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TGN Toolbars Executive Summary

TGNToolbars is a platform that allows anyone to create and monetize their own toolbar!

[Browser toolbars](#) are an old business, the most popular being the [Google](#), [Yahoo](#) and [Windows Live](#) toolbars. Their largest weakness is the lack of customization: people cannot publish their own content.

Our goal is to create an easy-to-use WYSIWYG build-your-own-toolbar service and host every toolbar on our platform, exactly like [Conduit](#) has done and [W3i](#) is building.

Our value is higher compensation per install and a revenue share of the search box over the lifetime of the toolbar, integration with our wiki platform, and a focus on communities.

Monetization

TGNToolbars monetizes in two ways:

1. Ads for search - Each toolbar has a search box, and the search results page shows content-relevant ads above the organic search results.
2. Affiliate links - Users can add affiliate buttons to their toolbars, like Play Games, and receive a revenue share of these CPM/CPC/CPA deals.

Every USA user generates \$0.40 in monthly search box ad revenue (source: David Feuerstein, VP of Conduit business development). Canada, UK and Australia generate \$0.20 per month.

Every USA mailing list subscriber generates \$0.50 in monthly affiliate offers (source: Steve Jackson, CEO of [Synchronix](#)). Toolbars are like mailing lists, a concentrated collection of information and tools users sign up for based on their interests. The advantage is toolbars are always visible whereas an email is typically read then thrown away.

Conduit monetizes only the search box. W3i also monetizes by bundling Windows software, but we believe this hurts toolbar installations in the long run. Our users have said, given the choice between installing a toolbar that installs other software vs. one that just installs a toolbar, they prefer the latter.

Demand

Toolbars traditionally carry a stigma of spam and spyware fears.

We discovered these are overcome with a trusted brand and a clear purpose for every toolbar vs. trying to build a general toolbar useful for everyone. For example, toolbars can provide real-time updates for businesses, new music from musicians, school resources for students, and so on.



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We installed over 100,000 toolbars with 25,000 active users, aggregated around three toolbars: evonytoolbar.com for Evony players, farmviewtoolbar.com for FarmVille players and thecafetoolbar.com for Café World players.

Our feedback was typically, “I love having all the links around (game) at my fingertips” and “The radio player and weather reports are very useful.” We tracked every click and discovered which buttons were most popular. Surprisingly, the radio player was the third-most clicked!

Using this experience, **TGNToolbars** educates our users about how to create effective and useful toolbars around their chosen subject, be it sports, games or education.

Competition - Conduit

Conduit is the only company that allows anyone to create and monetize their own toolbar today, but has two major weaknesses.

1. Weak monetization - It is difficult to make a toolbar profitable. We created 23 Conduit toolbars, and 22 were losing propositions.

TGNToolbars offers \$0.40 PPI and Conduit pays about \$0.10 PPI. Conduit does not offer a revenue share of the search box and we offer a 25% revenue share.

2. Can be cancelled anytime - Conduit can choose to cancel any toolbar at any time, for any reason. If they cancel a toolbar, they also cancel all unpaid revenue with no obligation to settle.

TGNToolbars gives users ownership over their toolbar and never delete their work. If there is a copyright or terms of use violation, the toolbar is deactivated and the owner is given the opportunity to correct the issues. If he refuses or is unable to correct the issues, it will remain private, accessible to the owner, and all unpaid revenues are paid out.

Conduit also has 20 other weaknesses (see <http://www.web-wiki.com/tools/conduit-toolbar>).

Conduit’s strengths are in their easy-to-use web interface for creating toolbars, multi-language support and a large selection of extensions like radio players, Facebook sign-in and Twitter feeds.

Competition – W3i

W3i is building a Conduit competitor to launch in Q1 2011. Their business model is based on bundling toolbars with other Windows software using their InstallIQ technology. They are partnered with Yahoo and will only support Microsoft Windows.

It is unclear whether W3i will become a major player in the consumer toolbar market space.



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Team

The **TGNToolbars** team is led by George Vanous, the ex-Microsoft engineer who built the Hotmail.com header and other Windows Live shared controls. He brings over a decade of experience in Internet technology to the team and has brought **TGNToolbars** to the attention of the most senior people in the game industry who took us as a case study of toolbars.

Maryann Ohki leads the **TGNToolbars** design team, bringing over two decades of graphic design and marketing experience. Recently, she signed up 7,000 people in 7 days to our toolbar mailing lists, such as <http://www.farmviewtoolbar.com/upgrade/>.

Other core team members include an ex-Microsoft and an ex-Ask.com engineer, an Internet communities expert, and a senior affiliate marketer.

Roadmap

In July 2010, we will launch tgntoolbars.com and tgngamebars.com to compete with conduit.com.

Our toolbar platform supports more web browsers, offers better PPI (pay-per-install) rates and (the big difference) revenue sharing of the search box over the lifetime of the toolbar. Game bars will be promoted to gamers and toolbars to industries outside gaming.

This project is part of **THEGAMENET** and inter-related with two other major properties: **TGNWikis** and **TGNGames**. See <http://file.thegamenet.com/thegamenet-executive-summary.pdf> for details.

Revenue

THEGAMENET will be the first **TGNToolbars** client and will install 50,000 toolbars per month in the USA.

We project every USA user will generate \$1 per month and cost \$0.50 to acquire (source: **THEGAMENET** Facebook advertising campaign from Dec-2009 to Feb-2010), generating \$25,000 in the first month.

Our target is 15% toolbar installation growth per month and \$50,000 monthly revenue after 6 months.

