

## BRANCHOUT FACT SHEET

### **About BranchOut**

BranchOut is the largest professional network on Facebook, with millions of users in 60 countries and 15 languages. BranchOut users leverage their Facebook friend network to find jobs, recruit talent, source sales leads, and strengthen relationships with professional contacts. BranchOut also operates the largest job board on Facebook with over 3 million jobs and 20,000 internships. BranchOut was founded by serial entrepreneur Rick Marini in July 2010.

### **User Experience**

BranchOut is a free Facebook application for anyone interested in professional success. All BranchOut users create professional profiles that include their work history and education. Personal Facebook information, like photo albums and status updates, are not included in BranchOut profiles. BranchOut also offers endorsements, which friends and colleagues give to one another as a way to acknowledge skills and accomplishments.

At the core of the BranchOut user experience is the ability to find connections through one's extended friend network. For example, when you search for a company on BranchOut, you gain visibility to a list of friends and friends-of-friends who work at that company. These inside connections can be used to increase access to new jobs, sales leads, and recruiting talent. On BranchOut job seekers search for employment opportunities and are found by recruiters.

### **Enterprise Products**

BranchOut offers a number of corporate enterprise products to help recruiters and hiring managers source talent more effectively.

- BranchOut's social job posts are easily shared on Facebook and Twitter, and display inside connections right in the job post.
- BranchOut's CareerConnect publishes job posts on a company's Facebook Page.
- BranchOut's RecruiterConnect allows companies to search BranchOut's database of millions and specifically target employee friend graphs for more highly qualified referrals.

### **Funding**

BranchOut has raised a total of \$24 million. In September 2010, it raised \$6 million from Accel Partners, Norwest Venture Partners, Floodgate Fund and several of Silicon Valley's most prominent angel investors. In May 2010, BranchOut announced its Series B funding of \$18 million. Redpoint Ventures led the Series B with Accel Partners, Norwest Venture Partners, and Floodgate Fund also participating.

For a full list of BranchOut's investors and advisors, visit [branchout.com/about/advisors](http://branchout.com/about/advisors)

### **Board of Directors**

Rick Marini, founder and CEO of BranchOut; Kevin Efrusy, General Partner of Accel Partners; Geoff Yang, Founding Partner of Redpoint Ventures; Stan Chudnovsky, Chief Strategist of BranchOut.

### **Employees**

BranchOut's team has deep experience in social media, online recruiting, social games, and Facebook applications. BranchOut has 50+ employees in San Francisco, and is growing rapidly.