



Company Overview

Launched in March 2008, HourTown (www.hourtown.com) is a user-friendly online scheduling and marketing service designed specifically for the millions of small business owners who provide services for a living. HourTown benefits consumers by enabling them to schedule appointments online, any time of day or night, with local businesses. HourTown benefits business owners by eliminating phone tag with clients and providing an innovative online workspace that can manage their schedule while simultaneously marketing their availability. HourTown is easy to use and does not require users to download or install software. HourTown creates a more effective and professional online presence for any business and is accessible and secure to use from any computer.

Key Features: Online scheduling software; online advertising; automated reminders; accept/deny appointment feature; online personal calendar linked to professional calendar; customer tracking and contact book; “Book Now” buttons for service provider’s site; customer reviews; Website hosting (see Features and Benefits document)

Industry: Online scheduling; online marketing; small business CRM

Pricing: Pricing for HourTown varies depending on the level of services desired. Prices range from \$19.95 per month for Business to \$29.95 per month for Business Pro. HourTown also offers a complimentary account with limited capabilities.

Launch: March 2008

Founder: Ryan Donahue, ex-PayPal designer and entrepreneur
(see bio)

Funding: Privately funded

Headquarters: Palo Alto, California

Website: www.hourtown.com

Company Backgrounder

HourTown is quickly becoming the leading online scheduling and marketing service designed specifically for the millions of small business owners who provide services for a living. The company's mission is inextricably linked with its founder, Ryan Donahue, who has a strong background in developing online tools that cater to the small business owner.

Ryan's connection to entrepreneurship began at an early age while watching his parents build several successful businesses from their home. Seeing his family's business struggles and successes first-hand, gave Ryan a passion for developing ways in which to help the small business owner to succeed and inspired him to become entrepreneurial himself. After college, Ryan applied his passion for design and entrepreneurship to the Silicon Valley boom and eventually landed at PayPal in 2000, as the company was just getting started.

As a founding member of the PayPal design and user research group, Ryan played a key role in defining the customer experience for many of

PayPal's most successful products. His accomplishments included the design of PayPal's Merchant Services, a product suite which today accounts for more than one billion dollars in annual revenue.

In 2002, Ryan created the field studies program at PayPal. Under his direction, the program spanned internationally and Ryan conducted more than 100 hours of research inside the homes and offices of small business owners. During his research he noticed that there were thousands of software solutions to help a person sell a product from a Website, but virtually no solutions existed for those wishing to sell a service.

Upon leaving PayPal, Ryan set out to address this underserved market by developing a user-friendly, online scheduling and marketing service specifically for the millions of small business owners who provide services for a living. After a period of perfecting the technology, he launched HourTown in March 2008.

Features and Benefits

| Feature | Details | Benefit |
|------------------------------|--|--|
| Online Scheduling Software | HourTown's online scheduling software creates a more effective online presence for any business and converts potential customers into verified appointments. It provides customers with the convenience of booking services at any time via the Internet. HourTown offers a complimentary account with basic features for businesses just getting off the ground or those who want to "test drive" its features. | <ul style="list-style-type: none"> • Converts Website visitors to verified appointments • Email notification the moment someone books • Eliminates phone tag with busy clients • Makes any business appear more professional |
| Effective Online Advertising | Built-in advertising tools help HourTown users to find new customers. HourTown's Advertising Blasts™ drive new customers to their business with a single click. HourTown's network of advertising partners allows businesses to be noticed by local customers, who want to schedule services online. | <ul style="list-style-type: none"> • Clients appear higher in search engines • Influx of new, highly-qualified leads • Increased traffic from Google |

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| Automated Reminders | Reminds customers (and even service providers) of upcoming appointments. Customers receive the added courtesy and the service provider will appreciate the decrease in no-shows and tardy clients. HourTown users can specify their courtesy message, as well as the time it is delivered to their customers. Only a one-time set up required. | <ul style="list-style-type: none"> • Eliminates need to phone customers the day before • Service providers can send reminder email to themselves to keep track of schedule • Adds concierge quality to the customer experience • Decreases no-shows and tardiness |
| Accept/Deny | Gives the HourTown user the final say over their schedule. Customers request the time slots that work best for them and the service provider can choose to accept the option most convenient for their schedule. The entire process is automated so that customers get a quick response. | <ul style="list-style-type: none"> • Fast, automated process avoids phone tag • Prevents strangers from self-scheduling • No need to keep online schedule up-to-date |
| Online Calendar | HourTown's Smart Calendar™ not only helps small business owners to balance their business and personal schedules in one place, it's also constantly publishing and updating their availability on various search engines. If the service provider schedules an hour lunch date, that hour of time will be automatically removed from the time slots available to their clients. If the calendar notices that a specific appointment time has been made available, due to rescheduling or a cancellation, it will automatically publish this new availability on various search engines. The Smart Calendar manages an appointment schedule, and then markets that schedule to a targeted audience. | <ul style="list-style-type: none"> • Manages clients and personal life in one convenient place • Updates top search engines on available appointment times • Access from any computer. Always secure. • Drag and drop, AJAX-based Web technology |
| Customer Tracking and Contact Book | Building and maintaining an up-to-date customer database is an important task for any business. Any time a client schedules an appointment, HourTown extracts the key information and saves it for the service provider. If the client books later in the month, but lists a new cell phone number, HourTown effortlessly detects the change and records the new information to its client's customer book. | <ul style="list-style-type: none"> • Secure, SSL-encrypted customer book • Builds and maintains a customer database with ease • Keeps track of birthdays, booking history, etc. |
| "Book Now" Buttons | Service providers can add a powerful online scheduling system to their Website in seconds with the "Book Now" button. When customers click the button, they are instantly taken through the quick and easy online scheduling process. "Book Now" buttons can also be added to Craigslist listings, MySpace, Facebook or any Website where services are advertised. HourTown provides several buttons to | <ul style="list-style-type: none"> • Adding a "Book Now" button to a Website or a company's next email communication can convert interested customers into verified appointments • Enhances and optimizes Craigslist, MySpace and Facebook listings |

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| | choose from or users can create their own. | <ul style="list-style-type: none"> • No HTML knowledge necessary |
| Customer Reviews | Nearly 50 percent of online shoppers seek out reviews before purchasing. Customer reviews from HourTown can convert satisfied customers into a highly personalized "word-of-mouth" marketing team. HourTown makes it simple and fun for customers to review and rate their experience with an HourTown service provider and they can share their reviews with friends in order to drive new referrals. | <ul style="list-style-type: none"> • Collects positive reviews from satisfied customers • Makes it easy for customers to share reviews with friends • Adds credibility to a growing business • Drives additional traffic to business owners |
| Website (optional) | Upon sign-up, HourTown can create a simple, yet effective mini Website for the service provider's business. An easy setup wizard will allow them to upload a photo, describe services, costs, location and biography. HourTown takes that information and creates a search engine-friendly mini site for the business, including a map, message center and more. | <ul style="list-style-type: none"> • Provides all the tools for a great, basic Website • Additional advertisement and online presence for those who already have a Website • Photo, map, message center features |

Frequently Asked Questions

Q. What is HourTown?

A. HourTown is an online scheduling system for small businesses that enables new and existing customers to schedule appointments online, any time of day or night. It provides a quick and easy way for customers to discover services they need and easily commit to an appointment time with the service provider. It is extremely easy to use for both the service provider and their customers and doesn't require either party to download or install software. HourTown offers a complimentary account with limited capabilities.

Q. Does HourTown only work for small businesses?

A. HourTown was designed to be flexible enough to work for almost any type of business. There are thousands of businesses using HourTown today, including massage therapists, general contractors, golf instructors, dog walkers and real estate agents. HourTown is an excellent tool for the small business owner, however, larger companies could benefit from using it, as well.

Q. Why should small business owners offer online appointments, when the phone has worked well in the past?

A. The peak hours for American adults to perform organizational tasks such as paying bills, checking email and scheduling appointments occurs between 7 p.m. and midnight. By offering the convenience of online scheduling, customers can make appointments when they would normally feel it might be too late or inconvenient to call on the phone. Most business owners wouldn't consider running their business without access to email or the Internet. Online scheduling is quickly becoming a necessary part of conducting business, as the Internet is the best way for customers to connect with the things they want.

Q. What about a business that doesn't offer fixed length services, such as a contractor or real estate agent? Can they still use HourTown?

A. Yes. Hundreds of businesses that don't offer a standard fixed length service use HourTown to offer online appointments. HourTown recommends creating a service called "Introductory Consultation" and making it 30 to 60 minutes in length. This allows prospective customers to easily engage with the business owner and gives the service provider permission to initiate a sales meeting with the client. When customers discover a company's Website they want to take action on that Website. By offering a way for customers to schedule an appointment, the business is providing a meaningful way for them to take that next step.

Q. How long can services last?

A. The service provider can define the length to last anywhere from 15 minutes up to a full day. Upon setting up a new service on HourTown, the default duration is set to "minutes." To change the service duration to "hours" they simply toggle the menu that says "minutes" and select "hours" instead.

Q. How will the service provider be notified when someone schedules an appointment?

A. The moment a client schedules an appointment with a service provider using HourTown, they will automatically receive an instant email notification outlining the details of the appointment. HourTown allows the service provider to accept or deny the customer's appointment requests, so they will always be in control of their schedule.

Q. Where can a service provider get the “Book Now” buttons to put on their Website?

A. Book Now buttons allow the service provider to accept online appointments via their Website. To get a Book Now button, they would simply login to their HourTown account, click the “Advertise” tab, then click on the link that says “Accept appointments on your Website,” where several different styles of buttons have been customized to work on any Website.

Q. Does HourTown spam its client’s customers?

A. HourTown will never spam its client’s customers or sell their contact information to a third party. The only time HourTown will ever email a service provider’s customers is within the context of a notification process that they’ve activated. In other words, if a service provider asks HourTown to send an automated appointment reminder to their customers, it will. If a client books with a service provider on HourTown, they will receive a receipt.

Company Founder

Ryan Donahue is the founder of HourTown, which is quickly becoming the leading online scheduling and marketing system for small business owners. He has more than 10 years of experience in the design of consumer Internet applications and a strong track record in developing tools that help to bridge the gap between technology and small business owners.

As a founding member of the PayPal design and user research group, Ryan played a key role in defining the customer experience for many of PayPal's most successful products. His accomplishments included the design of PayPal’s Merchant Services, a product suite which today accounts for more than one billion dollars in annual revenue.

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A highly sought-after expert in user-centered design methodologies, Ryan has consulted a wide range of Silicon Valley investors, non-profits and startups, helping them to design products that better meet the needs of their customers.

Ryan grew up in Northern California and graduated from Lewis & Clark College in Portland, Oregon in 1997. He resides in Palo Alto, California with his fiancée and, in his spare time, enjoys snowboarding, surfing and cooking.

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