



MyPunchbowl Factsheet

Overview

Launched in 2007, MyPunchbowl.com, the leader in start to finish party planning, helps you plan a party that your guests will always remember by bringing your party to life with ideas, invitations, favors, gift registries, photo/video sharing, and more. Popular for life milestone events such as birthday parties, baby showers, and holiday parties, MyPunchbowl lets you infuse your personality into every aspect of a party. In addition to our award-winning event planning site, MyPunchbowl offers sophisticated eCards, a useful Birthday Reminders service, Engagement Announcements, and a content site called Reasons to Celebrate. Sign up for a free account at <http://www.mypunchbowl.com>.

Key Features

- Unique “Date Decider” feature to drive group consensus to a event date
- “Save the Date” functionality to inform guests early in the planning process
- Design Studio with an attractive selection of paperless papers, ribbons, and fonts
- Ability to instantly customize the color and fade of any paperless paper, ribbon, or text
- Hundreds of pre-made designs that can be customized for any occasion
- Party checklist and potluck checklist to keep hosts on track
- Easy import of email addresses to manage guest lists
- Stress-free RSVP to ensure a more personal interaction between host and guest
- Party planning advice and tips from MyPunchbowl resident expert Penelope
- A shopping section to find party supplies, decorations, and favors
- Numerous “after party” features to reminisce and share party memories

Funding

Seed funding: Intel Capital and eCoast Angels

Series A: Contour Venture Partners, Intel Capital, and eCoast Angels

Board of Directors

Matt Douglas, Punchbowl Software

Bob Greene, Contour Venture Partners

Michael Rost, PNC Equity

Don Dodge, Microsoft Corporation

Lucy McQuilken (Board Observer), Intel Capital

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