



“Valid Personal Information is the Next Technology Horizon.”

- Chris Corrado - Former CTO and EVP eBay.

Mark Fitzpatrick, CEO and Co-Founder

Tony Siress, Co-Founder and VP of Business Development

Technology promise yet to be fulfilled

The Opportunity



Early technology predictions included:

- **Personal computing**



- **Digital information sharing**



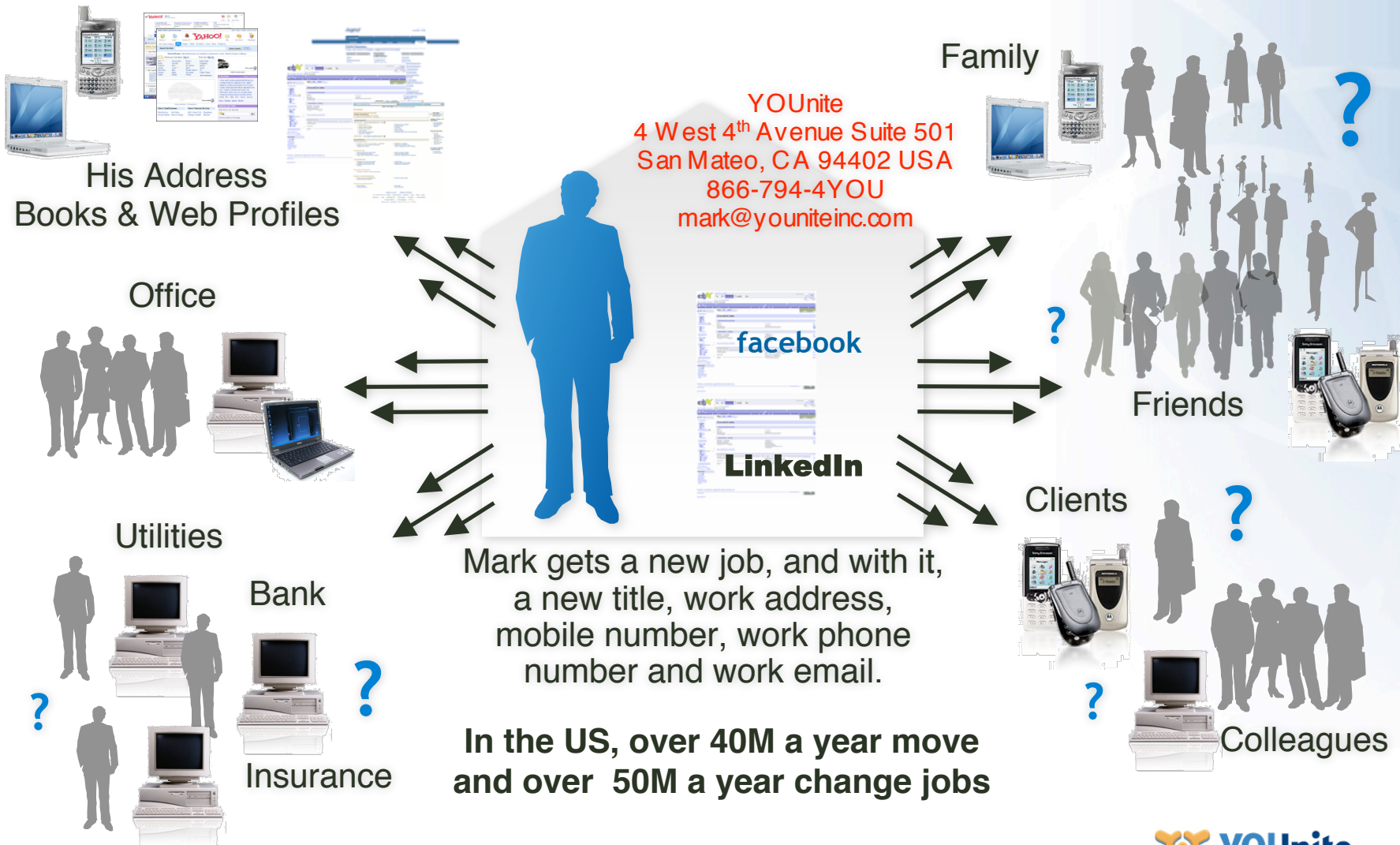
- **Fill out your profile once**



- Changes automatically propagate to those who have permission to them.

There is a piece of the digital promise yet to be delivered.

Pain: Today's Problem Real-World Example



YOUnite
4 West 4th Avenue Suite 501
San Mateo, CA 94402 USA
866-794-4YOU
mark@youniteinc.com



Mark gets a new job, and with it,
a new title, work address,
mobile number, work phone
number and work email.

**In the US, over 40M a year move
and over 50M a year change jobs**

Existing Solutions

Centralized Architectures

Previous attempts to deliver the promise:

- **Microsoft HailStorm**
- **Plaxo**

Current popular solutions in US that deliver part of the promise:

- **Facebook** -- central store
- **LinkedIn** – central store
- **Oauth & OpenID** – Limited functionality/difficult to work with

Centralized Solutions Cannot Deliver The Solution Must be Distributed

Solutions must go beyond consumer-to-consumer relationships:

- Relationships include organizations
- Organizations (e.g. phone companies, businesses, affinity programs, etc.) desire to be part of personal data exchange
- Organizations cannot store their data on systems outside their control

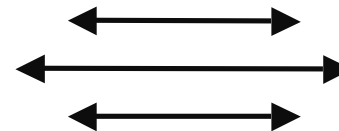
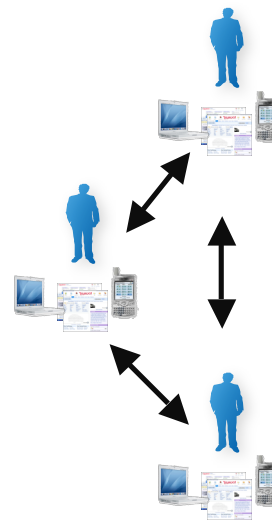
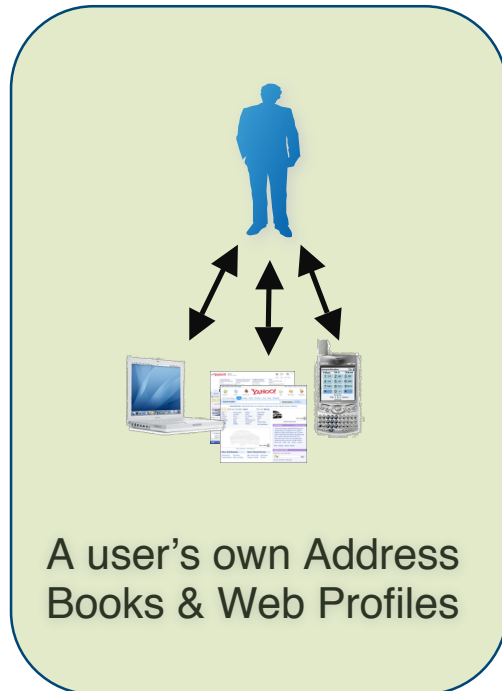


We have broad patents and enabling technology around distributed personal information sharing

Solution The YOUnite Exchange

Enables connecting everyone to everything

Enabling technology for corporations and social communities



Solution

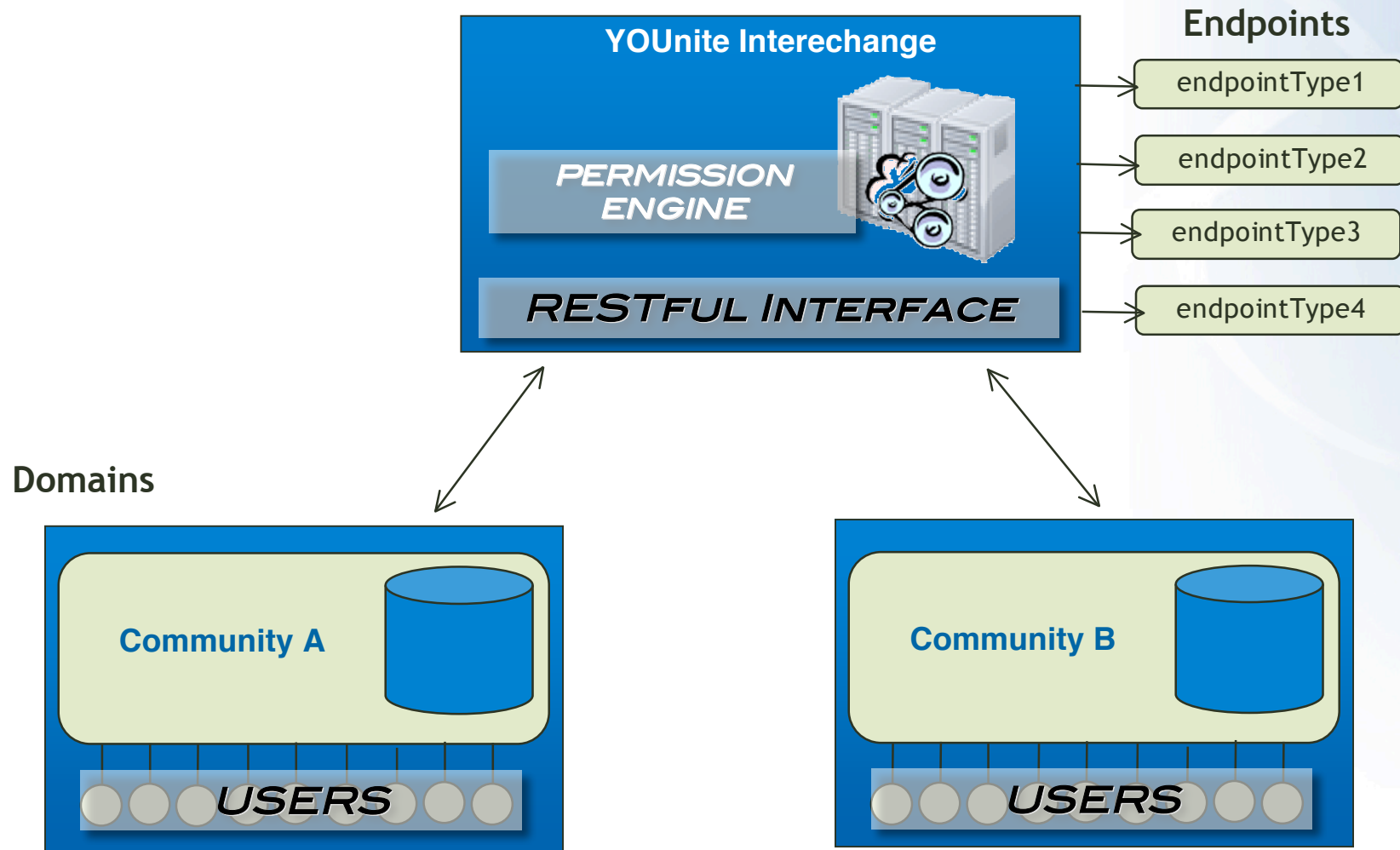
The YOUnite Exchange



- A distributed secure exchange for personal information coupled with master data management features
 - Distributed data model and RESTful interface provides security and flexibility
 - Changes are automatic and immediate
 - Data validity no longer an issue
 - Flexible master data management features enables mapping between disparate data sets
- The YOUnite Exchange is:
 - An enabler for Information Syndication between consumers and organizations
 - Not another central data store for personal information

Distributed Information Sharing

The YOUnite Interchange



Master Data Management

The YOUnite Interchange

Master Data Record

Attribute	id
lastName	100
firstName	200
jobPreference	300
primaryPhone	400
primaryEmail	500
shirtSize	10,000

Endpoints

endpointType1

Attribute	MDR
Last name	100
First name	200
Main role	300
Preferred Phone Number	400
Preferred Email	500
Your Shirt Size	10,000

endpointType2

Attribute	MDR
Surname	100
First Name	200
Recent Discipline	300
Telephone	400
Email	500
n/a for this endpoint	

- Allows a domain to extend the Master Data Record
- Supports attribute dependencies e.g. on some sites and devices a change to a office suite number must be accompanied with the entire address (requires a two-phase update process).
- Handles unique create needs of each endpoint type
- Endpoint filters:
 - Blob size limits
 - File conversion
 - Block deliver of certain file types

RESTful Interface

The YOUnite Interchange

GET, PUT, POST and DELETE

Resource	Description
domains	Communities or groups of users that have one or more <i>authusers</i> to make requests to the YOUnite interchange on their behalf. Domains can define their own <i>endpoint_types</i> , <i>endpoints</i> and can add attributes to the Master Data Record.
authusers	Users that use the YOUnite RESTful API.
users	End users or organizations – <i>authusers</i> make requests to the YOUnite interchange on behalf of <i>users</i> .
endpoint_type	Types of endpoints. Can be a web site or a physical device e.g. LinkedIn, Android device, Outlook.
endpoints	A <i>users</i> endpoints. An endpoint is of a given <i>endpoint_type</i> . Users can have multiple endpoints. Some endpoints can send and receive attribute changes and others only receive attribute changes.

RESTful Interface

The YOUnite Interchange

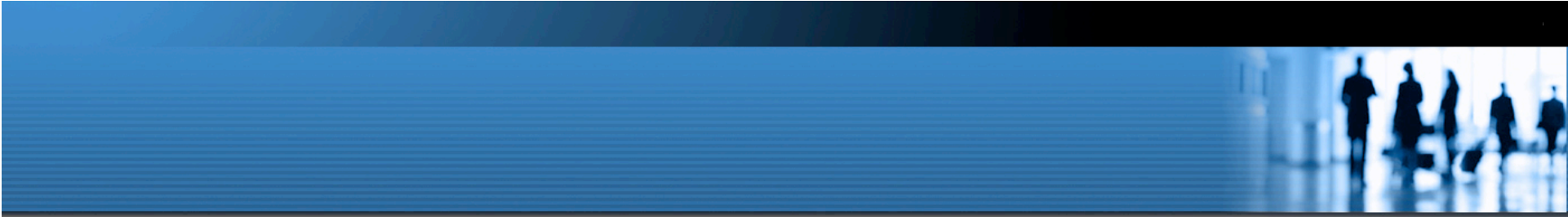
GET, PUT, POST and DELETE

Resource	Description
attributes	The fields that make up the Master Data Record including the extensions a domain may have made to the Master Data Record.
transactions	Primarily <i>user attribute</i> updates sent to YOUnite by an <i>authuser</i> .
connections	Connections made between <i>users</i> with the primary intention of keeping each other up to date.
permissions	<i>Attribute</i> sharing settings that can be set per <i>connection</i> .

Technology YOUnite Advantage



- Intellectual Property
 - Key Patents
 - 7,461,071 - Distributed Management Framework for Personal Attributes
 - 7,698,445 - Client Agents for Obtaining Attributes from Unavailable Clients
 - Additional Patent filings in process
 - Opportunity for additional IP exists
 - Patent Attorney, William Ahmann, MP at Sheppard Mullin (formally at Perkins Coie).
- Standards-based technology that enables rapid implementation.
 - RESTful, XML, JSON, HTTPS
 - JEE Server, JAXB, JAX-RS, EJB3
 - EC2 Deployed with scalable load balancing
 - MySQL



Thank you