Mahalo

Helping people find information they can trust
Overview

**LAUNCHED**
MAY 31, 2007

**HEADQUARTERS**
SANTA MONICA, CA

**EMPLOYEES**
58 FULL TIME

**MONTHLY VISITORS**
5.5 MILLION UNIQUE

**DEMOGRAPHIC**
52% MALE
70% AGE 18 - 49
56% COLLEGE DEGREE
49% ABOVE $60,000
46% HAVE CHILDREN
65% US VISITORS

**FOUNDER / CEO**
JASON CALACANIS

Jason in a serial entrepreneur who has created many internet brands including Engadget, Autoblog and Joystiq.

**INVESTORS**

- SEQUOIA CAPITAL
- News Corporation
- CBS Interactive
- Mark Cuban
- Elon Musk

Mahalo
Mahalo is the combination of 3 of the most powerful services on the web: Search, content and knowledge exchange...

Imagine Google, Wikipedia, and Yahoo Answers all rolled into one product.
Notable Press

“Humans... can have a better understanding of the most relevant information to consumers and how it should be presented”  -Wall St. Journal


“For people looking for simplicity, relevance, and a little human common sense, it’s a pretty attractive proposition”  -Fast Company

“Searching Beyond Google”  -TIME online
Quarterly Unique Visitors

- Q3 2007: 0
- Q4 2007: 2,500,000
- Q1 2008: 5,000,000
- Q2 2008: 7,500,000
- Q3 2008: 10,000,000
- Q4 2008: 12,500,000
- Q1 2009: 15,000,000
**TOP MEMBERS**

- **robbrown**
  - 1471 Answers
  - 523 Best Answers
  - M$1137.50 Earned

- **easyeboy**
  - 2234 Answers
  - 836 Best Answers
  - M$800.00 Earned

- **jeffhoard**
  - 1911 Answers
  - 922 Best Answers
  - M$573.50 Earned

**KEY FEATURES**

- Virtual Currency / Tipping System
- Ability to Embed Photos and Videos
- Twitter, Facebook, iPhone and Email Integration

**LAUNCHED**

**DEC 15 2008**

**MONTHLY USERS**
- 1 MILLION

**QUESTIONS PER DAY**
- 500+

**ANSWERS PER DAY**
- 750+
Share Knowledge, Learn, and Get Questions Answered

Open Questions | Offering Tip | Popular | Answered | Undecided

Sort By: Newest First

Funded By Mahalo? | 4 hours ago
What are Home Depot hours on Easter?
In Holidays | 9 answers | 96 Views
0 Interesting votes | 0 Uninteresting votes
Answer

Funded By Mahalo? | 2 hours ago
How do you configure the D-Link DIR-628 to work with VPN?
Via Twitter | In From Twitter | 9 answers | 81 Views
0 Interesting votes | 0 Uninteresting votes
Answer

4 hours ago
How many calories in a Subway Sweet Onion Chicken Teriyaki sandwich, small Coke and chocolate chip cookie?
In Fast Food | 11 answers | 111 Views
0 Interesting votes | 0 Uninteresting votes
Answer

7 hours ago
Where should I go for vacation? America destinations only
In Travel Planning | 16 answers | 911 Views
0 Interesting votes | 0 Uninteresting votes
Answer

Funded By Mahalo? | 45 minutes ago | Bonus Points Available
Where can I rent a car in Israel?
Mahalo can build an answers service for any client within any vertical. This is a 100% turnkey solution that can be hosted on a client’s site, but managed by Mahalo.

Questions can be asked on the client’s site, and then fed into Mahalo’s Answers system, further enhancing reach and distribution.

Brands can “buy out” particular sections of the Answers area or also sponsor an “ask an expert” session. There are multiple options for client integration.
White Labeling

1. Category Selection Based on Keyword Intelligence and Customer Goals

2. Community seeded with high-value questions and answers

3. Mavens representing the Virgin America brand create direct relationships with customers.
Questions are imported from Partners’ Answers Community into Mahalo Answers, enabling 100% share of voice and high SEO value. Imported questions will be denoted with Partners’ logo.
SEO Value

Questions in Mahalo Answers rank highly in search queries shortly after the questions were asked.
Although relatively new in existence, Mahalo has received significant press coverage, from the Wall Street Journal to Business Week. References to the unique qualities of the site are found throughout.

“Mahalo has factors going for it that, in combination, make it a very interesting experiment.” - CBS

“...did a decent job of answering my query... much better than the people at Yahoo Answers and Answers.com” - Wall Street Journal

“...well-thought-out and offers some interesting features compared with its competition” - Business Week

“Mahalo’s introduction of a direct monetary reward system to the tired Answers paradigm could be just what helpful Internet users are looking for.” - Ars Technica
Development of Community Standards

By carefully policing the site, Mahalo keeps out inappropriate content, thus increasing engagement and utility.

Mahalo’s staff of administrators and moderators will ensure that your customers only get the most accurate information and answers to their queries.
Maven Identification and Recruitment

Mahalo’s core group of active users serve to encourage more positive, helpful participation in your Answers Community and will motivate and mentor newcomers.

Outside experts in various fields can also be recruited to come into the service and answer member questions related to a particular vertical.
Our editorial group can customize material to meet a brand’s needs by utilizing a network of full-time authors for creation of “how to” articles, video game walkthroughs, custom videos and topic pages.

As an example, Mahalo can create a 50,000 word video game “walkthrough” and completely customize the experience to a particular brand’s audience and needs.
How To’s

We can help our partners increase their search engine rankings with these high quality pages.

Mahalo can develop up to 200 comprehensive How To pages per week.

This is an example of how a popular brand can integrate within Mahalo “How To” content.
Competitive Keyword Research

Mahalo’s team of editors will find the most highly-trafficked search terms and keywords for your brand, industry or product and build corresponding high-quality pages that will rank well.

Secondary Keyword Research

Mahalo will also locate the associated or related terms for your product, brand or service, which will result in increased traffic.

Organic Linking Strategies

By integrating your search keywords into Mahalo’s extensive database of pages, blogs and videos, your web presence will naturally increase.
The End

Contact
Please let us know how we can best help your company achieve its goals

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