



## 50, 100, 500 Word Descriptions of MyPunchbowl.com

### 50 word description:

MyPunchbowl.com is a new website that provides an easy, comprehensive, and personal way to plan an at-home party. MyPunchbowl offers an innovative user interface for every phase of planning. Hosts and guests now have a web application to effortlessly plan and socialize before and after a party. Sign up for a free account at <http://www.mypunchbowl.com>.

### 100 word description:

MyPunchbowl.com is a new website that provides an easy, comprehensive, and personal way to plan an at-home party. MyPunchbowl offers an innovative user interface for every phase of planning. Hosts and guests now have a web application to effortlessly plan and socialize before and after a party. Key features include 'save the date' to inform guests early in the planning process, the ability to create customized invites with a personal photo, stress-free RSVP to ensure a personal interaction between host and guest, a helpful party store locator, and numerous "after-party" features. Sign up for a free account at <http://www.mypunchbowl.com>.

### 500 word description:

MyPunchbowl.com is a new website that provides an easy, comprehensive, and personal way to plan an at-home party. MyPunchbowl offers an innovative user interface for every phase of planning. Hosts and guests now have a web application to effortlessly plan and socialize before and after a party

MyPunchbowl spans every phase of at-home party planning, providing consumers with easy-to-use software in an innovative workflow interface. Key features include:

- "Save the Date" functionality to inform guests early in the planning process
- Ability to create customized invitations to send to family and friends
- Personal photo upload and photo search from Yahoo Flickr®.
- Easy import of email addresses via the Plaxo address book widget
- Stress-free RSVP to ensure a more personal interaction between host and guest
- A party message board to network and socialize before and after a party
- A party store locator to find local stores anywhere in the United States
- Numerous "after party" features to reminisce and share party memories

MyPunchbowl is built on Web 2.0 technologies, providing users with a superior user experience. MyPunchbowl utilizes the web framework Ruby on Rails with significant usage of AJAX (Asynchronous JavaScript and XML) technology. Together, these technologies provide party planners with software that is unprecedented on the web.

Although not measured as a segment, research has shown that the party market is a large market that continues to grow. Paper & Party Retailer's 21st annual survey revealed that industry dollar volume for party supplies was \$10.2 billion in 2006. Specific holidays are growing as well; the National Retail Federation estimates that Halloween spending reached \$4.96 billion in 2006, and 24.3 percent of consumers attended a Super Bowl® party. MyPunchbowl is positioned to be an aggregator in the party retail segment.

As other new features and functionality become available, they too will be added to MyPunchbowl to enable users to pull together the various components necessary for an at-home party. A typical party requires the host to perform numerous disconnected tasks: pick a date, choose catering and entertainment, purchase party supplies, and rent party equipment to name a few. MyPunchbowl will fill a market need to connect consumers and vendors in an efficient and cost-effective way.

Punchbowl Software was founded by software and user interface experts Matt Douglas and Sean Conta. Matt was previously in senior management positions at Bose Corporation and Adobe Systems. Sean has held positions at Zildjian Cymbals and Innoveer Solutions as a user-experience specialist. The founders were frustrated with the current available methods for planning a party and knew there had to be a better way. The company is located in Natick, MA in the heart of the Metrowest technology center of Boston.

Easy. Comprehensive. Personal. Sign up for a free account at <http://www.mypunchbowl.com>.