*Start **Your** Conversation*

Fact Sheet

Company Overview

Jaiku is changing the way people converse.

Stream your life at Jaiku, follow the people you care about, and participate in millions of Jaiku conversations. Make Jaiku the center of your online life and Start *Your* Conversation.

As online social behavior moves towards groups in a state of conversation and connectedness, Jaiku enables a new, online user experience with a single, point of online presence. Jaiku enables users to post thoughts (Jaikus), converse, and establish a central presence for social networking. Users can also share lifestream information (photos, personal blog entries, etc.) at one location and connect with friends doing the same.

At Jaiku, you're never alone because each Jaiku post starts a new conversation:

- <u>Post</u> – Write 'Jaikus' (short blog posts) and say what you're doing, how you're feeling, or where you're going right now. Posting is easy using the Web, IM, SMS, and desktop clients. Support for AOL and Yahoo! Messenger is coming in the near future.

- <u>Network</u> – Give friends access to your online presence by adding them as contacts, and join theirs.

- <u>Converse</u> – React to Jaikus and start a conversation. You can comment on anyone's Jaiku using the Web. The ability to comment from mobile phones is coming.

- <u>Stream</u> – Include content from your blog, FlickR, Twitter, Del.icio.us, Google and other sources. Jaiku monitors them and updates your presence in real time.

Combined together, the messages, presence, and feeds create a holistic lifestream of your activities. Friends and followers can subscribe to the types of updates they want from you.

Jaiku Extends *Your* Conversations

Bloggers - Add a Jaiku badge to the sidebar of your personal or business blog and your blog is updated with new content that keeps folks posted on what you're doing 24/7. As Jaiku community members discover your blog posts through webfeeds, you can drive new traffic to your blog.

Jaiku Mobile
Using compatible Nokia S60 mobile devices, users can carry Jaiku with them. With Jaiku Mobile, you can see what friends are doing right in your phone's contact list. You can also post Jaikus and have them show up on the Web and in your friend's phone. And you can share presence (your availability, location and calendar) publicly, or only with selected contacts.

Jaiku API
The Jaiku API is now available so users can create cool Jaiku applications. Visit http://devku.org/ for more information.

Jaiku Third-party Tools
A variety of third party tools enable users to post Jaikus from web and mobile devices.

> Imified– Imified offers a Jaiku widget that lets your post Jaikus from web and mobile passed versions of AOL instant messenger, Ichat, and Google Talk. (http://www.imified.com)

> Juhu - Juhu offers a Mac OSX client that lets you post Jaikus from your Mac desktop. (http://juhu-mac.blogspot.com/2007/04/juhu-043.html)

> Jaiku Growler – Jaiku Growler is an AppleScript that allows you to receive alerts whenever you or any of your Jaiku contacts post a new Jaiku. (http://ruk.ca/wiki/JaikuGrowler).

Future
As microblogging matures, Jaiku believes users will want to share not just snippets of text, but also add icons and images to their posts. Jaiku's technical advantage is the ability to provide a rich user experience.

In Northern Europe many phones and data plans are compatible with Jaiku's mobile application. Jaiku will be adding support for different platforms and establishing partnerships with mobile operators.

Finally, Jaiku also believes in an open microblogging standard that allows users to share cross-service updates. Microblogging should not become a case of competing silos, like the early days of Instant Messaging.

Executive Team:
Jaiku was founded in 2006 by entrepreneurs Jyri Engeström and Petteri Koponen.

Jyri Engeström, Chairman

Jyri is the co-founder and chairman of Jaiku and has over a decade of experience in the mobile services technology industry. He has held senior level positions at such leading companies as Nokia, Social Objects, Aula Design, ShiftControl Finland, which he co-founded in 2002, the Tera Group, Satama Interactive and To the Point, among others. He holds patents in remote content delivery and creating shortcuts in a personal communications device. He has led conferences and written extensively on mobile technology and social networking. Jyri holds a Master's Degree in Social Science from the University of Helsinki and is currently a Ph.D. candidate at the Lancaster University Management School.

Petteri Koponen, Chief Executive Officer
Petteri co-founded Jaiku with Jyri Engeström in 2006 and serves as chief executive officer, responsible for business development, sales and technology. In 1997 he founded and served in executive positions at First Hop, a global leader in mobile value-added service control software with 60+ mobile operator customers worldwide. He also served as an advisor of Blyk Ltd., the first ad-sponsored free mobile virtual network operator in the field of Internet services. Petteri holds several patents based on his work with FirstHop, Jaiku and other businesses. He studied at Helsinki University of Technology and Helsinki School of Economics.

Location:
Jaiku is based in Helsinki, Finland.

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