



**Let your voice be heard online, anywhere...anytime™**

---

“ Our mission is to empower people who use the internet by giving them elegant, rapid interactive capabilities in a layer above the web. We make people more productive online with our game-changing cloud computing platform.”

## ■ What is it?

MemoThis is a venture-backed internet application and online service, managed by MTi, a Silicon Valley company. Its goal is to serve the needs of everyday users, while enabling the success of online marketers and publishers.

## ■ Value Proposition

With its revolutionary, patented On-Location™ browser extension, MemoThis lets any online user affix a digital sticky note anywhere on any web page. Users can make private memos and reminders, share ideas and plans with friends, or disseminate their blog comments across the web.

This exciting, new internet service accelerates personal research and makes you up to 20% more efficient online.\* But it's much more. Memos allow rapid, context-based collaboration by distributing your team's thoughts and progress notes onto any web or portal page. It's also a better way to blog because you can stick memos to relevant, timely articles, business pages, even social networks. MemoThis lets other users discover your comments directly on source pages, where you want them seen. It transcends bookmarking, clipping, networking and annotation. Live above the cloud!

## ■ Founded

In January, 2010 MemoThis launched its initial public beta version of the system. That release was the culmination of a two-year collaboration between leading online developers in the US and South Korea.

## ■ Company headquarters

MTi is headquartered in Lafayette, CA. It has offices in Seoul, Korea and Greenville, WI.

**MTi**  
**3685 Mt. Diablo Blvd. #254**  
**LaFayette, CA 94549**

\* based on online user interaction models developed by MTi

## ■ Recognition

MemoThis is becoming recognized as a next-generation extension of web 2.0 software-as-a-service. It transcends the chit-chat of social networking letting users comment in a layer above any web destination. MemoThis makes people more productive online, while disseminating their ideas, plans and opinions so they can be heard anywhere...anytime. Always on, anywhere, on-demand: Memos act like a natural part of your browser.

## ■ Value

1. Personal and professional knowledge management
2. Personal and professional collaboration services
3. Distributed microblogging
4. e-Learning support services
5. Media & publishing solutions
6. Online advertising service

## ■ Key contacts

### CEO:

Shawn Kim

[Shawn.kim@memothis.com](mailto:Shawn.kim@memothis.com) 925-258-1000

### VP Global Marketing

Kjell Kahlenberg

[kjell.kahlenberg@memothis.com](mailto:kjell.kahlenberg@memothis.com) 920-757-1115

### Refer press inquiries to:

Kjell (chel) Kahlenberg, [kjell.kahlenberg@memothis.com](mailto:kjell.kahlenberg@memothis.com)

## ■ Web footprint

Landing page: [www.memothis.com](http://www.memothis.com)

Home page: [www.memothis.com/memothis?include=home](http://www.memothis.com/memothis?include=home)

Signup page: [www.memothis.com/memothis?include=signup](http://www.memothis.com/memothis?include=signup)



**Senior Vice President**

“...very disruptive and potent with accretive value in several value spaces.”

“A timely technology—certainly a much needed improvement over predecessor offerings.”

**Advertising Director**

“...unlike any collaboration or ad serving tool I’ve seen!”

“There must be a way for online media to exploit the power of the memo.”



**What They Like Entertainment**

**CEO Whattheylike.com**

“The service will be loved by internet users, adored by advertisers, and a challenge to complacent publishers. It has the makings of an interesting new business model.”

**VP Advertising Sales**

“The breadth of this application, for both business and consumer collaboration, is immense. As soon as I learned about it,

I want to know more.”

