feed. As Randall was looking back and forth at each site, Sean asked him to go back to his Twitter and look at one of the tweets his friend posted. It was a very simple question, "What will kill FB?" It was basically that epiphany moment with the clouds breaking up to have a light shine through and the hallelujah chorus singing. All of a sudden he said, "I will kill FB." The other two just looked at him like he was crazy and deranged. Randall said "it was impossible" and Luis said he was "really, were you born crazy."

They got started right then, mostly just writing and brainstorming the look of the site. Later on that night they put the idea into the drop box and waited for the approval from Dr. Parcels. He did approve of the idea the next day, he just had one question, "What separates yours from the competition...what makes yours stand out?" The question was pretty tough to answer but they set that aside until

they were done with the creation of the site.

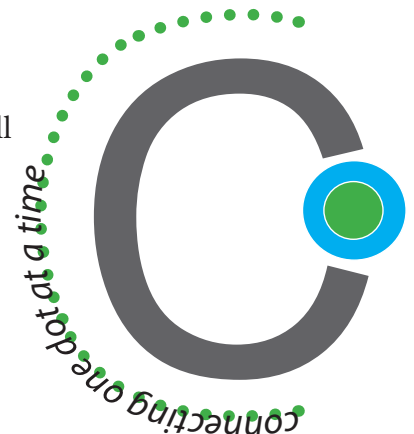
It took about three weeks to create the site. They have their paper work done and everything. After the site was created and turned, all three of the guys just forgot about the assignment until presentation day. It was almost finals time and everybody was on edge. Then on October 26, 2009, they gave their presentations. At the end Dr. Parcels asked the same question he asked before in the feedback section, "What separates your site from the competition...what makes yours stand out?"

They all said, "Connectthedots is about the people, like the other websites. The key detail about our site is that we actually listen to our users and cater to their needs. The site is pretty laid back and we try not to squash people's creativity."

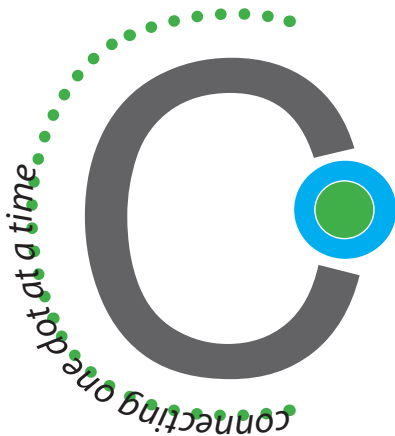
They all got A's on the project. Dr. Parcels joked that maybe you all will be bigger than Facebook.

After class all of them agreed that they should actually make the site real for the world to see. To make this happen they got three more people to help out Zach Brown, Marketing major who knows his way around the business. He was the one who suggested we should go for a simpler approach with marketing. Next was Heather Hensley, a PR major, who came up with the idea of creating contracts with various companies to prevent copyright issues. Then they asked Monique Freemon to join and help with the look and development of the website.

They worked during their Christmas break to get the site launched on New Year's Eve. To celebrate they have a New Year's celebration to bring in the New Year and the start of a new company that would change communication in the world. At exactly 12:00, they all pushed the enter button together and Connectthedots.com was live.



Official Logo



Mission & Motto

- **Motto:** “Connecting one dot at a time.”
- Connectthedots Inc. **mission** is to connect people from all different corners of the world through one social hub.

Our company

Connectthedots Inc. is a company for the people. We focus on our users wanted and needs. With 1035 employees we strive to grow and become a company changing the way the world communicates. Technology is not our only way to reach out. Charity is one of our biggest way to express how much we care for the world. With mission trips building schools, and donating millions to various charities we are showing the world that Connectthedots Inc. is more than just a technology company. We are a cultural and social hub.

Key Executives

Founded By: Sean Atkins, Luis Sierra, Zach Brown, Heather Hensley and Monique Freemon

- CEO:** Sean Atkins
- Director:** Luis Sierra
- Assistant Director:** Randy Miller
- PR/Media Relations Director:** Heather Hensley
- Marketing Coordinator:** Zach Brown
- Development/Creative Director:** Monique Freemon

Partnerships

-Apple, Inc. (Since May 2009)

*We have a contract with Apple, Inc. in order to integrate their iTunes software with our own. This will make it easier to listen and buy music. Our partnership with Apple, Inc. has been ongoing for six years.

-Pandora (Since May 2009)

*Everyone listens to the radio, especially Pandora. Since Pandora already lets their Users download from iTunes they will now be able to one do the same on Connectthedot.com. Once Apple, Inc. came aboard, Pandora instantly asked us to be in partnership with them. Our relations with Pandora have been ongoing for six years.

-Google, Inc. (Since March 2009)

*YouTube

*Google+

-Our partnership with Google, Inc has been ongoing for six years and has been an amazing experience for us. We have been able to sync their software with ours. Since Google, Inc. owns YouTube we are able to have users upload their videos from their YouTube accounts on our site.

-TOMS Shoes (Since July 2010)

*TOMS Shoes is known for the philanthropy. We have a partnership with them for our charity, Better Life. We build schools in various parts of Africa (Rwanda, Ethiopia, Uganda, etc.), South America (Argentina, Peru, and Colombia), Guatemala, and Haiti. TOMS teams with us to provide school uniforms, school supplies and lunches to all of our schools.

-Microsoft (Since 2011)

*Skype

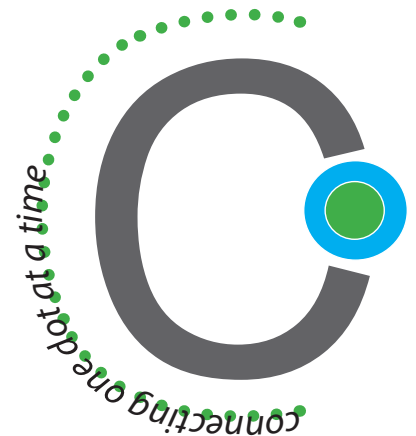
*Even though we do have our own video-sharing software, for those who already have a Skype they will be able to sync it with our own software. Address will be saved on both programs.

Top Competitors

-Facebook

-Twitter

-MySpace



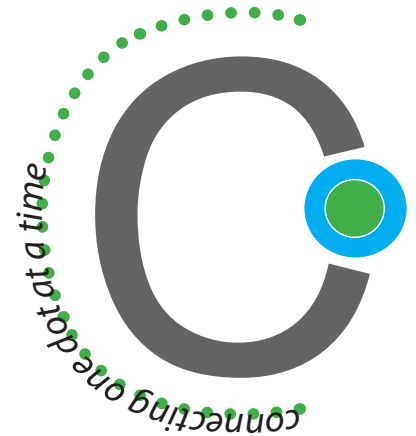
Contact Information

San Diego, CA(Headquarters)

5454 Ruffin Rd.
San Diego, CA 92123
United States
-Phone: (619) 600-4321
-Fax: (619) 600-4322
-Website: Connectthedots.com
-Facebook: [Connectthedots](https://www.facebook.com/Connectthedots)
-Follow us on Twitter: [@connectthedots](https://twitter.com/connectthedots)
-YouTube Channel: www.youtube.com/connectthedots

Nashville, TN (Second Headquarters)

The Pinnacle at Symphony Place, Floors 15-21
150 3rd Avenue South
Nashville, TN 37201
United States
-Phone: (615) 545- 6653
-Fax: (619) 545-6654
-Website: Connectthedots.com
-Facebook: [Connectthedots](https://www.facebook.com/Connectthedots)
-Follow us on Twitter: [@connectthedots](https://twitter.com/connectthedots)
-YouTube Channel: www.youtube.com/connectthedots



Features

- Video sharing
 - * company will have its own video sharing software
- Sync with Skype abilities
- Ability to sync with iTunes,
- No timelines
- Dislike button
- Music sharing capabilities
- Web chat rooms
- Pandora Radio
- Integrate with Facebook, Google+, Twitter, YouTube, LinkedIn

Privacy Policy Overview

-As precautions every time a user uploads or links ANYTHING for any reason a pop-up window with our terms and conditions will appear.

*The first time that a user registers on the site, they will be given an allotted time to read the terms and conditions. Until the user scrolls down to the bottom the "I Agree" check box will be grayed in, this mean the user has indicated that they have read the terms and conditions.

* The rest of the pop-ups will be a double checker but it will only be a paragraph to make the user aware of the terms and conditions.

*We also have a security prevention team who monitors any suspicious activity that could potentially lead to identity theft, copyright infringement and any other violations.

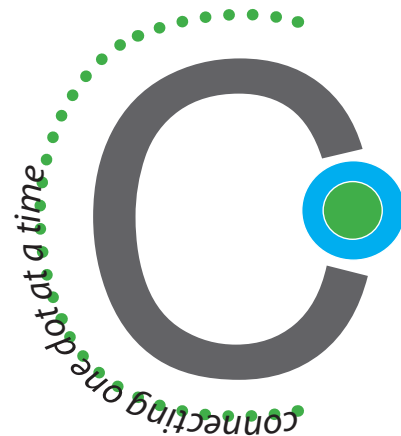
*We use the Fair Use Doctrine and follow the Federal Communications Commission rules and regulations.

Stocks

Connectthedots, Inc. (CD) 0.08 (0.55%) NASDAQ

Industry Details

- Index Membership: N/A
- Sector: Technology
- Industry: Internet Information Providers
- Full Time Employees: 1035
- Users: 300 million
- Alexa Rating: 10
- Type: Public



Philanthropy

-Better Life with TOMS Shoe (Since July 2010), Connectthedots.com Charity

*TOM Shoes is known for the philanthropy. We have a partnership with them for our charity, Better Life. We build schools in various parts of Africa (Rwanda, Ethiopia, Uganda, etc.), South America (Argentina, Peru, and Colombia), Guatemala, and Haiti. TOMS teams with us to provide school uniforms, school supplies and lunches to all of our schools.

-Giving Back- Changing the world in every way possible

- * American Red Cross: \$15 million
- * Austin Peay State University: \$10 million
- * Big Brothers Big Sisters: \$15 million

-While we do build schools in Africa and South America we also have frequent mission trips to India, Japan, Sudan, South Africa, South America, etc.

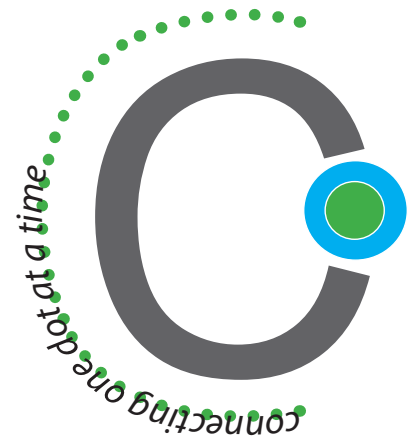


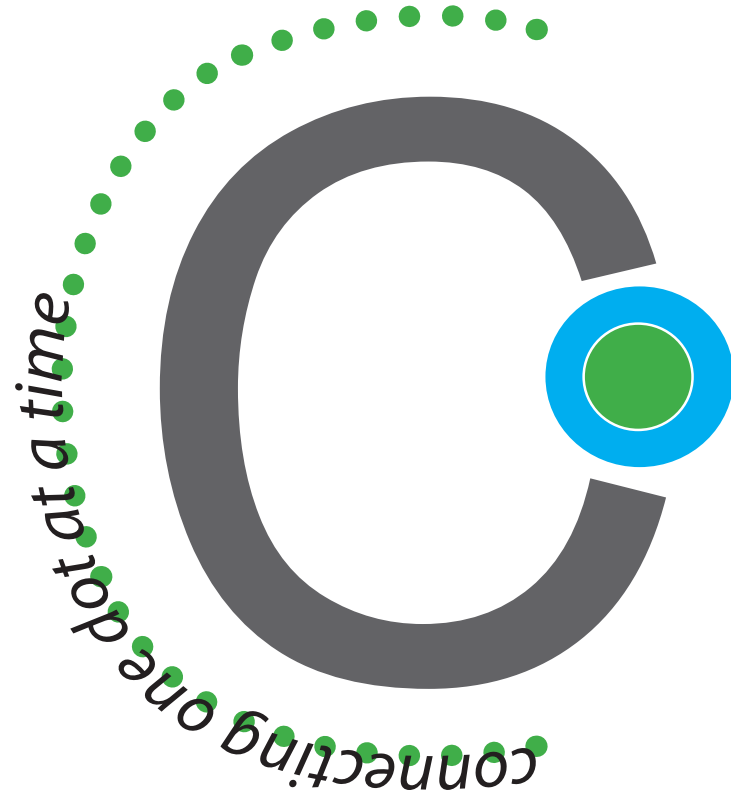
Educate.

Relief.



Love.



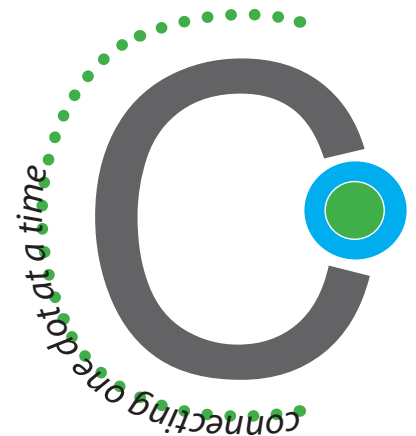


Leadership

Mr. Sean Atkins

CEO of Connectthedots Inc.

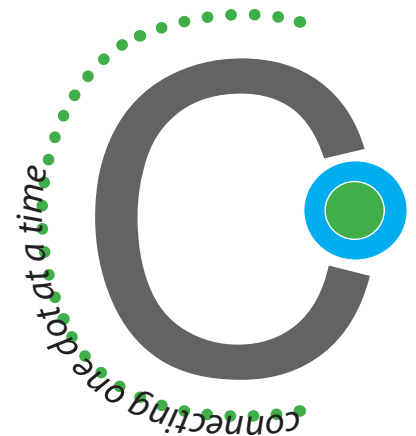
Sean Atkins is the CEO of Connectthedots Inc. where his work involves everything from the success or failure of the company, to operations, marketing, strategy, financing, creation of company culture, human resources, hiring, firing, compliance with safety regulations, sales, PR, etc. Sean has his hand in every aspect of the company. Mr. Atkins graduated in May 2011 from Austin Peay with a Bachelor's Degree in Corporate Communication and received his Master's Degree in Communication from the University of Georgia in December 2012. Sean is currently married to his wife of 8 years, Katherine. He has two boys and one girl. Mr. Atkins and his family currently reside in Gallatin, TN where he works with his employees daily at Connectthedots Inc. making sure that his company is in order and everything is running smoothly and the way he wants it.



Mr. Luis Sierra

Director of Connectthedots Inc.

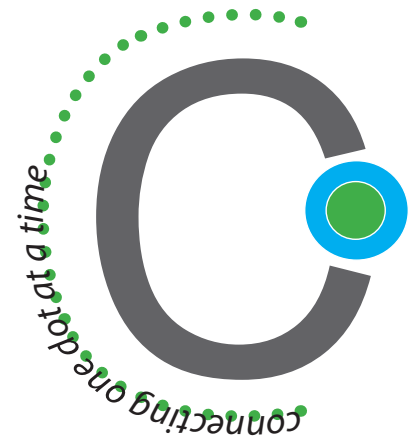
Luis Sierra is the Director of Connectthedots Inc. where his work involves the management of Connectthedots Inc. Mr. Sierra received his B.A. in Communication in December 2008 from Austin Peay State University, he went on to receive his Master's degree in Corporate Communication from Austin Peay State University in May 2010. After that he went on to gain his PhD in Anthropological Study in December 2012 from Austin Peay State University. He travelled Europe for a few years and gained some life experience by exploring the cultures and ways of life of the European. Mr. Sierra was one of the founding members of Connectthedots Inc. He currently resides in Murfreesboro, TN with his wife and family. Since the beginning of Connectthedots Inc. he has constantly put forth everything he has into the company making sure that his employees and his company are running with the most ease.



Mr. Zachary Brown

Marketing Coordinator of Connectthedots Inc.

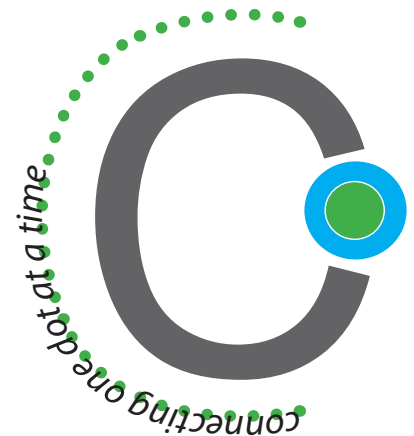
Zachary Brown is the Marketing Coordinator at Connectthedots Inc., where his work involves managing all of Connectthedots.com Inc marketing needs. In addition to marketing he is a resourceful, important employee of the corporation. Prior to his position at Connectthedots.com Inc. he helped with marketing needs at his college in various organizations. He received his knowledge and training from Austin Peay State University in Clarksville, TN. He graduated in 2009 with a degree in Marketing. Mr. Brown is experienced in many levels of marketing and is a great asset to the corporation. Zachary Brown currently resides in Nashville, TN with his wife. He was formally asked to become the Marketing Coordinator for Connect the Dots due to his extremely successful attempts to market several businesses in the Tennessee and surrounding areas.



Mrs. Heather Hensley

PR/Media Relations Director of Connectthedots Inc.

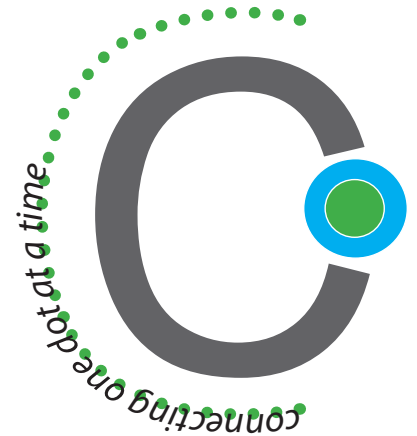
Heather Hensley is the PR/Media Relations Director at Connectthedots Inc., where her work involves dealing with all of Connectthedots Inc. public relations needs no matter what they consist of. Prior to her position at Connectthedots Inc. Heather helped with the public relations needs at her college in various organizations such as PRSSA and in her communication classes. She received her knowledge and training from Austin Peay State University in Clarksville, TN. She graduated in 2008 with a degree in Communication with a concentration in Public Relations and a minor in journalism. Ms. Hensley is experienced in multiple aspects of the PR field. She writes press releases, commercial ads, and plans events for the company. Heather Hensley currently resides in Nashville, TN with her husband. She was asked to become the PR/Media Relations Director for Connectthedots Inc due to her success in the Public Relations field throughout her career. Connectthedots Inc. felt it necessary to add her to their list of superlative employees.



Mr. Randall Miller

Assistant Director

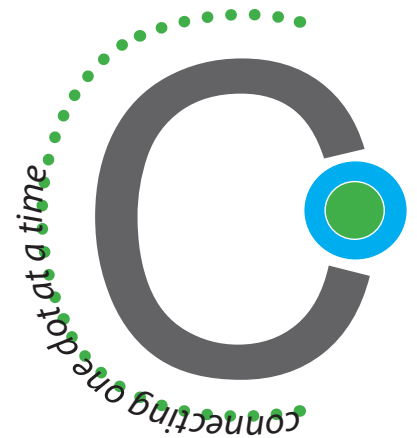
Randall Miller is the Assistant Director at Connectthedots Inc, where his work involves helping the director at Connectthedots Inc. with various tasks to keep the company running smoothly. Randall Miller attended Austin Peay State University for 3 years before transferring to the University of Chattanooga where he graduated with a communications degree, with a minor in philosophy. He then applied to a graduate program for mediation in Australia and was accepted, and two years later after graduating yet again, he applied for a communications agency where he mediated corporation disputes and divorces. He continued to do this until he was invited to help the world by connecting its people through networking in what has become Connectthedots Inc. He currently resides in Franklin, TN. He was formally asked to join Connectthedots Inc. due to his dedications and experience with social media and his leadership roles.

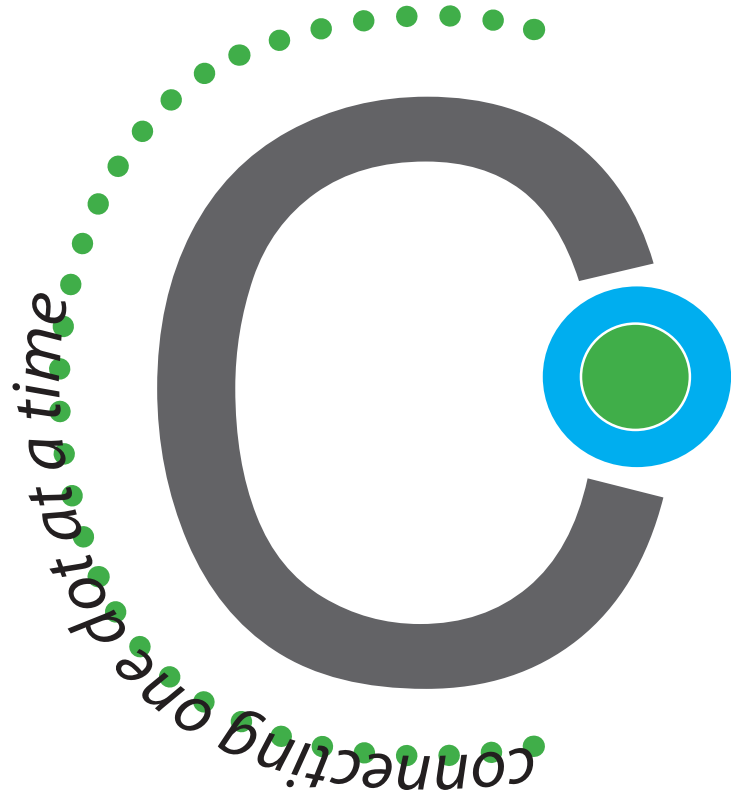


Ms. Monique Freemon

Creative and Development Director of Connectthedots Inc.

Monique Freemon is the Creative and Development Director at Connectthedots Inc. where her work involves overseeing the design of branding and advertising for Connectthedots Inc. and ensuring that the new branding and advertising fits in with the company's requirements and the image the company is promoting. She attended college at Austin Peay State University (Alumni), Graduated 2010 with a B.S. in Communication, Concentration Print/Web Journalism and a Minor (s): Marketing and Graphic Design. She also attended New York University- School of Continuing and Professional Studies and graduated with a M.S. in Publishing: Digital and Print Media and interned at Inspirer international magazine and Hearst Publications. She works closely with the development and creative team to make sure the company runs smoothly and that the look of the company is up to par. She now lives in Gallatin, TN where she works with the Nashville Headquarters of Connectthedots Inc.





Press Releases

PRESS RELEASE
March 16, 2012
FOR IMMEDIATE RELEASE

Contact Information:
Heather Hensley, PR Director
Connectthedots Inc.
Phone: (619) 600-4321
Fax: (619) 600-4322
Email: Hensley.Heather@ctd.com

CONNECTTHEDOTS INC, A NEW SOCIAL NETWORKING SITE VS. LIABILITY ISSUES

Raising awareness for users and companies alike.

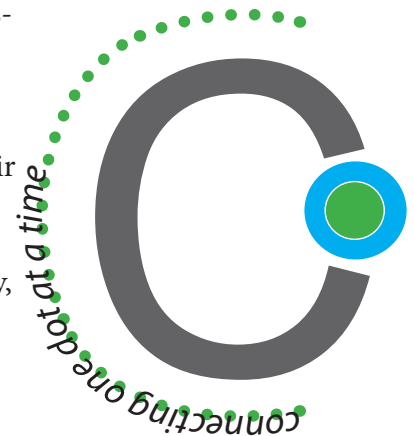
NASHVILLE, TN--- Connectthedots Inc. is a company for the people. We focus on our user's wants and needs. With 1035 employees we strive to grow and become a company changing the way the world communicates. With the mission to connect people from all different corners of the world through one social hub, Connectthedots Inc., is continually changing, molding, and creating new ways for Connectthedots.com to connect the users. It was launched January 1, 2009 by Sean Atkins, Luis Sierra, Zach Brown, Heather Hensley, and Monique Freemon. They now have grown into a massive network and are continually growing, and now have partnerships with Apple, Inc., Pandora, Google, Inc., TOMS Shoes, and Microsoft. The features of the website include: video sharing, sync with Skype abilities, ability to sync with iTunes, no timelines, dislike button, music sharing capabilities, web chat rooms, Pandora radio, and is able to integrate with Facebook, Google+, Twitter, YouTube, and LinkedIn.

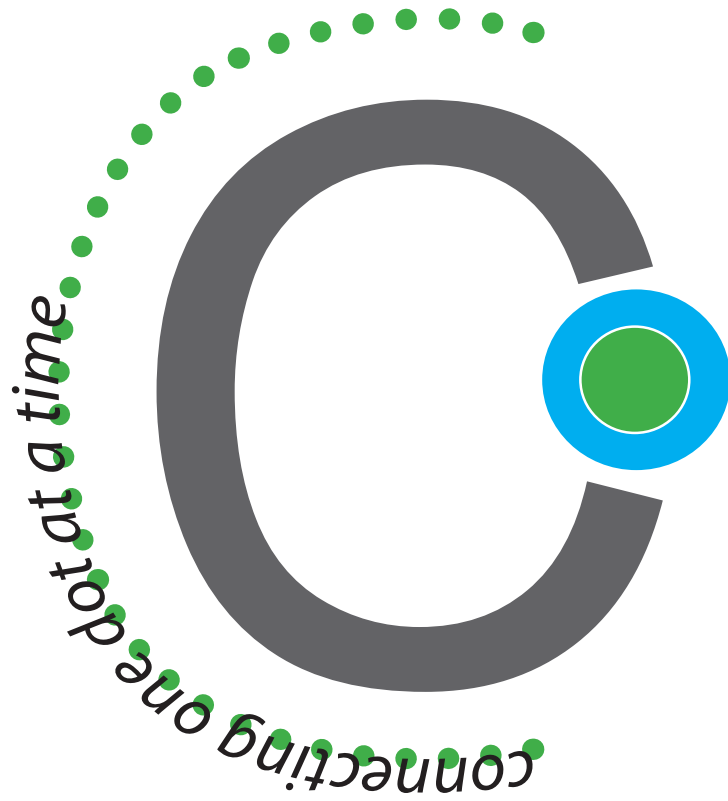
Recently there has been awareness raised by the public and companies about liability issues and copyright infringement regulations with the rise of Connectthedots.com. There have been other social networking sites such as Facebook and Pinterest who have dealt with liability and copyright issues in the past. Connectingthedots Inc. is working it's hardest to reassure their users that this is not a big concern for them. Our company has been working on new ways to avoid liability issues and copyright infringement. Recently Connectingthedots Inc. created a few new adaptations to their privacy policy.

As a precaution every time a user uploads of links ANYTHING for any reason, a pop-up window with our terms and conditions will appear. The first time that a user registers on the site, they will be given an allotted time to read the terms and conditions. Until the user scrolls down to the bottom, the "I Agree" check box will be grayed in, this means the user has indicated that they have read the terms and conditions. The rest of the pop ups will be a double checker but it will only be a paragraph to make the user aware of the terms and conditions. We also have a security prevention team who monitors any suspicious activity that could potentially lead to identity theft, copyright infringement, and any other violations. We use the Fair Use Doctrine and follow the Federal Communications Commission rules and regulations. Connectthedots Inc. has also made contracts with multiple companies to reassure that the users will not be held liable for copyright infringement or liability issues. There will also be memos or newsletters regularly sent to the users to remind them of the rules and regulations they should abide by when it comes to posting links, pictures, music, or videos.

Connectthedots Inc. wants to reassure their users and their partnerships that they are doing everything in their power to balance the fine line between copyright and liability. As a company we are continually working on new ways to improve our company, network, and the experience for our users.

###





Wikipedia Information Chart

Information update: 2015



Type	Public
Founded	Clarksville, Tennessee, United States (2009)
Founder(s)	Sean Atkins Luis Sierra Randall Miller Zach Brown Heather Hensley Monique Freeman
Headquarters	San Diego, California, U.S.
Area Served	Worldwide
Key People	-CEO: Sean Atkins -Director: Luis Sierra -Assistant Director: Randy Miller -PR/Media Relations Director: Heather Hensley -Marketing Coordinator: Zach Brown -Development/Creative Director: Monique Freeman
Industry	Internet
Revenue	▲US\$ 1.53 billion (2013), up from \$700.8 million
Employees	1035 (2015)
Website	Connectthedots.com
Alexa Rank	10 (March 2012)
Type of Site	Social Network Service
Advertising	Banner Ads, Referral Marketing, Videos
Registration	Required (Invitation Only), BETA
Users	300 million (Active March 2012)
Available In	Multilingual
Launched	January 1, 2009
Current Status	Active
IPv6 Support	www.v6.connectthedots.com