

## **BRANCHOUT FACT SHEET**

### **About BranchOut**

BranchOut is the largest professional networking service on Facebook. BranchOut users leverage their Facebook friend network to find jobs, source sales leads, recruit talent, and foster 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 application for anyone interested in professional success. All BranchOut users create a professional profile that includes their work history and education. Personal information, like photo albums and status updates, are not included in BranchOut profiles. BranchOut also offers endorsements and career badges, 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.

BranchOut's enterprise products help recruiters and hiring managers source talent more effectively. BranchOut offers premium job posts that are easily shared on Facebook and Twitter. BranchOut job post also display inside connections at the target company. BranchOut also offers a product called JobsTab that facilitates the transfer of job postings from a company's website to its company Facebook Page.

### **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 \$24 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 20 employees in San Francisco. The team is growing rapidly.