UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Edith Ramirez, Chairwoman
                    Julie Brill
                    Maureen K. Ohlhausen
                    Joshua D. Wright
                    Terrell McSweeny

In the Matter of	)	
	)	
Jerk, LLC, a limited liability company,	)	
also d/b/a JERK.COM, and	)	DOCKET NO. 9361
	)	
John Fanning,	)	
individually and as a member of	)	
Jerk, LLC.	)	
	)	
	)	

**EXHIBITS TO COMPLAINT COUNSEL'S STATEMENT OF MATERIAL FACTS
AS TO WHICH THERE IS NO GENUINE ISSUE FOR TRIAL**

VOLUME 10

CX0610
MARKED CONFIDENTIAL

Record # 68 / Consumer Sentinel Network Complaints			
Reference Number:	████████	**Originator Reference Number:**	████████
Language:	English	**Contact Type:**	Complaint
Source:	Organization	**DNC?**	N
Comments:	██		██████

would also like to know who posted these pages so I can report them to the proper legal authorities.'

Data Reference:			
Entered By:	BBBCOCA-USER	**Entry Date:**	7/10/2012
Updated By:		**Updated Date:**	
Complaint Source:	BBB CA Colton	**Product Service Code:**	Other (Note in Comments)
Amount Requested:		**Amount Paid:**	
Payment Method:		**Agency Contact:**	External Agency
Complaint Date:	7/10/2012	**Transaction Date:**	
Initial Contact:		**Initial Response:**	
Statute/Rule:		**Law Violation:**	
Topic:		**Dispute with Credit Bureau?:**	
Dispute with Credit Bureau - Responded?:		**Dispute with Credit Bureau - Resolved to Satisfaction?:**	
Member of armed forces or dependent?:			

Consumer Information

Consumer			
Complaining Company/Org:			
First Name:	██████	**Last Name:**	████
Address 1:	██████	**Address 2:**	
	██████	**State:**	████
	████		██████
Home Number:			██████
Fax Number:		**Ext:**	
Email:	██████	**Age Range:**	
Military Service Branch:		**Soldier Status:**	
Soldier Station:			

Subject

Subject:	Jerk.com		
Address:	██████		
City:	██████	████	████
ZIP:	██████	**Country:**	United States
██████		**URL:**	http://www.jerk.com

CX0610-001

Area Code:	781	Phone Number:	███████
Ext:			
Representative Name:		Title:	

FTC-JERK0005668

CX0610-002

CX0611
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REDACTED IN ITS ENTIRETY

CX0612
MARKED CONFIDENTIAL
REDACTED IN ITS ENTIRETY

CX0613
MARKED CONFIDENTIAL

Record # 199 ▮▮▮▮ Sentinel Network Complaints			
Referen[ce] Number:	▮▮▮▮	**Originator 0 Reference Number:**	▮▮▮▮
Language:	English	**Contact Type:**	Complaint
Source:	Organization	**DNC?**	N
Comments:	I have never signed up at this website and have no idea how they received a picture of me to put on the website jerk.com. ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮		
Data Reference:			
Entered By:	BBBDC-USER	**Entry Date:**	10/17/2011
Updated By:		**Updated Date:**	
Complaint Source:	BBB DC Washington	**Product Service Code:**	Social Networking Service
Amount Requested:		**Amount Paid:**	
Payment Method:		**Agency Contact:**	External Agency
Complaint Date:	10/17/2011	**Transaction Date:**	
Initial Contact:		**Initial Response:**	
Statute/Rule:		**Law Violation:**	
Topic:		**Dispute with Credit Bureau?:**	
Dispute with Credit Bureau - Responded?:		**Dispute with Credit Bureau - Resolved to Satisfaction?:**	
Member of armed forces or dependent?:			

Consumer Information			
Consumer			
Complaining Company/Org:			
First Name:	▮▮▮▮	**Last Name:**	▮▮▮▮
Address 1:		**Address 2:**	
City:		**State:**	
Zip:		**Country:**	▮
Home Number:		**Work Number:**	
Fax Number:		**Ext:**	
Email:	▮▮▮▮	**Age Range:**	
Military Service Branch:		**Soldier Status:**	
Soldier Station:			

Subject			
Subject:	Jerk.com		
Address:			
City:	▮▮▮▮	**State/Prov:**	▮▮▮▮
ZIP:		**Country:**	
Email:		**URL:**	
Area Code:		**Phone Number:**	
Ext:			
Representative Name:		**Title:**	

FTC-JERK0005895

CX0613-001

CX0614

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CX0615

MARKED CONFIDENTIAL

CX0616

MARKED CONFIDENTIAL

REDACTED IN ITS ENTIRETY

CX0617
MARKED CONFIDENTIAL
REDACTED IN ITS ENTIRETY

CX0618

MARKED CONFIDENTIAL

REDACTED IN ITS ENTIRETY

CX0619

MARKED CONFIDENTIAL

REDACTED IN ITS ENTIRETY

CX0620
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CX0626

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REDACTED IN ITS ENTIRETY

CX0627
MARKED CONFIDENTIAL
REDACTED IN ITS ENTIRETY

CX0629

<u>DECLARATION OF</u> ████████████

1.   My name is ████████. I am a United States citizen over age 18. I declare as follows:

2.   In the summer of 2009, after I finished my freshman year at ████ ████████, a friend introduced me to his neighbor John Fanning. Mr. Fanning invited me to work on a website of his called <u>jerk.com</u> in the capacity of an internship. I had no formal or contractual agreement with the company. I sent emails to and received emails from Mr. Fanning through the email address <u>john</u>████████████. I did not send emails using Mr. Fanning's email address, and to my knowledge, all emails that I received from Mr. Fanning were authored by him.

3.   Jerk.com was a reputation management website that was intended to allow people to post reviews of others on the site and one of the features was the user ability to vote for people as either "jerks" or "saints" based on your knowledge of them. The site was already available online when I began working with John Fanning in July 2009.

4.   Attached as ████████ **Attachment A** is a true and correct copy of a draft PowerPoint presentation that I contributed to describe Jerk.com to potential investors based on my discussions with John Fanning and others on the team. Attached as ████████ **Attachment B** is a true and correct copy of a Wikipedia entry describing Jerk.com that I was asked to do a first draft for. I recall the entry being submitted to Wikipedia but it was denied and to my knowledge, was never published on Wikipedia.

5.   Jerk, LLC was the company behind the Jerk.com website. I do not know exactly who managed Jerk, LLC, but it was my perception that John Fanning was the person in charge of <u>jerk.com</u>. Since I worked on a few NetCapital Projects, I assumed Mr. Fanning's company, NetCapital, to be Jerk LLC's parent company. I believe that NetCapital was an incubator for

several start-up projects. **Attached as ███████ Attachment C** is a chart created by me showing several projects connected to NetCapital. I created this as a personal working document to try and understand how various NetCapital projects fit together. This document was for my personal use and while I may have shown it to John Fanning, it was never approved or confirmed by him.

6.   John Fanning had several other college students working on Jerk.com, including ████████████, a classmate of mine at ██████. I contributed to the project out of John Fanning's home during the Summer of 2009. Towards the end of this summer, I met ████████████ through John Fanning. I continued to contribute to the Jerk project with ████during the first few months of my Sophomore year at college.

7.   In addition to these students, John Fanning also had a Romanian website development company named Software Assist working on the Jerk website. My contact at Software Assist was a person named ██████████

████, whom I was informed to be the manager of the firm in Romania. John Fanning introduced me to ████████████.

8.   I primarily served as a designer for jerk.com. Jerk.com had already established a website and visual brand identity before I started working, and my work iterated on top of this existing work. Some of my specific duties included creating logos and static image compositions for the website that I then passed on to ████████████ for development. I did not write any code for jerk.com. I participated in brainstorming discussions on the website's strategy with John Fanning and other people on the team.

9.   When I worked on Jerk, the website was comprised primarily of profiles of individual people. I believed these profiles were created by the Jerk.com users. To my understanding, the organic growth of Jerk.com

profiles would increase traffic to the website, which would help raise the value of Jerk LLC.

10.   One way of driving traffic to the site was to have Internet users visit Jerk.com to create profiles. Jerk.com users could use the Facebook Connect API to add their friends to Jerk.com. Jerk.com included a feature called "Find People I know." That feature functioned by inviting website visitors to sign into Jerk.com either through their Facebook account, or through their email service provider. To my understanding, when website visitors signed into Jerk.com through Facebook, Jerk.com gained access to that visitors' Facebook friends lists and generated profiles on Jerk.com for all of them. Attached as █████ **Attachment D** is a copy of Jerk.com website code that I downloaded during the summer of 2009. I do not know who created this code, but I assume it was written by developers at Software Assist since ██████████ was the person who provided me the credentials to access Jerk.com's code via File Transfer Protocol. The reason I had this code was because I was interested in teaching myself about HTML and CSS at the time, and this was a simple way for me to learn from a working example. I do not recall contributing code back to the Jerk.com codebase.

11.   Around August 2009, I noticed that thousands of new profiles per day were being added to Jerk.com – a much higher pace than before. I had access to a dashboard that showed website visitor traffic and activity on Jerk.com. I found this marked growth in new profiles surprising because this profile growth did not match the website's traffic, which wasn't growing dramatically. I recall seeing many duplicate profiles of individuals on Jerk.com, so it may have been possible that the profile growth I was seeing did not reflect unique profiles. Regardless, this profile growth struck me as odd and it occurred to me that perhaps Jerk was using other means to generate profiles. I emailed ██████████ to inquire about the growth and

ask him about its true source. Attached as ▮▮▮▮▮ **Attachment E** is a true and correct copy of my August 18, 2009, email exchange with ▮▮▮▮▮ about the profile creation. ▮▮▮▮▮ response to my email did not describe the means by which Jerk.com profiles were generated, but he confirmed that jerk.com profiles came from Facebook. It remained unclear to me whether these new profiles were being created by Jerk users using the Facebook Connect API or if the developers in Romania were using some other means to create profiles.

12.   In September 2009, I expressed my concerns to Mr. Fanning about the way Jerk.com was using information from Facebook to create profiles on Jerk.com. Specifically, I was concerned that Jerk, by using Facebook users' profiles to build its own profiles, was storing Facebook information for longer than Facebook's Developers Terms of Use permitted. Attached as ▮▮▮▮▮ **Attachment F** is a true and correct copy of my September 14, 2009, email exchange I had with John Fanning about this concern.

13.   In mid-fall 2009, I decreased my involvement with Jerk.com. I had returned to school and I also didn't want to continue working on the website. I had concerns about the source of the Jerk profiles as well as user privacy. I was raising these concerns with John Fanning, but neither he nor his developers were giving me answers that made me feel confident.

14.   After I distanced myself from Jerk.com, I continued working on another website of John Fanning's called Reper.com. Reper.com was also a reputation website, but I felt that Reper could be a more useful service than Jerk.com, in part because I had more control over the direction of the website and I was interested in creating features that respected the user's privacy and preferences. Attached **as** ▮▮▮▮▮ **Attachment G** is a true and correct copy of an Executive Summary that I and other Reper team members wrote describing reper.com.

15. I stopped working with John Fanning altogether after the summer of 2011 when I returned to college for my senior year. Periodically he would email me and I would respond. As noted previously, I never had an employment agreement with John Fanning.

16. I declare under penalty of perjury that the foregoing is true and correct.

█████████

September 9th, 2014

████████████████

CX0630

UNITED STATES OF AMERICA
BEFORE THE FEDERAL TRADE COMMISSION

In the Matter of	)
	)
Jerk, LLC, a limited liability company,	)
also d/b/a JERK.COM, and	) **DOCKET NO. 9361**
	)
John Fanning,	)
individually and as a member of	)
Jerk, LLC.	)
	)
	)

CERTIFICATION OF COMPLIANCE AND RECORDS
Pursuant to 28 U.S.C. § 1746

1. I, ████████_____ (name and/or title) have

    personal knowledge of the facts set forth below and am competent to testify as follows:

2. I have authority to certify and hereby certify the authenticity of the records produced by

    _myself_____ (company, person, or "myself")

    and attached hereto.

3. On behalf of _myself_____ (company, person, or

    "myself"), I hereby certify that _I_____

    (company, person, or "I") used _my_____ (its, his, her, or my) best efforts to respond to the

    Federal Trade Commission's Subpoena ("Subpoena").

    _I_____ (company, person, or "I") conducted

    a reasonable search and provided all documents and information in _my_____ (its, his, her,

    or my) possession, custody, or control that are responsive to the requests contained in the

    Subpoena and substantially complied with those requests.

CX0630-001

4.   The documents produced and attached hereto by <u>me</u>

(company, person, or "me") in response to the Subpoena are originals or true copies of

records of regularly conducted activity that:

    a. Were made at or near the time of the occurrence of the matters set forth by, or

       from information transmitted by, a person with knowledge of those matters;

    b. Were kept in the course of

    <u>my</u>   (company's,

    person's, "my") regularly conducted business activity; and

    c. Were made by the regularly conducted activity as

    <u>my</u>   (company's,

    person's, "my") regular practice.

I certify under penalty of perjury that the foregoing is true and correct.

Executed on <u>July 25</u>, 2014

_____
(Name and/o█████████████

CX0631

Jerk LLC

John Fanning —
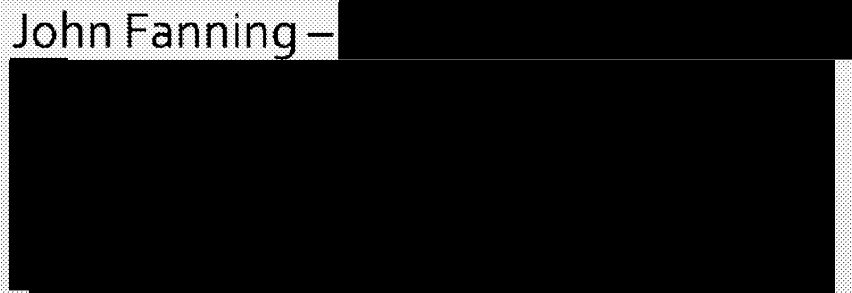
The Anonymity of the Internet

- 1.6 billion internet users worldwide

- Who can be trusted?

Solution: Jerk.com

- Online reputation management

- Documents interactions between all people

- Jerk.com removes the smoke and mirrors of the internet

Business Model

- Subscription Services

- Dispute Resolution

- Advertisements

Jerk.com's Advantage

- Profiles created by the global community

- Reliability

- Integration with social networking, commerce, dating, and gaming websites

- Jerk.com to be the web's reputation barometer

- Viral nature of Jerk.com

CX0631-005

Viral Marketing

- Utilizes databases of social sites such as Facebook, Myspace, etc.

- Jerk Quiz application on Facebook

- Integrated Jerk.com applets to appear across web

Competition

- Jerk.com's greatest advantage: its niche

- Will not compete with social networking giants

- Rather, will complements social networking sites

CX0631-007

Team

- John Fanning – Founding CEO of Napster

CX0631-008

Projections

- Number of hits

- Number of profiles

- Number of disputes

- Number of votes

- Number of comments

- Number of emails from system

Timeline
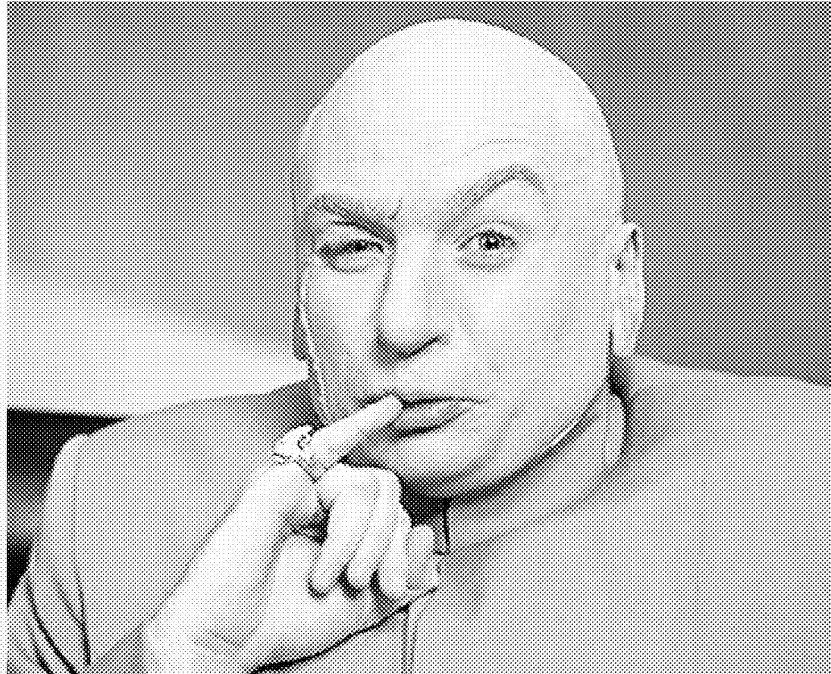
•January 1, 2010 – Jerk.com sells for 100 billion dollars

CX0631-010

CX0634

Freedom2020

Government

SchoolShield

NetCapital

SMI Engine

Tiptd

Jerk

Reper

FTC-JERK00019500

Attachment C

CX0634-001
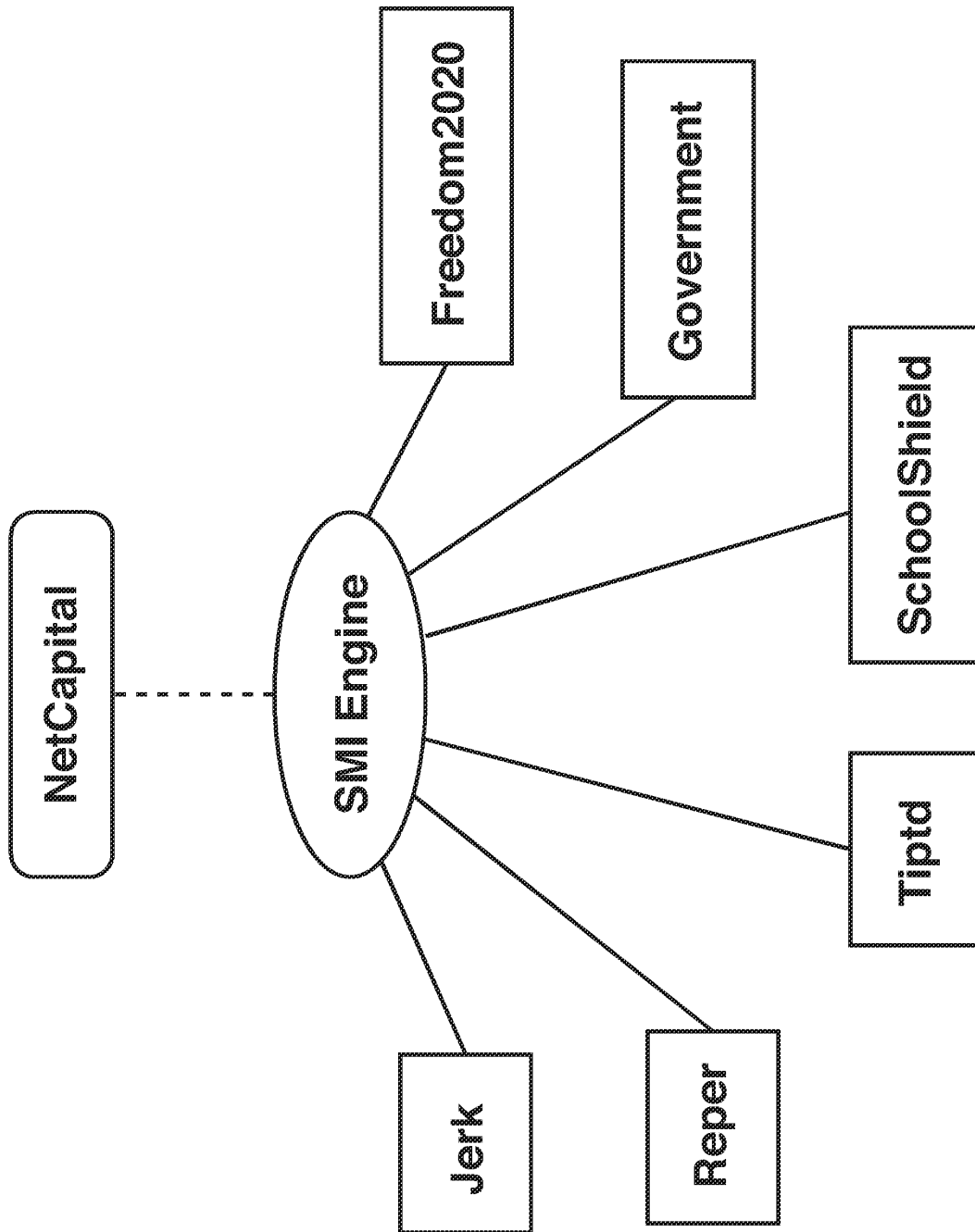
CX0636

Jerk.com is an online <applewebdata://20AD8D44-FA36-4C79-B074-E123F5F92D81/wiki/Online> social networking <applewebdata://20AD8D44-FA36-4C79-B074-E123F5F92D81/wiki/Social_networking> and reputation management <applewebdata://20AD8D44-FA36-4C79-B074-E123F5F92D81/wiki/Reputation_management> service which attempts to determine whether its users are good (denoted as Saints) or bad people (denoted as Jerks) based on the opinions of those around them. Each user has his own profile which consists of a picture, brief biographical information, personality quiz, and reviews from other Jerk users.

The binary personality quiz asks users whether they believe they or others possess or do not possess certain personality traits. The quiz results of a user who takes the quiz about themselves are compared with the compiled results of the community, illustrating how people view themselves versus how others perceive them. Jerk also allows users to review each other based on specific interactions and experiences. The reviews consist of a percentage rating ranging from 100% Jerk to 50% Saint and back to 100% Jerk. Each review also includes a specific comment describing the experience and justifying the rating. Similarly, the Rate a Date and Business Feedback functions allow for to evaluate their dating and business experiences with other users which also appear on the profile page.

CX0637

reper

Part 1 - The Company

Presentation for Racepoint, 7/21/10

reper

The Team

Reper.com has been developed and backed by some of the people that created the digital revolution and defined Social Media:
  - John Fanning, founder of Napster

████████████████████████████████████
████████████████████████████████████

Management Team Here Today

██
██
██

Presentation for Racepoint, 7/21/10

FTC-JERK00020051

CX0637-002

reper
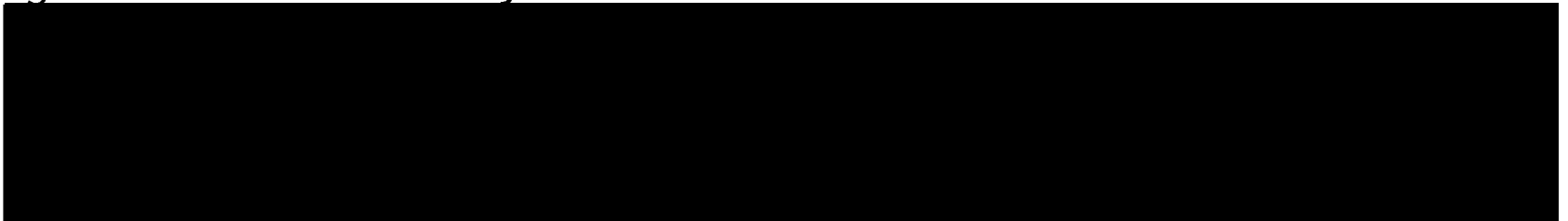
Pioneers in Reputation Aggregation

First to introduce an open source reputation site for the masses
- Introduced Jerk.com just over 6 months ago
- Vote on people as a "jerk or saint"

Search Engine Optimization
- Jerk.com regularly shows up at the top of Google search results for people searches
- Organic traffic optimized
- Experiencing triple digit traffic growth

Viral Social Media Techniques
- Leverages facebook and other platforms to "invite friends"
- Over 85 million profiles established in just a few months

These strategies and experiences are being applied to Reper.com

Presentation for Racepoint, 7/21/10

FTC-JERK00020052

CX0637-003

reper

Part 2 - The Importance of Reputation Information

Presentation for Racepoint, 7/21/10

Reputation Information

Every human interaction is based on reputation.
- Dating, hiring, taking advice, conducting a transaction, etc.
    - Obvious example: How can I trust you?
    - Extreme example: How do I know you won't kill me?

Sources of reputation information:
- Connections and peer review
- Appearance
- Other examples: credit scores, report cards, resume

Reputation is open source.
- nobody owns their reputation
- Reputation is defined by what other people think and say

Before the Internet...
- Reputation information was ephemeral
- Traveled at the speed of... word of mouth

Reputation Information Online

Everyone has a digital footprint
  • Reputation information is scattered
Front-end Reputation
  • Sites like Facebook, MySpace, LinkedIn, allow users to position themselves
Back-end Reputation
  • What other people say have to say about someone
  • Twitter, eBay, Yelp, Amazon reviews

Presentation for Racepoint, 7/21/10

The Reper Solution

Combine front-end and back-end reputation information
- Information is broad, not context-specific

Open Source Reputation
- Anyone can write a review
- Anyone can create someone else's profile

Goals:
- Increase transparency, trust, and free flow of information
- Train society to be more accepting and forgiving

Call to action:
- Discover, explore, and build reputations for yourself and others

Presentation for Racepoint, 7/21/10

reper

Part 3 - Introducing Reper.com

Overview

1. *People search*
   - Millions of Profiles
2. *Reviews*
   - How to write a review
   - Reper score
   - Tags
   - Real name vs. Anonymous
3. *Comments*
   - How to write a comment
4. *Personality Poll*
   - My results
   - Average results
5. *Homepage*
   - Tracking updates
   - Notification settings

Presentation for Racepoint, 7/21/10

FTC-JERK00020058

CX0637-009

jerk

find a person (no sign up necessary)   search

username

password

submit   ☑ keep me logged in

OR

Login with

f facebook   twitter

Google

how it works: read, review and track public reputations
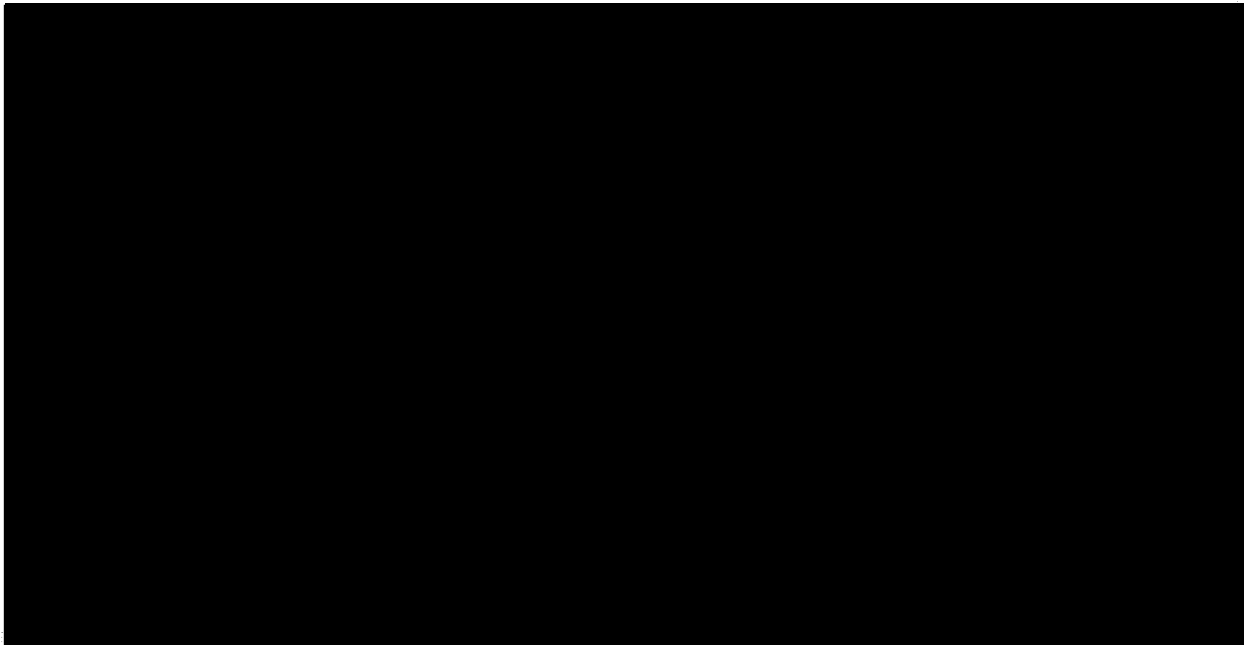
track people's reputation
write reviews
comment on other people's reviews
post anonymously

create an account ▶

reper

you are signed in as J█████████, sign out   home   public profile

viewing **1-20** of search results for "█████████"

Can't find the "███ ██████" you are looking for?

make sure that you have spelled the Person's name correctly. make sure that you looked at all of the
search results that might relate to the person you are looking for. if you are convinced that a profile
for this user does NOT yet appear on reper.com, then please start a profile for them.

add a new profile

name   age   location   reviews   last updated

find a person

search

home
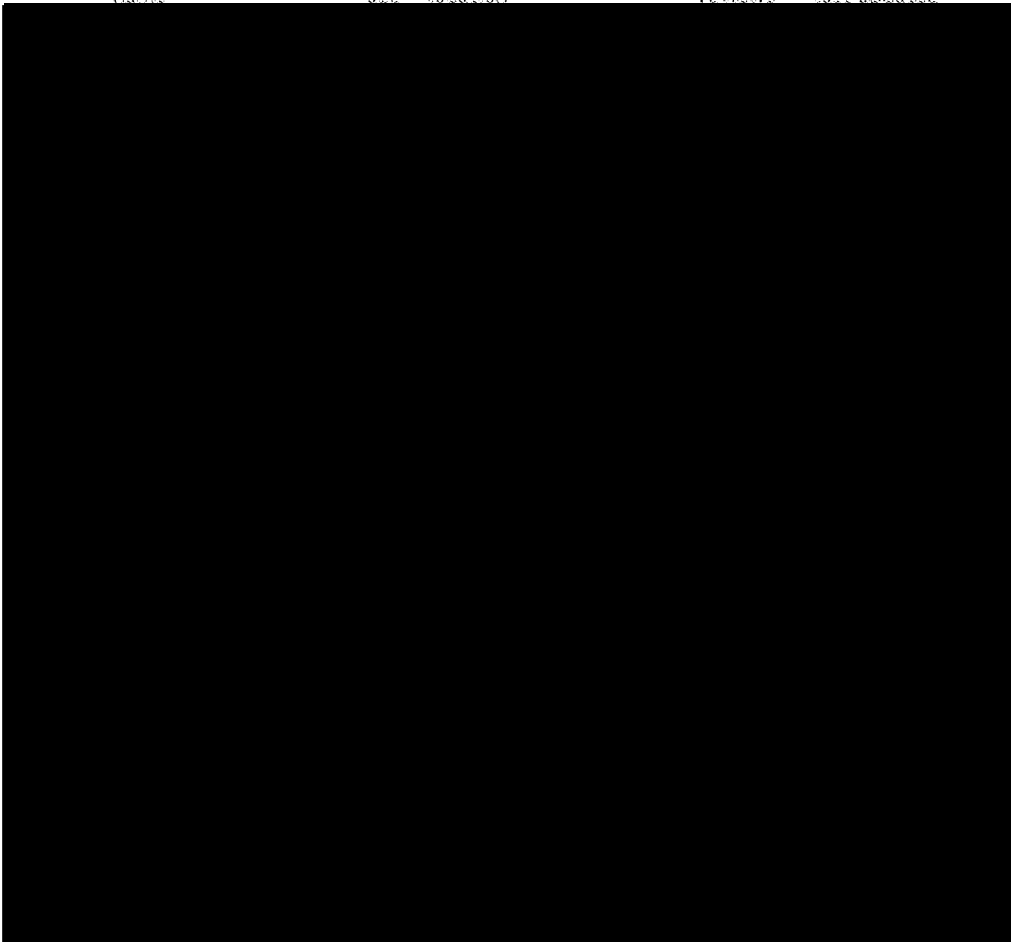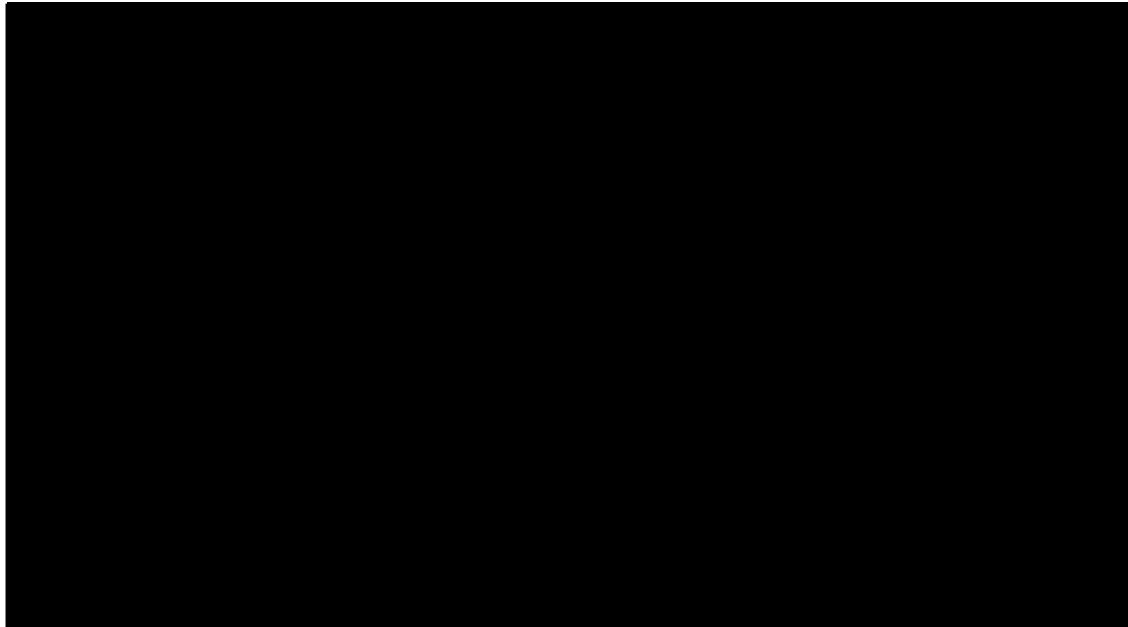
reviews   personality poll   written reviews

recent tracking activity
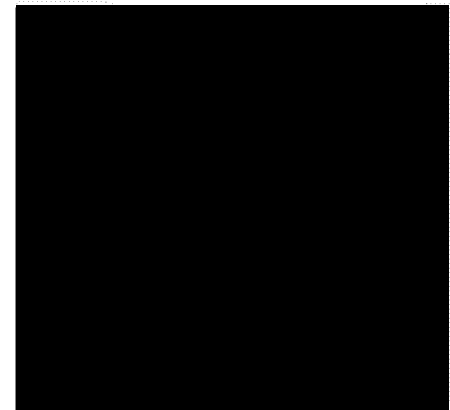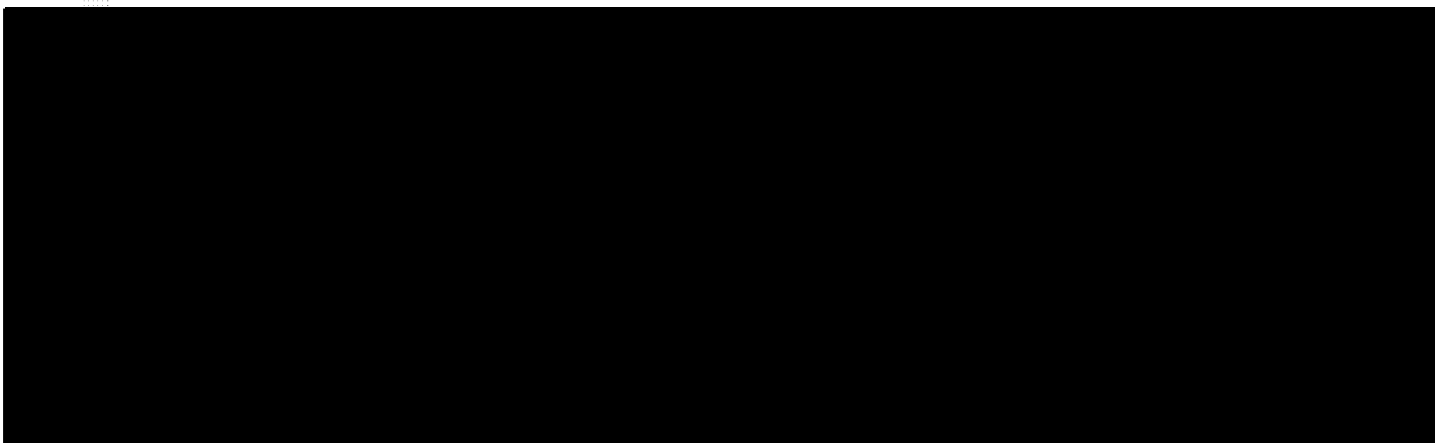
CX0637-012

What goes into a review?

1. *Rating*
    - Rate your experience 0-100, increments of 10
    - Score is reflected in the profile's Reper Score
2. *Tags*
    - Help to categorize reviews and filter Reper Scores
    - Example: business, social, Brown University, Racepoint, Graphic Design
3. *Title*
    - The review in 10 words or less
4. *Review*
    - Feedback about a first-hand experience or interaction
5. *Real name or Anonymous? You decide.*
    - Real name: credibility, but potential real life consequences
    - Anonymous: speak freely and more honestly, but lack of credibility

Presentation for Racepoint, 7/21/10

Review Guidelines

1. *Be objective.*
   - Address a specific event or interaction. Do not attempt to describe a person as a whole.
2. *Be constructive.*
   - Think: How could this person improve in the future? How could this person repeat a similar act of kindness or generosity?
3. *Be fair and honest.*
   - Support your point of view with well-founded arguments and facts.
4. *Be patient.*
   - Allow for some time to pass before you write a review to gain a better perspective (the internet version of counting to 10).
5. *Reviews must come from a first hand experience or encounter.*
   - No he said, she said.

Presentation for Racepoint, 7/21/10

reviews   personality poll   written reviews

hide sort options

sort by: [   ] date | ▲ ascending [   ]

tags: [ ] dating entertainment

threshold: [ ] helpful most helpful

Post a Review

Rate

60%

waste ——— best

0 20 40 60 80 100
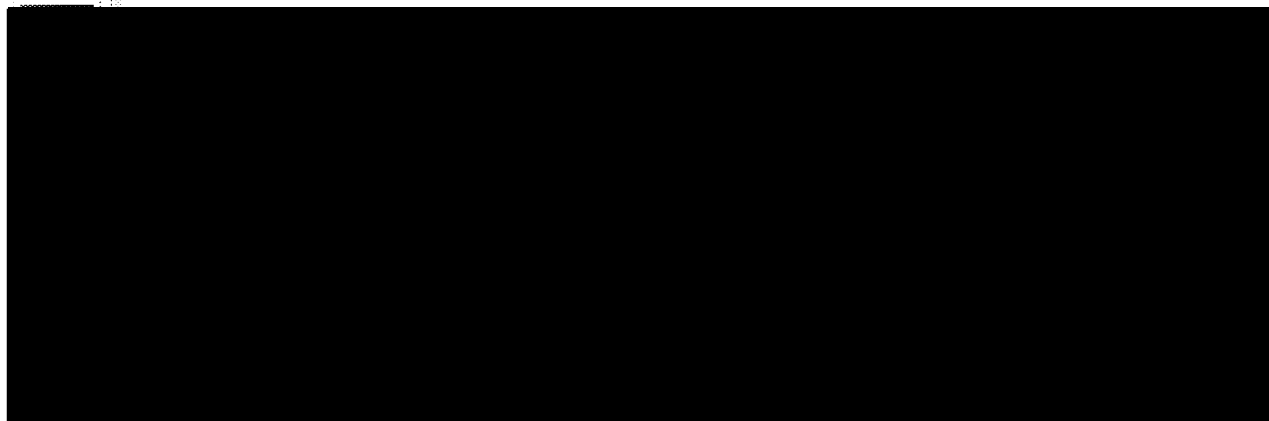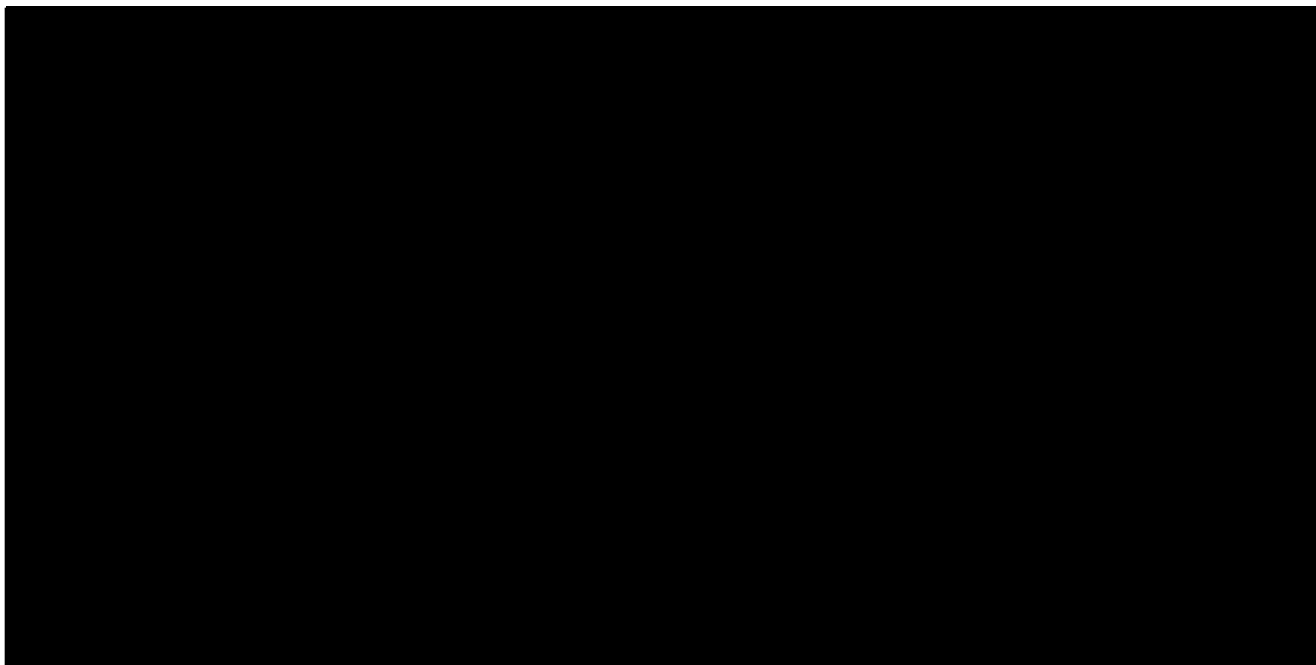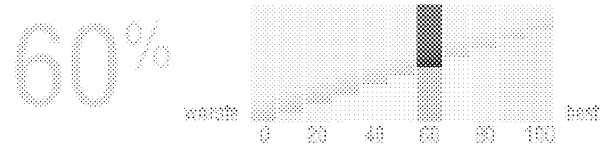
Tags

use a comma to create multiple tags like: dating, business, family

Title

Review how to write a review

what did ███ do to you?

☑ submit anonymously (uses your username: ███ learn more

submit

Comments

1. *Court of Public Opinion*
    - Allow users to contribute additional feedback or perspective about the review.
    - Profile owner has the opportunity to make a public response.
2. *Users vote if a review is helpful or unhelpful*
    - If helpful, reviewer earns credibility, and the review floats to the top
    - If unhelpful, reviewer loses credibility, and the review disappears

Presentation for Racepoint, 7/21/10

# Comments

CX0637-018
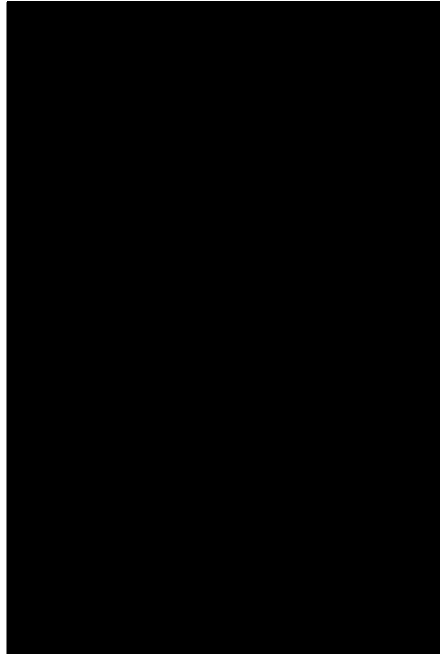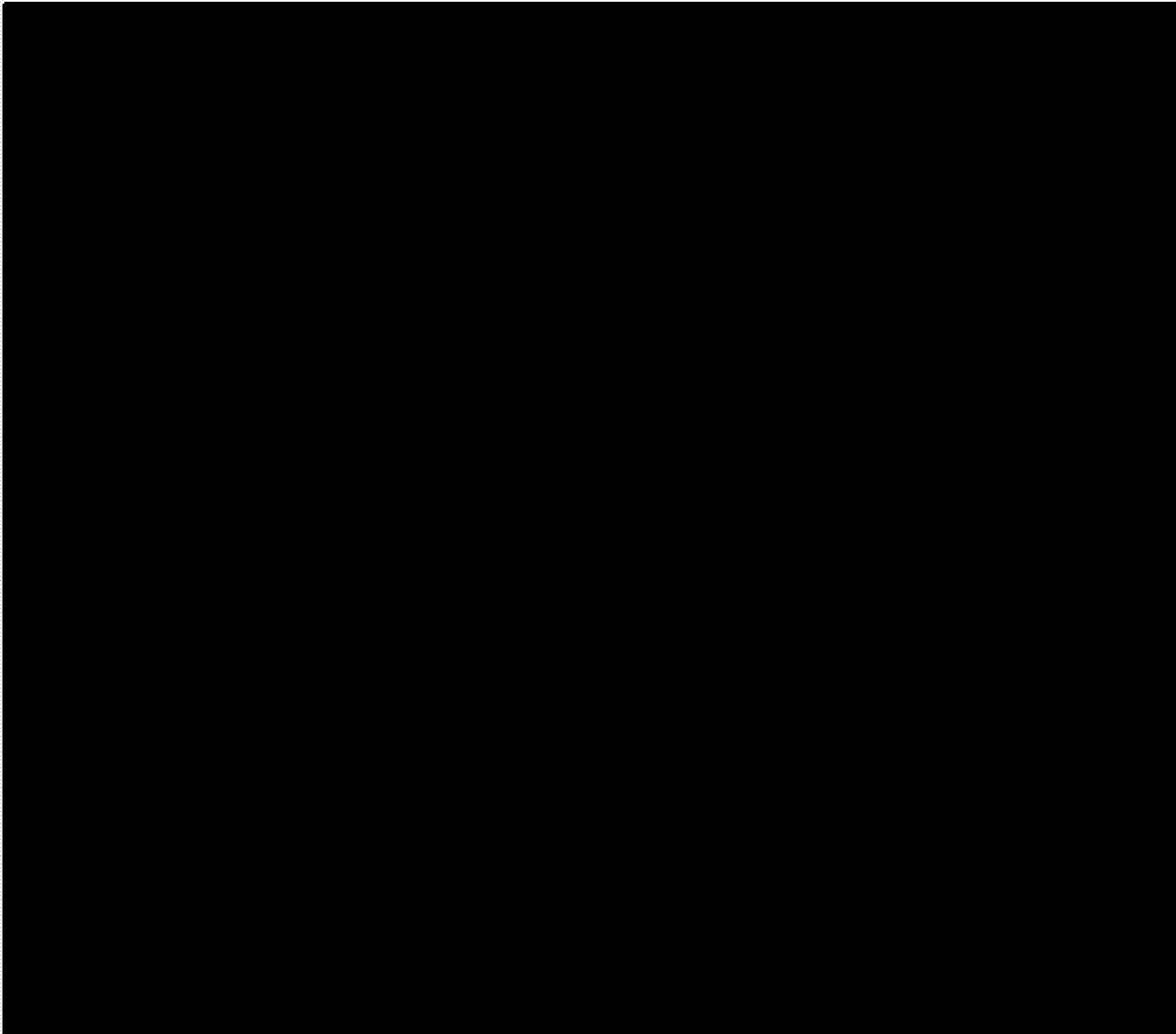
Personality Poll

1. *Quantitative reputation information*
   - Agree or disagree: is this person loyal, ambitious, outgoing, etc.
   - Poll shows what everyone else thinks
2. *Qualitative reputation information*
   - Auto-generated paragraph results based on poll answers
   - Example: "Henry will work hard to master the various tasks which confront him in life. He is dedicated worker who will apply himself fully to the job at hand. While we can feel burdened by these things, you can expect him to expend the energy necessary to reach his goals. For Henry, a job without challenges would be boring"

Presentation for Racepoint, 7/21/10
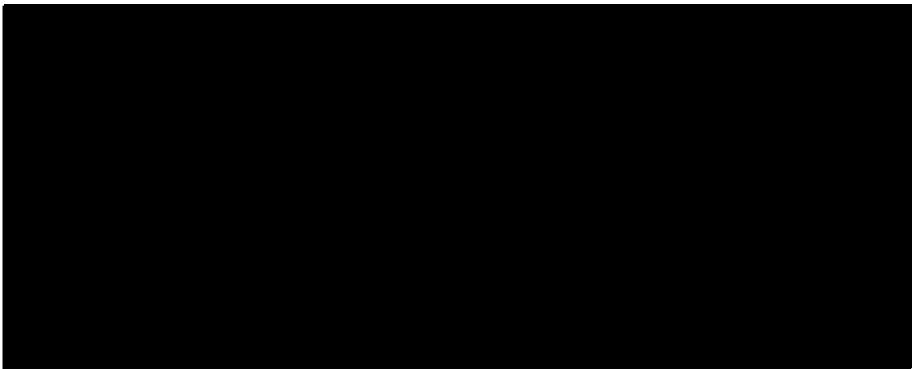
recent tracking activity

unconventional	✔ agree	agree	▨▨▨▨▨▨▨▨▨▨	212
		disagree	98	
adventuresome	✔ agree	agree	▨▨▨▨▨▨▨▨▨	180
		disagree	20	
precise	✔ agree	agree	▨▨▨▨▨▨▨▨▨▨	280
		disagree	140	
ambitious	▨ disagree	agree	▨▨▨ 80	
		disagree	98	
outgoing	✔ agree	agree	▨▨▨▨▨▨ 140	
		disagree	20	
affilliative	▨ disagree	agree	▨▨▨▨ 100	
		disagree	200	
competitive	✔ agree	agree	▨▨▨▨▨▨▨▨▨▨	212
		disagree	98	
loyal	✔ agree ▨ disagree			
impatient	✔ agree ▨ disagree			
defensive	✔ agree ▨ disagree			

⬇ view more poll 59 more character traits and get a detailed personality profile compiled by psychology experts that is surprisingly accurate.

CX0637-020

Accomplishing	☒ disagree	agree ▓▓▓▓▓▓▓▓▓▓▓ 140 disagree ▓ 20	
Socially striving	☒ disagree	agree ▓▓▓▓▓▓ 100 disagree ▓▓▓▓▓▓▓▓ 200	

poll result   average result   (based off all polls for this person)

Expect to find John Fanning in a role that allows him to be persuasive and highly visible. He has a knack for directing others. It can be hard to ignore his self-confidence and charisma. Extremely competitive, he plays to win in every aspect of his life - and he usually does.

Relationships
John Fanning pursues his own goals in relationships confident of himself and clear about what he wants in a relationship. John Fanning will stubbornly pursue involvements with people he considers desirable. The pace may be quick, and the game on his terms. He is smooth and persuasive, regardless of whom he is after. He knows how to get others to go along with his plans, and usually can do so with such confidence that others may not even recognize that they are being led.

Attitudes Towards Work
John Fanning is an energetic and persuasive worker. John Fanning is energetic and innovative. He is constantly on the move developing new projects, talking with people whose talents are needed to carry them out, and convincing them to participate. His skill in figuring out what motivates others makes him a very persuasive project leader. However, this persuasive style may come across as condescending at times. □

Coping With Stress
John Fanning can handle most stress. John Fanning typically explains away any of his apprehension in a controlled, rational way. But count on him to feel stressed when something conflicts with his long-range goals. You can tell he is feeling pressured if he turns into a bundle of energy, doing too many things at once. He usually can take stress and channel it into solving the problem. If the pressure persists over time, he may become argumentative or critical. Look out for his mean streak. His sarcasm can sting if he chooses to strike out at others as a reaction to stress.

Personal Interests
John Fanning 'S interests may involve competing against others. You may find John Fanning interested in famous or powerful people, using their achievements as a way to compare his own progress and set life goals. He thrives on competition and challenges. He is delighted when he has the edge on a discussion by having access to facts that others may not have. You are likely to watch him scheming about how to advance his own interests. □

Attitudes Towards Sex
John Fanning expects to win you over. John Fanning is shrewd at figuring out how to win the affections of his chosen companion. He can be lavish with flattery and gifts as he "wines and dines" his way into your bedroom. Sexually, he tends to be dynamic and innovative, willing to try anything new. He tends to prefer someone with qualities that others prize and then to demand fidelity. From his point of view, this does not mean that he is obligated to apply the same standard to his own behavior.
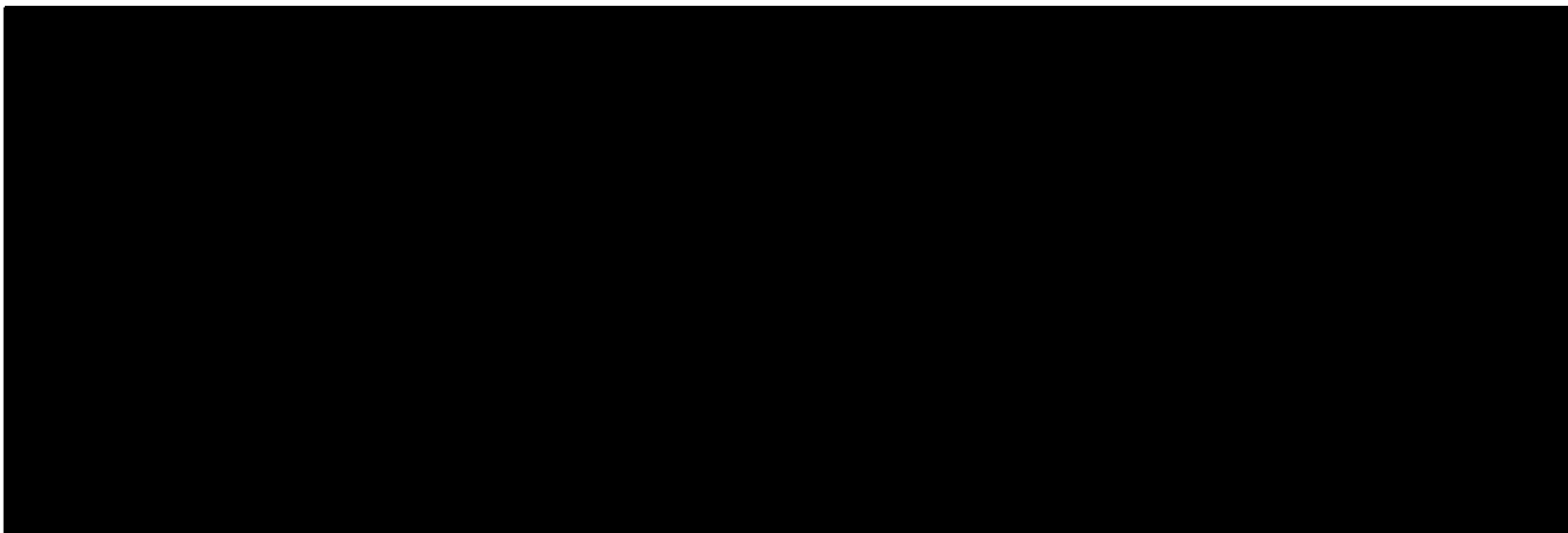
Homepage

1. *Tracking Updates*
   1. Recent reviews and comments about people you are tracking
   2. Similar to Facebook's news feed
2. *Notification Settings*
   - Option to receive updates about your profile via email or facebook

tracking update (0)

who you're tracking

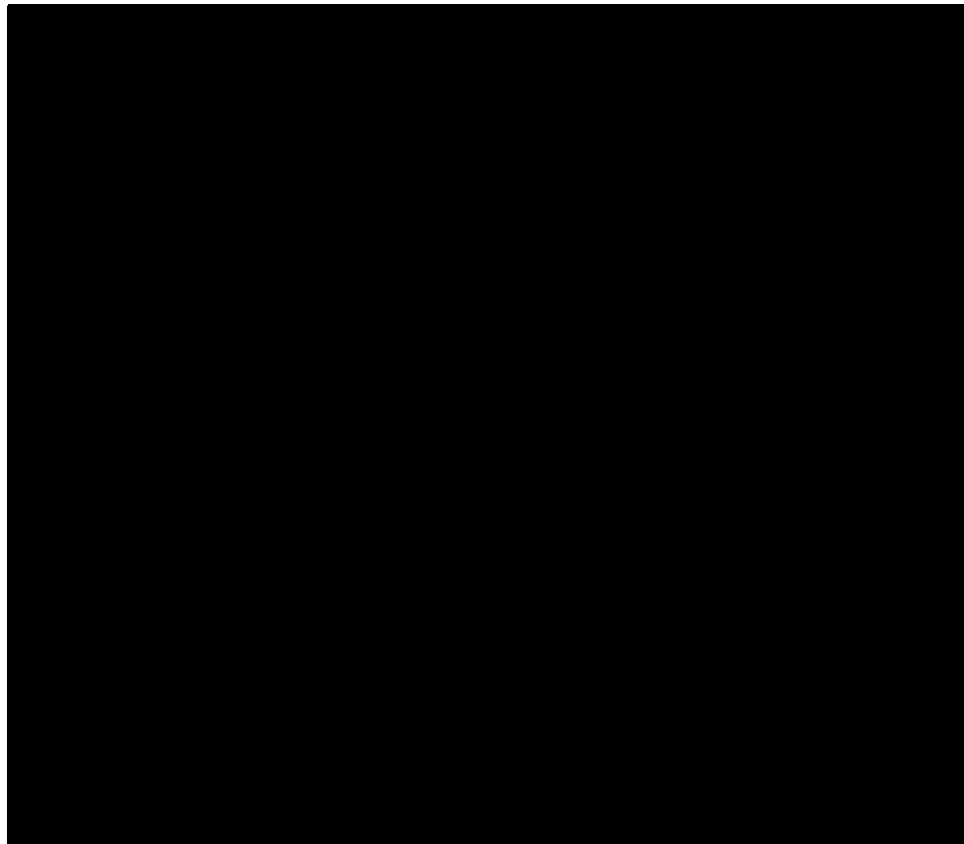reviews

written reviews

written comments

personality poll

notification settings

account

name   date   what

CX0637-023

reper

Thanks for listening. Questions?

CX0640

From: ████████████████████

Sent: Thursday, July 30, 2009 11:23 AM

To: 'John Fanning' ████████████████

Cc: ██████████████████

Subject: FW: Raport activitate 30.06.2009

Dear John,

=

Today, we fixed the following issues:

1) =/span>**Fix "People I =now." This is very important because we need to create at least 5,000 more profiles =efore August (3 days and counting). Specifically, make sure the facebook part =orks.**

    - we have created 7000 profiles so far

- at the end of the day we =ill have 20,000 new profiles

2) The gradient =n Jerk News box is too light at the bottom, which makes it hard to read the =ower news articles. Add a black (#333333) box behind news =inks.

&nbs=; - Done.

3) Screen can =croll left/right. Need to shorten the top header image. -

&nbs=; **- Jerk.com logo needs to move left**

&nbs=; **- 3 small dancers need to be centered to the =iddle**

&nbs=; **- "Welcome, Guest" needs to be =entered**

New version was =esigned for 1280 pixels wide. More than 50% of internet haven't yet such =esolution. We redesigned it for 1024 pixels wide.

5) =quot;Advance Search" should read "Advanced Search"

Done

2) When you =lick "add comment," The speech bubbles and red circles need to be =aken out. They cover text / don't look like they function =roperly.

Done

4) Do not show =ecimal places for the Jerk rating.

We kep just 2 decimal places.

Profile =earch

1) When you =earch for someone either by their first name or last name, and a list of profiles =s generated... When you click on their image, the page should load to =heir profile. Currently it loads to their "edit profile" page. This problem can be avoided by clicking "this one" instead of the =icture when you are at the list of profiles. The picture should be the same =ink as the "this one" link.

Done

7) When you =lick "read more" on someone's comment, the box should expand =nstead of loading a new page. Currently, a new page opens displaying ▮▮▮▮▮▮▮▮▮ =ix this.

Done.

=

Other issues are resolved partially, for others we still are searching =olutions.

=

Best regards.

▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮

=

=

CX0641

From: ████████████████████████████
Sent: Thursday, August 6, 2009 7:30 PM
To: ████████████████████████,
Cc: John Fanning ███████████████████
Subject: More bugs
Attach: Jerk.com bugs v2 full.rtfd.zip; Untitled attachment 07257.htm; Picture 6.png; Untitled attachment 07260.htm

Hi ████████
I have been putting in a lot of personal time into testing every page for you, and I have a list of bugs that need to be fixed. I have attached the file, and also copy/pasted it into this email. Thanks!

████

Jerk.com Bugs

Priority List:
1) Website needs to be functional on all web browsers. Mainly, there are some functions that don't work for mac users using the Safari web browser (details in list below)

Jerk News
1) Date needs to be updated every time a new link is posted. This is broken, fix it.

2) When we use http://www.jerk.com/admin/staff_news.php to add Jerk News stories, we need a way to tag profiles to news articles. We like what you have done, but currently there is no way for us to link profiles to the articles, how do you do this? We need a way to do it ourselves.

3) When we post a news article or video about a Saint (instead of a Jerk), we want the link for the article in the Jerk News box on the homepage to be blue (#3399ff) instead of orange. To do this, you need to edit http://www.jerk.com/admin/staff_news.php so that we have an option of describing the article as jerk or saint news.

4) We are unable to change the image in the Jerk News section. When we create an article, there needs to be (1) an option to post it as the headline story, (2) a place to upload a picture, and (3) a place to add the text which appears under the image. Make sure that the picture fits in a defined width and height so it doesn't cover text.

Fire my boss
1) get rid of this link on the menu bar.

Profiles

1) When you click "read more" in the "profile" section on the profile page, the box does not expand / the link "read more" doesn't work. We want the box to expand to include all the text.
It should look like this: When you click read more, the box expands to include all the text. When you click "shrink back," it will contract the box back to normal.

2) When you click "edit profile", or "more info", some images are too big and cover text. They need to be fitted to a certain pixel width/ height so that this doesn't happen.
Also, the circle that displays their saint rating should be replaced by the square that is shown on the "view profile" page. Lastly, we need to get rid of the old saint/jerk cartoons that display on the top left of the image in the "more info" and "edit profile" pages. The picture should be either the hat or the halo, exactly like on the "view profile" page.

Homepage

People I Know
1) The box does not load completely for mac users who use Safari when they click People I know. The same problem occurs when you click "add photo" on someone's profile page. The site needs to be functional with all web browsers. Fix this.

2) The white box that appears needs to be centered to the screen. Currently, if you extend your browser window too wide, the white box sticks to the left side. <center></center> it.

3) When you load friends from facebook, the box should say, "Searching for people you know" (loading bar) "This may take a moment, please wait!". Text should be Helvetica regular size 22, color #333333. Also, there is a typo in the code, because a ">" appears in the displayed text. Get rid of that. (Image below)

4) Currently, there is no message that says it is finished uploading your friends from facebook. This needs to be fixed, and I've provided an image below which shows the correct message.
All font is helvetica regular. Big font is size 22, smaller font is size 15. Normal text is grey, #333333. Blue = #0033ff. When you move your mouse curser over a name, the name should turn orange (#ff9900), indicating that it is a link. All names should link to their profile.
The list can only show 40 people, but you can modify the list by clicking on the "next/previous" buttons at the bottom.

5) If there is an error when updating your facebook friends, there needs to be a message saying, "Error! Unable to connect to Facebook at

this time" in helvetica regular, size 22

6) Change "People I know" to "Find People I Know" on the menu bar.

Under Construction
1) The following links should say "This page is under construction"
once you have loaded the page
- Track People
- Tell a Story
- Are you a Jerk EXCEPTION, do as follows: underneath the video, say,
"Page under construction. For now, tell us who you know!" instead of
"Tell us who you know!"

Message a Jerk
1) When you receive an email from support@jerk.com because someone
entered your email address, it sends you this link: http://message.jerk.com/message.php
Make it so that it fits the style of the current site.
Also, the email that people recieve should be as follows.
If it is unsigned, " PERSON's NAME (not in caps), an unsigned message
has been left for you at http://message.jerk.com/. Jerk.com is social
networking site where profiles are shaped not by you, but by the
global community.
If it is signed, "PERSON's NAME (not in caps), firstname lastname has
been left for you at http://message.jerk.com/. Jerk.com is social
networking site where profiles are shaped not by you, but by the
global community."

Sign out
1) The sign-out button at the top right doesn't work. Fix this

Miscellaneous
1) Once you are signed in, there is no way to access your profile,
other than searching your own name. SO, we need to create a "My
Profile" link at the very top of the screen. Position it to the left
of "My Account," and move "Welcome, fname lname" so that it is just to
the right of the Jerk.com logo.

CX0642

From: John Fanning ████████████████████
Sent: Monday, March 15, 2010 11:18 AM
To: ██
Cc: ████████████████████████████
Subject: RE: wikipedia page

Actually I said ██████████████

John W Fanning
Chairman Netcapital

████████████████████

From:=/b> ████████████████████████████████
Sent: Monday, March 15, 2010 10:57 AM
To: ██████████████████████
Cc: **'John Fanning'**
Subject: FW: wikipedia page
Importance: High

Dear ██████,

**John asked me to =orward this email with his request to send me a suitable text to be put on Jerk.com
Wikipedia page.**
Let me know if you =eed more details.

Best =egards,

████████████████████████
████████████████████████
████████████████████████
████████████████████████

From:=/b> ██████████████████████
Sent: Friday, March 12, 2010 10:13 AM
To: ███████████
Cc: 'John Fanning'
Subject: RE: wikipedia page

Dear Mr. ████████

Trying to use the =ext from: http://netcapital.com/execu=ive.html , the answer we got from Wikipedia was:

I regret to say that I have <u>deleted</u> this page that you created, <u>Jerk.com</u>, because it <u>is written in an overly promotional</u>
<u>tone</u> and needs to be rewritten in a =a href="http://en.wikipedia.org/wiki/Wikipedia:NPOV"
=itle="Wikipedia:NPOV">neutral, encyclopedic tone.
So, we need a text =ccording with Wikipedia requirements.

<u>Best =egards,</u>

████████████████████████
████████████████████████
████████████████████████
████████████████████████

P ●▌?♔✓●ᴀP=ease consider your environmental responsibility before printing this =-mail

---

From:=/b> ████████████████████████████████
Sent: Friday, March 12, 2010 9:27 AM
To: ████████████
Cc: 'John Fanning'
Subject: RE: wikipedia page

Dear Mr. ████████

Until new =nformation will be available, we will use http://netcapital.com/execu=ive.html to add some
information on a first version of Jerk.com Wikipedia =age.

Best =egards,

██████████████████
██████████████████
██████████████████
██████████████████

P ●▌?♔✓●ᴀP=ease consider your environmental responsibility before printing this =-mail

---

From:=/b> ████████████████████████████
Sent: Thursday, March 11, 2010 3:02 PM
To: ███████████
Cc: 'John Fanning'
Subject: wikipedia page

Dear Mr. ████████
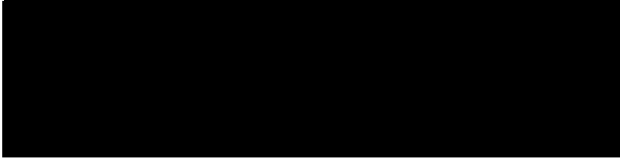
FTC-JERK00039823

CX0642-002

In your first =mail, you had the following request:

Also, need to create a wikipedia page, linked page, FaceBook fan =age.

In order to implement this request we need a page with relevant =nformation about jerk.com project. Could you provide us such =nformation?

Best =egards,

P ●✓? ☃ ✓●ᴀP=ease consider your environmental responsibility before printing this =-mail

CX0642-003

CX0643

From:	John Fanning ▮▮▮▮▮▮▮▮▮▮
Sent:	Saturday, September 12, 2009 5:45 PM
To:	▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Cc:	▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Subject:	RE: Agenda for tomorrow

Here is what I am using for an =bstract.

john

Hi ▮▮▮▮▮

I hope this email finds you and your =und/partners all doing well.

As we discussed on the phone I want to introduce =ou to an exciting new venture I am involved
in. It's a little edgy; you =an check it out at Jerk.com. Jerk.com is addressing a rapidly
growing =eed on the social web relating to online reputations. We have the founder of napster
(me), The founder of MySpace, and Individual Inc. (invented =nternet news) all actively
involved and it's pretty fast paced. We =aunched the alpha in Feb. and it's still growing
around 200% per month. =e all know how reputations are critical for business and social
=nteractions. eBay's growth was as much fueled by its credible reputation =anagement as by
its marketplace. Buyers today can review feedback related to transactions. This enables
millions of buyers and sellers to build relationships based on trust. Jerk.com is offering a
similar =eputation management system for other commerce and social applications such as =obs,
dating, and gaming.

Please let me know when might be some good times =or us to catch up and if you would be
interested to see a brief executive =ummary on the venture. I would love to discuss this
with you to get your =eedback and explore how you might want to get involved.

Best,

John

John W Fanning
Chairman Netcapital
▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
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John W Fanning
Chairman Netcapital
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From:=/b>▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Sent: Saturday, September 12, 2009 4:55 PM
To: John Fanning; ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮
Subject: Agenda for tomorrow

Hey guys,

John and ██████████ are coming down to providence tomorrow, and we're going to =ry and get a conference room in the library. We haven't set up a time yet, =ut ██████ hopefully you can join us on a Skype call.

=

1) Vision for the site

    =   =/span>- =ossibly a new executive summary, but definitily needs an =bstract

    =   =/span>- Keep it =imple, stupid (KISS, quote from Mel)

    =   =/span>- Target =udience. "everyone" is a cop-out, we need to start somewhere, but in a =ay that can be expanded. Facebook as example, started for upper-class =ollege students, now my mom uses it.

    =

2) Show progress and new ideas (* marks already made =ock-ups)

    =   =/span>- *Home =age

    =   =/span>- *Report =ard

    =   =/span>- "Circles"

    =   =/span>- Court =f public opinion

    =   =nbsp; &=bsp; - discuss =he morality of subcription services

    =   =/span>- =ubscriptions for features/extras, NOT for content manipulation

    =   =nbsp; &=bsp; - =xample: ad-free

    =   =nbsp; &=bsp; - =ossibility of badges/awards

    =

3) Investor Presentation

    =   =/span>- show =att's keynote presentation

    =   =/span>- Talk =bout the "new" pitch, and how/why its been working so =ar.

    =   =/span>- =chedule presentations for NYC?

    =

4) Hosting and server speed

    =   =/span>- We need =o look into this, to determine whether it is the code, or the hosting server. I =poke with ██████ and he said they won't be able to improve the speed of Personality quiz, DUE to the hosting server (Matt thinks this is BS, it =s because we are using an old program)

    =

Other=/o:p>

- ███ should meet ███████

- ███ is having trouble connecting with the ftp access code. Only works =n dreamweaver, which is not ideal for his purposes.

- ██████ Mockup. ████ can get us a free license as an open =ource programmer. This will help ████ ██████

CX0644

From:	███████████████████████████████
Sent:	Tuesday, August 18, 2009 1:17 AM
To:	███████████████████████████████
Cc:	'John Fanning' ████████████████████
Subject:	RE: created profiles

Dear ███████

=
Profiles come from facebook.

Please add all changes you want to be implemented in a spec =ocument.
John and me are working on an agreement for a next package of work for jerk.com. We =re optimistic that will start our work very soon.

=
Best regards,

███████████████
www.assist.ro
=/o:p>
P Please consider your environmental responsibility before =rinting this e-mail=/span>

=

=

=

From:=/b> ███████████████████████████
Sent: Tuesday, August 18, 2009 4:50 AM
To: ████████████████
Subject: created profiles

Hi ████████████
I noticed we are creating a lot of profiles for =his month, this is great!

Whatever you have done seems to be working fine, =ut I was just curious where these profiles are coming from? Are people we don't =now adding their friends from facebook, or are the developers adding a =ouple thousand every day?

If it is not too hard, It would be great if you =ould create a statistic for admin.jerk.com that shows the name of the user who added =heir facebook friends, and the # of friends that they added.

Please let me know if you think this is =anageable.

CX0647

(████████ ATTACHMENT A)

Jerk LLC
John Fanning – John@netcapital.com

Attachment A-1

CX0647-001
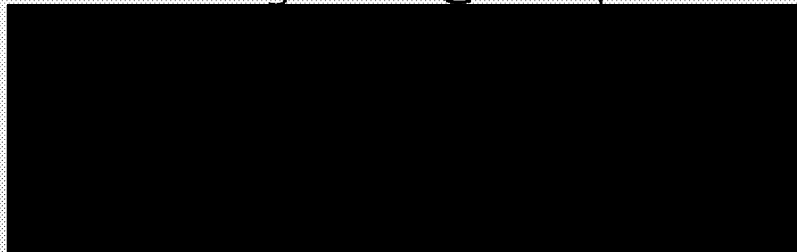
The Grey Area

- People who are unethical, but not law breakers

- Who can you trust?

GRAPHIC HERE

Solution: Jerk.com

- Hub of online reputation management

- Record experiences between people, good or bad

- Jerk.com is socially good because it holds people accountable for their actions

Attachment A-3

Business Model

- Subscription Services

- Dispute Resolution, fees in "Court of Public Opinion"

- Advertisements

- Bidding for Jerk/Saint of Day

GRAPHIC HERE (facebook ad???)

Attachment A-4

CX0647-004

Competition

- Will not compete with social networking giants

- Rather, will complement social networking sites

- No company in direct competition with Jerk.com

- Companies that could move to compete with Jerk.com:
    - Wikipedia
    - Facebook
    - Twitter

CX0647-005

Jerk.com's Advantage

- Profiles shaped by the global community
  - Users can't misrepresent themselves

- Integration with social networking, commerce, dating, gaming websites

- Jerk.com to be the web's reputation barometer

- Catchy, aggressive, 4 letter domain name

Attachment A-6

How will Jerk.com Grow?

- Utilizes databases of social sites: Facebook, Myspace, etc.

- Jerk quiz application on Facebook

- Facebook Ads

- Integrated Jerk.com applets to appear across web
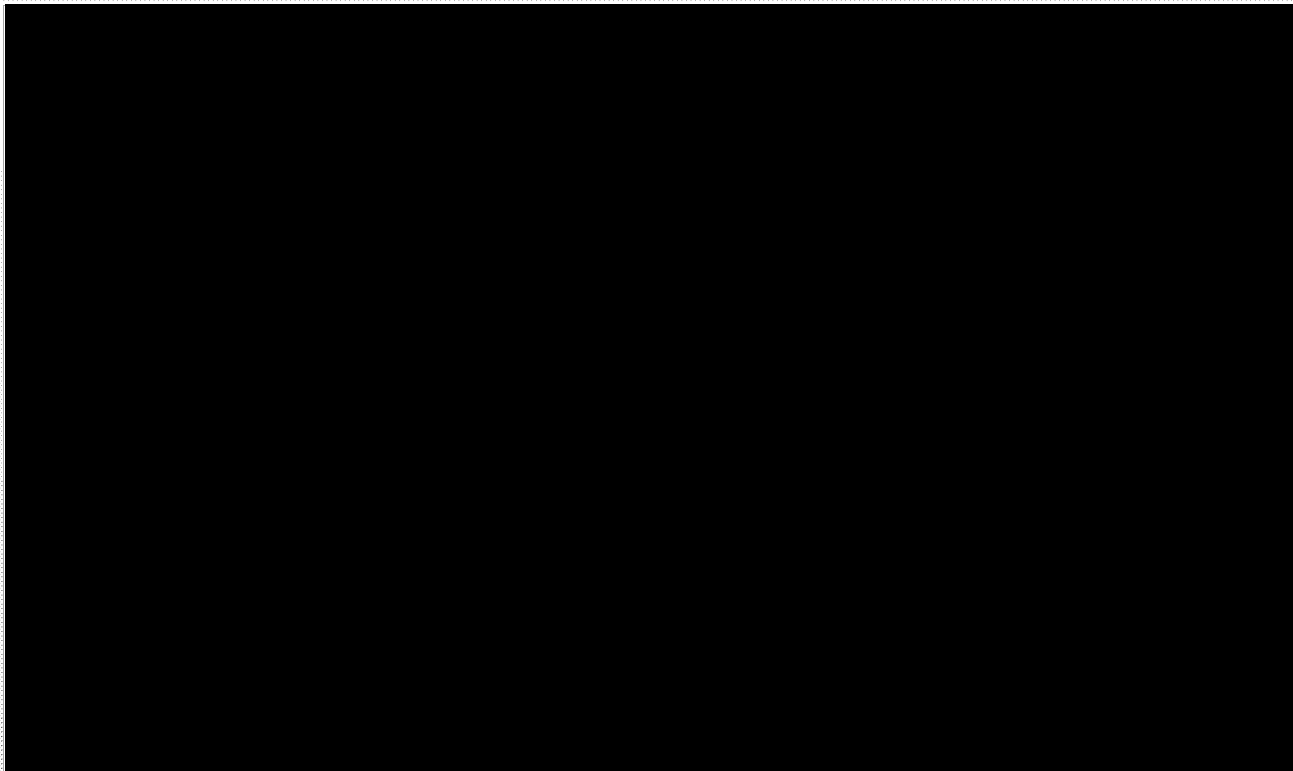
- Jerk ratings on Craig's List

Jerk.com + Craigslist

- Jerk ratings the standard reputation on Craigslist

- Utilizes API to connect to Jerk.com database

- Craigslist users to remain anonymous

- Option to link to Jerk.com profile

GRAPHIC HERE of halo on craigslist

Attachment A-8

Team

- John Fanning – Founding CEO of Napster

Attachment A-9

CX0647-009

Data

Month	Visits	Growth Rate	Profiles	Growth Rate
April	2974		851	
May	3347	13%	2329	174%
June	3869	16%	6490	179%
July	4459	15%	42255	551%
August	879		67319	

Month	Bounce Rate
June	73.13%
July	72.28%
August	58.43%

Attachment A-10

CX0647-010

CX0653

From:	John Fanning █████████████████
Sent:	Monday, September 14, 2009 11:03 PM
To:	███████████████████████████████████
Subject:	RE: Facebook TOU

████████

We do not violate anyone's TOU, or TOS. If you =ould like to continue this discussion we can do that on the =hone.

john

John W Fanning
Chairman Netcapital
██████████████████
██████████████████

....

From:=/b> █████████████████████████
Sent: Monday, September 14, 2009 7:39 PM
To: John Fanning; ████████████████████
Subject: Facebook TOU

John (and █████**,**
I've asked you this before (sorry), but I just want to double che=k for the sake of Jerk.com. I did the research for you, just read it. Below is the Facebook's TOU on fac=book connect (the thing we use). I doubt the Romanians could have built something that "stole" =ata from Facebook. However, under the "storable data" link in #1, = didn't see anything that says Fname Lname is storable (I found this =urprising, everything else is)... Also, #3 is interesting, something we might have =o consider?

████████

6. Storing and Using Data You Receive =rom Facebook

1. Due to privacy and other considerations, you cannot store data you receive =rom Facebook, except certain Storable Data**. However, for performance purposes you can cache data =ou receive from us for up to 24 hours after you obtained it. You can =equest only the data you need to operate your application.**
2. You cannot modify, rent, lease, loan, sell, distribute, redistribute to =nother party who may then distribute or redistribute, or create derivative =orks based on user data you receive from Facebook (either in whole or in part) =nless you have been specifically told that you can do so by Facebook or by the =ser who provided that data to Facebook. Any userflow for requesting such user =onsent must either use standard Facebook controls (if available) or be explicitly =pproved by Facebook in writing. This also applies to Section 9.2.3 of the =tatement of Rights and Responsibilities, which requires a user's consent for =sing, displaying, or sharing the user's data in a manner inconsistent =ith the user's privacy settings.
3. In addition, please note that some data may be protected by intellectual =roperty rights held by those who provided that data to Facebook (or by other =ersons or companies on their behalf). Other steps may be required for you to =ecure any necessary rights or permissions directly from the rights holders of this =ata.

CX0659
MARKED CONFIDENTIAL
REDACTED IN ITS ENTIRETY

(██████ ATTACHMENT D)

CX0661

(████████ ATTACHMENT G)

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Reper LLC, ████████████████████████████████

Executive Summary

Since the beginning of recorded history, reputations have been a major influence on our perceptions of others and ourselves. Reputation impacts one's status in groups, communities, collectives and abstract social entities such as companies. In short, reputations are one of the most powerful influencers in human interactions.

Introducing Reper

Before meeting someone, how often have you "Googled" them? You check to see if they have a LinkedIn profile or maybe a blog. However, most people have a very limited presence if any at all on the Web. Imagine being able to go to a website and putting that person's name in a search box and getting valuable reputation information about them. Unlike tools like Linke-dIn, Reper.com provides an open platform for anyone that knows the person can "review" the person and even answer a personality poll about them. This information and other information collected via the Web combines to give a powerfully accurate assessment about a person's reputation.

A person's reputation allows us to determine their trustworthiness. Whether we are going on a date, hiring someone, taking someone's advice or conducting a transaction (social and business), we as people will take into account a person's reputation to help us make a decision. Until now, the masses have been unable to easily tap the plethora of information that exists on virtually everyone to establish a reputation. Reper.com has been created to provide a one-stop resource experience about a person's reputation.

Reper is Unique

Many sites allow a person to "position" themselves. Think about popular sites such as LinkedIn, MySpace and Facebook. LinkedIn is a great tool in which individuals can essentially put in their resume and then handpick others to say nice things about them. To say the least, this is a one-sided view of one's reputation. MySpace & Facebook, like LinkedIn provides the individual with their own set of tools to craft their own reputation to others. This is called a user's front-end reputation. In contrast to these self-serving sites, Reper.com provides an honest, back-end view of what a person's real reputation is.

Market Growth & Opportunity

Online marketing spending continues to grow at double digits through 2014 and trending with even more growth for 2015 and beyond. Due to the personal nature of Reper.com, brands that wish to highly target their message through an interactive social media site will want to leverage the powerful search engine presence that Reper.com will have with individuals.

Reper.com's sister site Jerk.com, was the company's first entry into mass engagement of attitudes towards others. As the site's name suggests, it calls on a more guttural instinct of voting someone as a "Jerk" or a "Saint". Leveraging our powerful Social Media Tools, Jerk.com grew to over 85 million profiles in just a few months. It also dominates in Search Engine Optimization techniques by coming up in the top two slots of Google for a growing number of its profiles when a name is searched on Google. Reper.com will leverage these same techniques along with others. Reper.com is positioned to tap into the brands, partners and audience that have already expressed interest in Reper.com pre-launch.

In addition to the obvious branding and partnerships that will help drive interest and revenue, Reper.com is perfectly positioned to add premium services to HR professionals, college admission teams and anyone else needing a one-stop shop for information about candidates.

Who is Behind Reper

Reper.com has been developed by some of the people that created the digital revolution and defined Social Media. John Fanning, founder of Napster, ████████ founder of ████████, and ████████ founder of ████ have joined forces to create the next stage in Social Media... **providing open source reputation information for everyone.**

FTC-JERK00019643

████ Attachment G   CX0661

CX0663

From: John Fanning ███████████████████
Sent: Thursday, June 17, 2010 5:51 PM
To: ████████████████████████
Cc: ████████████████████████
Subject: RE:

Its going great, and thanks for reconnecting. Here =re some highlights since we spoke.

We have grown to almost 90 million =rofiles.
We have build a second brand in the reputation space, =ess edgy more corporate www.reper.com. (I =an show you, it's a big leap over current jerk.com =mplementation)
We signed an agreement with █████████, and █████████ =o:p>
We have a development team in India now as well as =omania.
We have added a few angel investors including a Clevel =xecutive from ████.
We have been talking with some key people in the venture community but nothing concrete yet.
We added a web design team from =rovidence
We added three college guys from ████████████████ =rea.

We still desperately need help in the area where you are =mong the best I have ever seen. I asked ██████ to follow up, so I'm sure =e will check out your work on your web site and ping you soon. =o:p>

Are you still swamped?

john

John W Fanning
Chairman Netcapital
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CX0663

CX0664

Hi ████

So sorry I didn't connect with you yesterday. =et me give you a little bit of information about Jerk.com and Reper.com. If you have time today, I'm =appy to discuss more on the phone. I have an event I am going to around =:30 though. Tomorrow I am free until 4.

Jerk.com
We started Jerk.com in February 2009. As John probably =iscussed with you, it is a little edgy, and asks the question, "Is this =erson a Jerk? Yes/no?" People rate and write reviews about each other, =nd can interact with profiles in other ways as well. If your profile is =ot rated as a Jerk, then you are a Saint, but we want to restructure =he ratings ratio to something like Jerk (30%), Not a Jerk (60%), and =aint (10%). On the homepage, we want to display articles about the Top =00 Jerks in the world and in your =rea.

We desperately need a redesign to =et the right tone for the site. We also need to improve the language on =he site. Currently, the site feels to aggressive, and I think this =ight be turning off some of our users (and investors =oo).

Reper.com
I've been wanting =o start fresh with a new site for a while, so John and I started Reper.com in April 2010. The idea is to =earn from the successes and failures of Jerk.com. We are essentially A/B testing =he two sites now. Reper takes a different approach than Jerk, and =oesn't tell its users whether a person is a Jerk or not. It has a much =ore corporate and neutral tone. We display a Reper score at the top of =ach profile (0-100, 100=good), and we encourage our users to dig into =he reviews so that they can establish their own judgements. People can =rite comments on individual reviews, allowing multiple points of view =o exist at the same time, almost like a court of public opinion. =eviews can also be categorized by tags - this way if I am only =nterested in someone's business reputation, it is simple for me to =istinguish someone's multiple =dentities/reputation.

There are a few things I =ant to show you so that you can have a better sense of where we are =oming from. First, here are a few of our early designs for =eper. Profile =age, Home --> =racking, Personality =oll, Personality Poll --> =esults

Second, watch this =ideo (4 mins). I'd love to have a similar video, just less =cary, and more about reputation.

Third, read =hese 2 quotes:

"Reputation is central to =ommunity formation and cooperation. Through discussion about others' =ctions, people establish and learn about the community's standards. =eputation is the core of rewards and sanctioning - it amplifies the =enefits of behaving well and the costs of misbehavior. If I Work with =omeone who turns out to be lazy and dishonest, by telling my friends =bout it, they are spared from a similar bad experience. Having access =o reputation information is a big benefit of community membership: =nsiders know who to trust and how to act toward each other, while =trangers do not get the benefit of other's past experience. Our ability =o share reputation information makes society =ossible."

████████, *Is =eputation Obsolete?*, December 3rd, 2008, http://publius.cc/reputation_obsolete

"One of the most powerful tags in any network is =eputation, because it is so directly linked to the social emotions of =rust and reciprocity. The Net over the last decade has demonstrated the =ower of rating systems in affecting how purchases are made online. Yet =he power of rating and reputation systems was not so much invited on =he Net as "revealed," because rating and reputation system are a =atural and universal artifact of all forms of human cooperation. A =eputation is really the collection of tags that are assigned to an =ndividual or entity to reflect assessments of his or her competence. In =Bay, for example, sellers acquire a reputation core given to them by =heir buyers. High reputation-score levels not only make it more likely =hat newcomers will do business with them but confer a certain status =mong other members of the eBay community. Credit scores are another =orm of reputation that is now integral to not only receiving credit but =articipating in society and the economy at large. It is something that =s independently calculated, based upon financial behavior that in turn =s thought to predict likelihood of default of delays in payment. =eputation systems are linked to all aspects of human endeavor - to =ports with its performance statistics, to education with its grades and =egrees, to social standing with its board and club memberships. In the =nline world, online games depend upon accumulated scores, levels, =oles, and ratings to encourage participation, as do various online =eer-production undertakings such as Wikipedia, Slashdot, and =pen-source software development"

██████████ =/font>*A Crowd of =ne*, Chapter: = New View on Human Nature, pg 91-92.

Hope to talk to you =oon!

Cheers,
████████████

<=r>

On Jun 22, 2010, at 6:17 AM, ████████ =rote:

████████

> Let me know what's up. If we're not going to connect it's =ine, I just need to suss out how I spend my time. Thanks. =nbsp;e

> On 6/18/10 12:56 AM, ██████████████████████ =rote:

>> Hi ████

>> I'd love to connect. I've been convincing John all along that setting an =ppropriate tone is very very important. I am sure you know much about =his.

>> So it turns out we are, in fact, working on another, very similar =enture called reper.com <http://reper.com> (rep as in =eputation). Jerk.com <http://Jerk.com> , by its very name, is =n edgy website... and although we don't necessarily think that this is = bad thing, we wanted to try a new brand name that appealed to more a =orporate environment. We found an easy way for our users to build =rofiles on Jerk, so it will be interesting for us to see if we can =eplicate the same results, while at the same time creating an even =etter product.

>> We are launching the reper alpha soon, and I would be happy to send you =n invite. In the meantime, here is a quick glimpse <http://vicoms.com/reper/pr=file_08.jpg> of what reper will look like (click to =nlarge). I am sure you will have some good ideas

CX0665

From: ████████████ on behalf of
John Fanning ████@███████
Sent: Wednesday, March 26, 2014 11:23 PM
To: ████████████████████
Subject: Catching Up

Sorry I missed your call. Can you look at the reper site and give the dev team some direction? Also there might be a deal in the works that would be good for reper and another deal that could get your stock public soon.

john

--
John Fanning
Chairman
Netcapital

████████████████████

CX0666

We should just use the Heading "Are you a =erk?" I don't see the need for personality quiz.

John W Fanning
Chairman Netcapital
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████████████

From:=/b> ████████████████████████████████
Sent: Monday, August 31, 2009 10:24 PM
To: ████████████
Cc: John Fanning
Subject: personality quiz

████████████

this should help you with the mindprober page. Just =YI, we are calling it the "Personality Quiz" until we think of a =etter name / one that is our own. I've attached a few JPGs, and a large .psd file =ith all of the information. Please refer to the PSD file for all of the correct =ont size/color/boldness and pixel dimensions.

To help with the personality quiz page, i've =pdated the profile page design because we need a place for the results to be =isplayed.

PROFILE PAGE (refer heavily to .psd file. Layers =ave been grouped in an organized fashion)
1) There are 3 tabs, Information, Biography, and Personality.
2) When you click a tab, the background should be =arkened to indicate that you are on that tab.
3) Biography tab is where the current =quot;profile" information will be located. This is intended to be the wikipedia like information part.
4) In most cases, biography and personality tabs =ill show too much text to be displayed in the small rectangle box. SO, This box =eeds to EXPAND DOWNWARD, so that all the text is displayed (we do not want a =indow pop up!) . When you click a different tab, the box should change its proportions so that it fits the text.
5) Vote Jerk and Vote Saint is the same as voting =00% jerk or 100% saint. Rating only happens when you make a =omment.


PERSONALITY QUIZ
1) When you click Personality, a white box appears =n the format below.
2) The first word on the list is always in front of = grey box. In the image, next to "Talkative", "agree" is selected, but please make it so that both boxes are white (unchecked), =ntil 1 has been answered. After you choose an answer, the "agree" and "disagree" messages stay where they are, and a NEW set of =quot;agree" and "disagree" appear below it, AND the grey box shifts down =o the next word.
3) There are 65 total words, 8 pages of 8 words, =nd 1 page with just 1 word. All the pages look the same, except for the words, and =xcept for the final page. The message, "Results have been posted to =rofile," only appears after the final question is answered (shown in 2nd =mage)
4) After you answer the 8th question, a new (page) =ist of words loads.
5) The % at the top right should update after every =lick

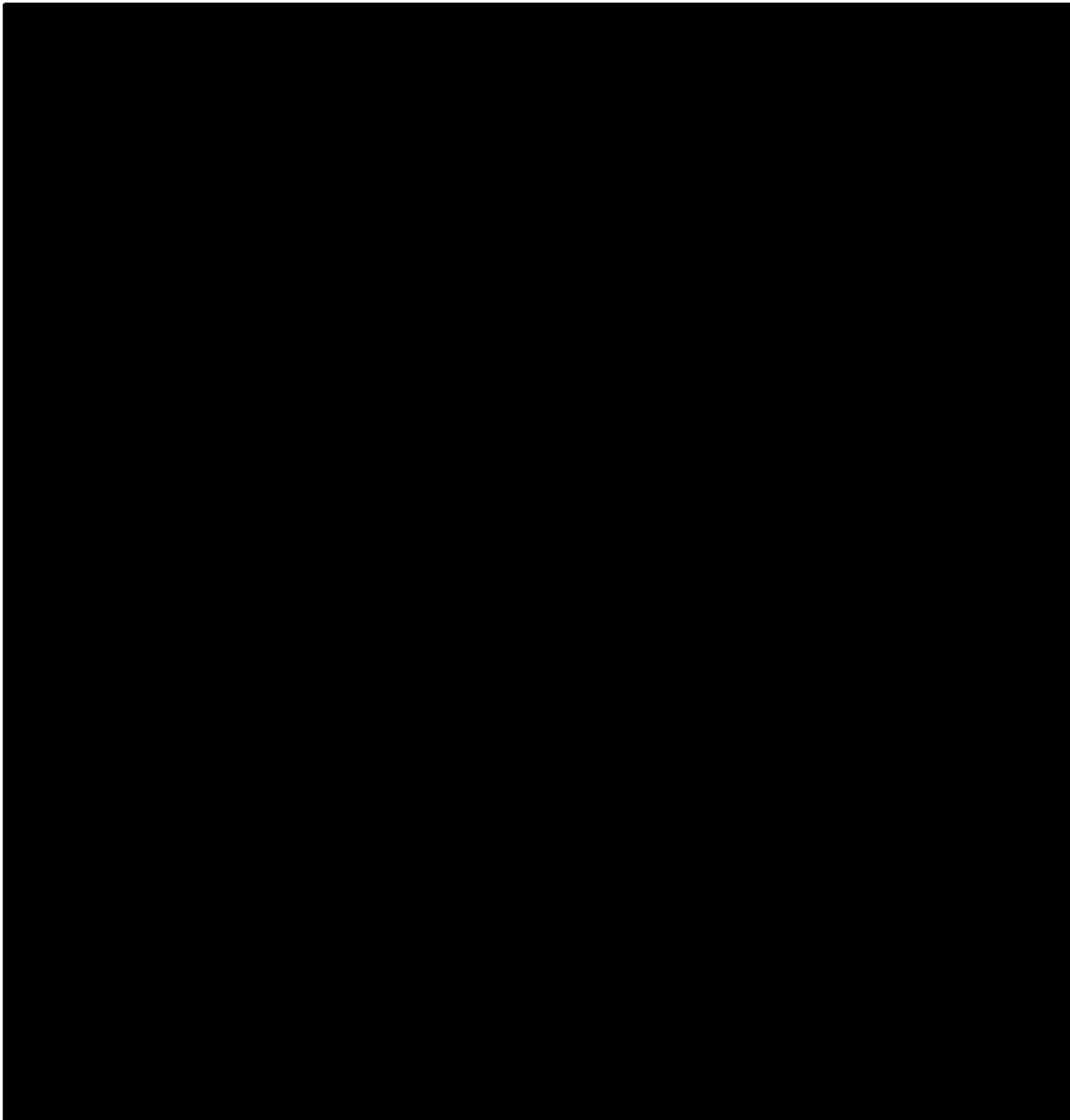**6) the # / 9 should also update after each set of =uestions**
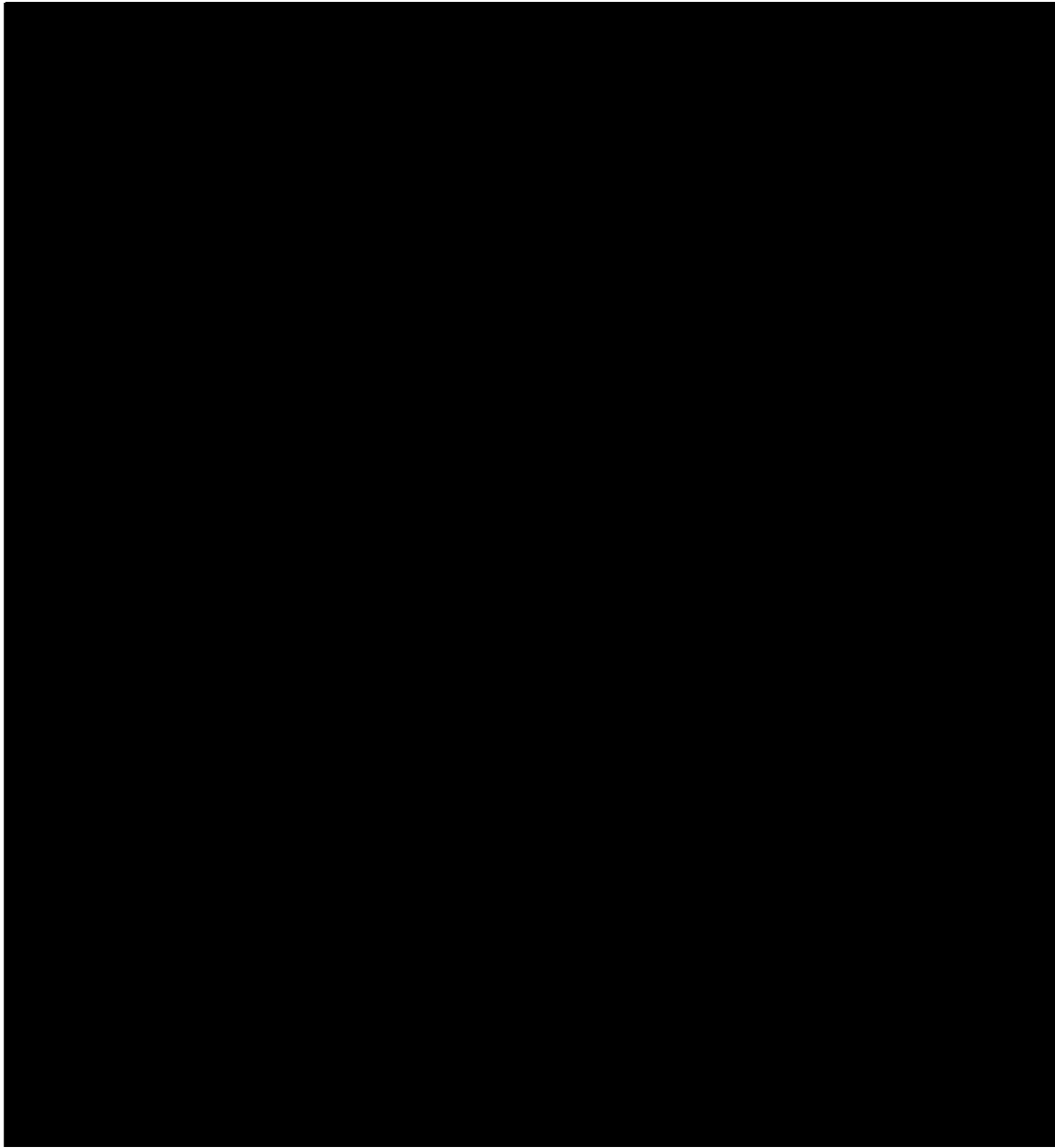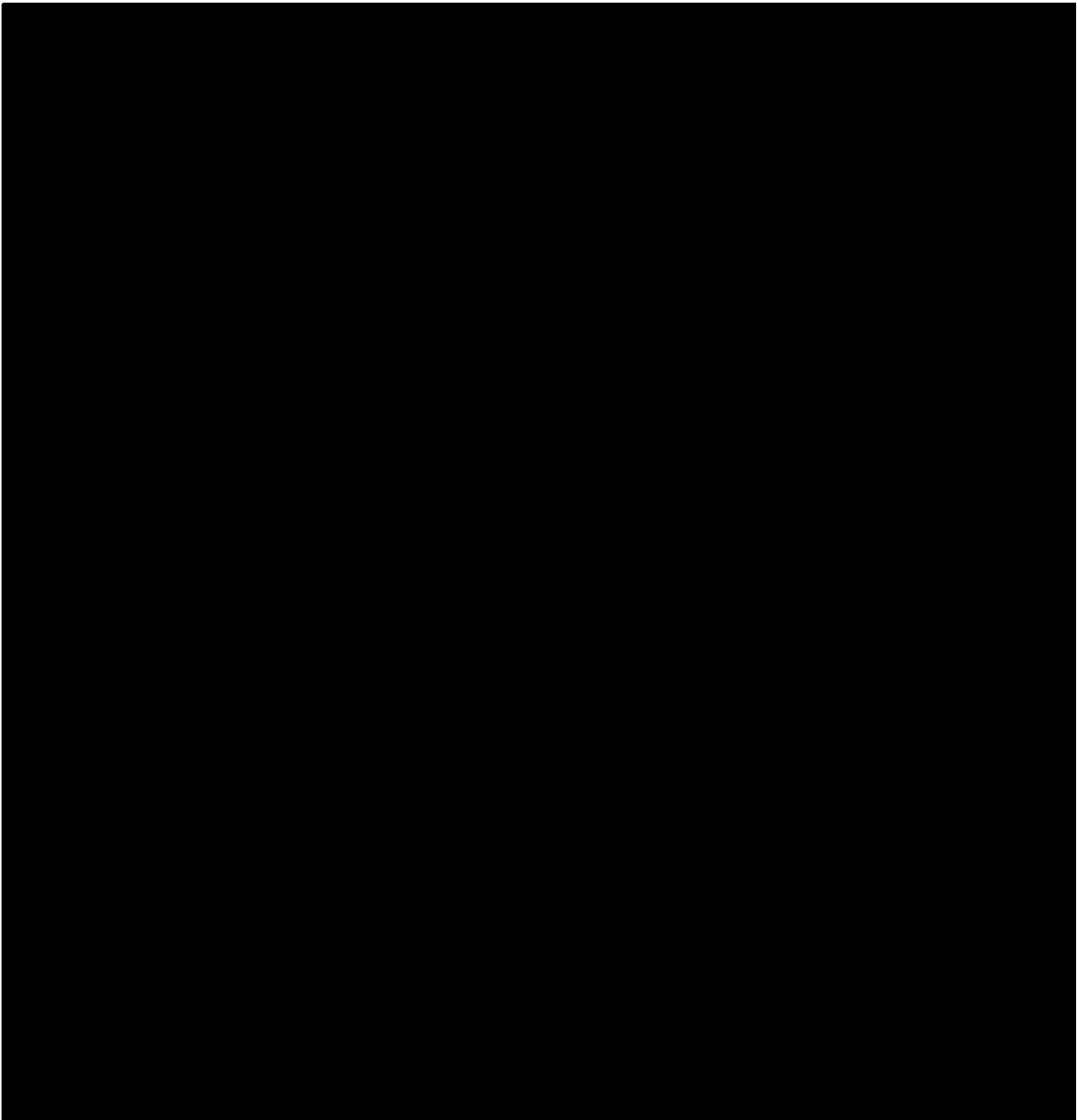
Talkative
Egotistic
Empathetic<=:p>
Apprehensiv=
Unconventio=al
Kind
Rigid<=o:p>
Impatient
Sympathetic=o:p>
Reserved

Adventureso=e
Uncaring
Quiet<=o:p>
Sarcastic
Concerned
Distant
Competitive=o:p>
Apologetic<=:p>
Outgoing
Independent=o:p>
Sensitive
Meek
Meticulous<=:p>
Suspicious<=:p>
Fun Loving
Help-Seekin=
Charitable<=:p>
Neighborly<=:p>
Achieving
Approval-se=king
Self-blamin=
Precise
Guarded
Carefree
Dependent
Comforting<=:p>
Affiliative=o:p>
Ambitious
Status-cons=ious
Accurate
Defensive
Joking=/o:p>
Defenseless=o:p>
Consoling
Hospitable<=:p>
Goal-orient=d
Seeks attention
Obedient
Responsible=o:p>
Wary
Playful
Trusting
Protective<=:p>
Loyal<=o:p>
Striving
Seeks recognition
Yielding
Tidy
Secretive
Pleasure-Se=king
Insecure
Nurturing
Individuali=tic
Accomplishi=g