



**Your Calendar Assistant.**

**[angel.co/gijit](https://angel.co/gijit) / [gijit.co](https://gijit.co) / [@gijitapp](https://twitter.com/gijitapp)**

**[Andrew Draper](#) / [andrew@gijit.co](mailto:andrew@gijit.co) / [@andrewdraper](https://twitter.com/andrewdraper)**

Hi, I'm andrew and this is Gijit, a calendar assistant that saves you time and makes your life easier. Let's get started...



**Who**

**What**

**When**

**Where**

**Calendars contain a wealth  
of contextual information around time and place.**



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Calendars have the potential to contain loads of information that provides answers to the questions who, what, when and where around many types of relationships.



# Painful to use and maintain.



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But they're painful to use and maintain.

**Scheduling meetings sucks**

**Gaining insight into who you're meeting  
can take lots of extra effort**

**Distinguishing the person you're meeting from  
all the other people in a coffee shop is difficult**

**Knowing where you're going  
& what's around you is hard**

**Notifying people you're running late  
& adjusting can be time-consuming**

These are just some of the many issues with today's calendaring solutions, some of you probably pay a personal assistant to not have to worry about these, if not you know personally how many hours a week can be lost on these tasks alone.



# We've fixed these and more.



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We've fixed these pains and more, let's take a look at 3 of them.



# 1

**Scheduling meetings sucks.**



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Scheduling meetings sucks.

11:00 am

**We should connect and grab coffee.**

**Absolutely, when's a good time?**

11:05 am

11:15 am

**How about Tuesday at 2pm?**

**Doesn't work for me, how about Thursday?**

11:20 am

11:50 am

**That works, but I have a hard stop at 3pm**

**How about 10am then?**

11:55 am

12:00 pm

**Yes, let's meet at my office. I'll send the invite.**

It can take hours of back and forth to figure out the best time and place to meet and just when you think you've got it set, someone throws a wrench into the whole thing...

**We should also invite Bob!**

**1:05 pm**

**Argh.**

**Lather. Rinse. Repeat.**



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...and goes and invites Bob. We've all been there.



# When



# Where



## We make this fast & easy.

### Smart Invitation

Gijit thinks you and **andrew@gijit.co** should meet **Monday May 1** at **8:0 AM** at **Second Cup** on **307 Queen St W, Toronto, ON, Canada**

Accept

Try Another: [Time](#), [Location](#), [Both](#)

Who

andrew@gijit.co

Add

Length

30 M

When

Today

Location

☒ Suggest

☐ Specify

☐ Suggest from

Address

☐ None

Meeting Proximity

You

Them

Type: Coffee Shop

Message

Enter a message for the invitation...

Create Invitation

or [Cancel](#)

New

Save Send

To: Gijit <event@gijit.me>

Subject: Book Meeting

From: Andrew Draper <andrew.draper@gmail.com>

Helvetica 13 B I U

Gijit: 45 mins on Thursday 1:00 PM @ Starbucks on Queen and Bathurst, Toronto, ON



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Whether you use the awesome smart-invitate system we've created or simply email [event@gijit](mailto:event@gijit) there's no need to waste valuable time finding the best time or place to meet anymore—like magic, we do it all for you.



# 2

**Who's this Bob character?**



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Ever wondered who you're meeting? What they look like?, what they've done or what you're going to say when you get to the meeting?







# Where is this meeting anyway?

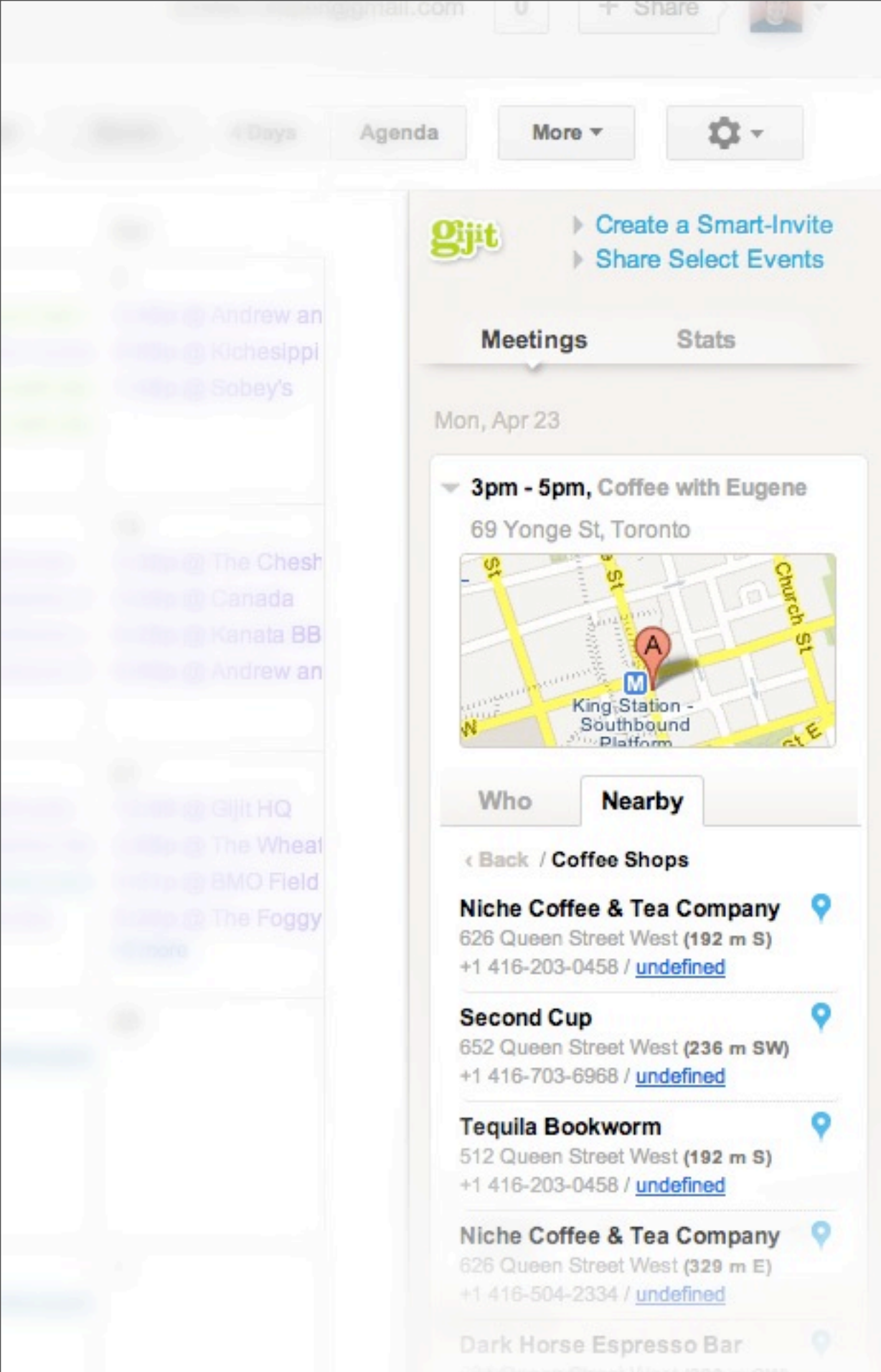


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What about what's nearby? Is there parking? Can I grab a bite to eat? A coffee? A drink?





We'll tell you.

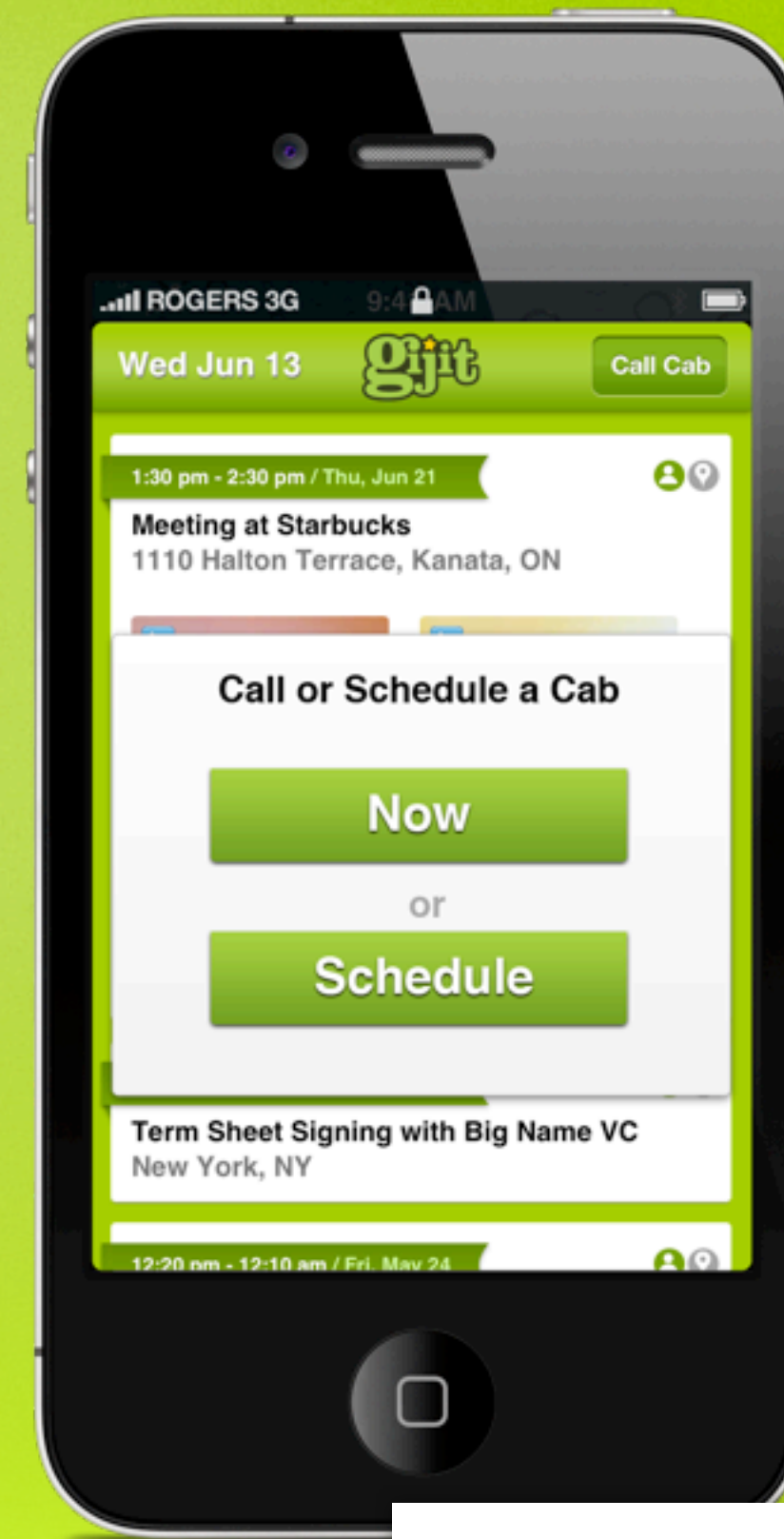


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We'll show you where it is AND give you information about things nearby your meeting so you don't have to waste time looking for parking, coffee, drinks, or meals.





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We'll even let you know if you're going to be late and send a quick message to who you're meeting and let them know—You can also call a cab right from within Gijit.



**We've made using calendars painless,  
useful and insightful.**



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In just 2.5 months we've made using calendars painless, useful and insightful...



# Why Does This Matter?



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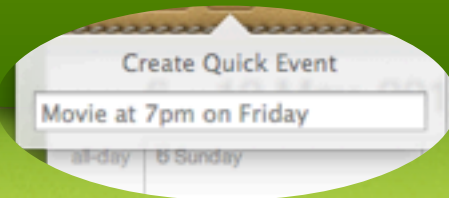
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# Who



# What



# When



# Where



**Rich data around social ties. Augmenting the social graph.**  
**Contextual and relevant data (and actions) when you need it.**



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With rich social ties containing time, geo and contextual data we can augment the social graph and provide valuable information and action when it's needed most.



# Market

**500M+ people** use a digital calendar for scheduling.

**5B+ smartphones.**



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And the market's big, and growing bigger every day.



# Market Position

						
Social Profiles	✓	✓	✓	✗	✗	✓
Scheduling	✗	✗	✗	✓	✓	✓
Analytics	✗	✗	✗	✗	✗	✓
Company News	✓	✓	✗	✗	✗	✓
Geo-Location	✗	✗	✓	✗	✗	✓



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With a market that big there's gotta be competition, and there is—we're not in new territory, but we do believe we have a unique approach to the problems at hand and are filling a void that's been left by the various competitors in our space.



# The Team



**Andrew Draper**  
Co-founder

Co-founded & successfully raised investment for Manpacks, a subscription service for men

Co-founded multiple previous startups

15 years experience in web design/dev, including 10 years self-employed

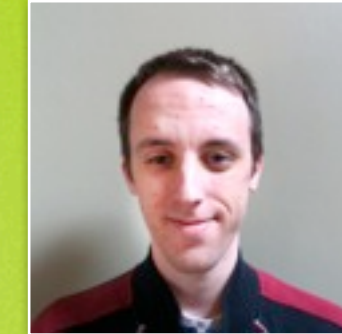


**Mike Potter**  
Co-founder

Launched and ran the Mozilla calendar project

Managed an international team at Adobe, overseeing a \$3 M / year budget

MBA from Ottawa U



**Marc Meszaros**  
Lead Developer

Lead development of a real-time emergency notification system at Ottawa U

Co-founded Ottawa Android Developer group

Frequent open source contributor, including Papyrus, an Android app



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We've got a great team. I've been self-employed for over 10 years, and involved in multiple startups—including successfully raising in the valley with one. Mike's our calendar guru, he launched and ran the Mozilla calendar project and has overseen budgets of millions of dollars. Marc is our über-nerd, he prefers a shell to people and is proud of it. He co-founded the Ottawa Android Developer Group and regularly contributes to open-source projects.



# What we've done so far

## May 5

Chrome extension  
for Google Calendar  
made available

## May 28

Firefox and Safari  
extensions released

## June 6

Finalized deal to  
sell AddIn Social

## June 12

Mobile view for iOS  
and Android phones  
released



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Here's just a few of the milestones we've completed in the last 2.5 months, as you can see we move fast. But what about metrics? \*CLICK\*



# What we've done so far



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Well since May 5th we've connected over 6000 calendars that contain over 20,000 attendees who we've connected social profiles to and over 100,000 events have gone through the system.



# What we've done so far

**6,000**  
**Calendars**



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**6,000**  
**Calendars**

**20,000**  
**Attendees**

**100,000**  
**Events**



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And the product we came into Extreme with and pivoted away from? **\*CLICK\*** We sold it.



# What we've done so far

**SOLD**  
addm social



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# Where to from here?

## Product Focused for 6-9 Months

- Find Product/Market Fit
- Experiment with Premium Paid Options & Lead Gen. Revenue Stream



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From here we're going to rapidly iterate to focus on finding product market fit before scaling. And best of all, with the sale of AddIn Social and follow-on funding we have runway for 9-12 months so we can achieve this without needing to immediately actively raise money.



# Where to from here?

**9-12 M**  
**Runway**

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- Find Product/Market Fit
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So that's Gijit. If you'd like to learn more about what we're doing we'd be happy to chat after, just come find us, we're the men in black with the bright coloured Gijit logo on our chests.





# **San Dimas High School Football Rules.**

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