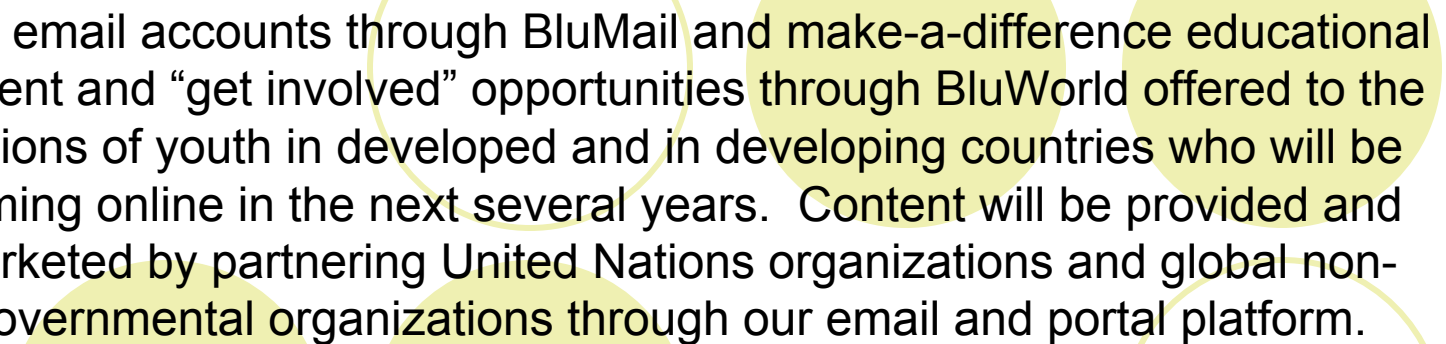


BluWorld and BluMail

www.BluMail.org

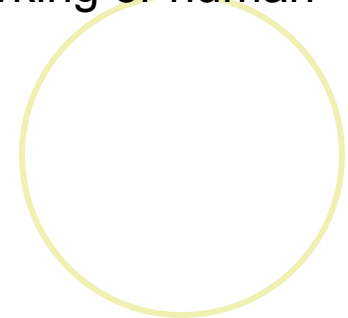
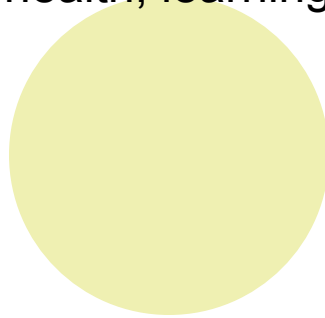
Free email accounts through BluMail and make-a-difference educational content and “get involved” opportunities through BluWorld offered to the millions of youth in developed and in developing countries who will be coming online in the next several years. Content will be provided and marketed by partnering United Nations organizations and global non-governmental organizations through our email and portal platform.



The Need

No site exists that provides holistic, “make-a-difference” information and opportunities for youth that can truly shape, guide and transform.

Unfortunately, Internet usage statistics among youth show an alarming trend is emerging: searches for entertainment, celebrities, train schedules, cell phone ring tones, and sports information far surpass searches for education, business, government, health, learning, meaningful networking or human rights content.



The Opportunity

Internet Usage Statistics

North America, 74.4%

Oceania/Australia, 60.4%

Europe, 48.9%

Latin America, 29.9%

World Average, 23.8%

Middle East, 23.3%

Asia, 17.4%

Africa, 5.6%

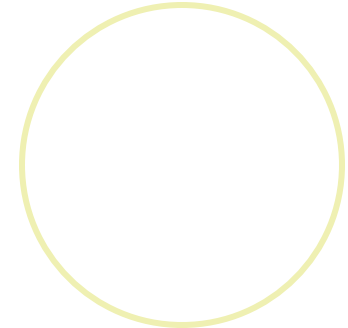
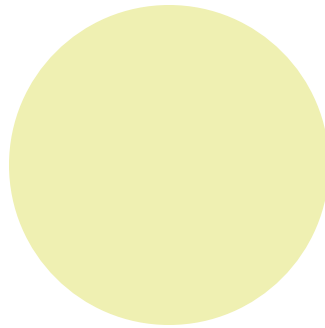
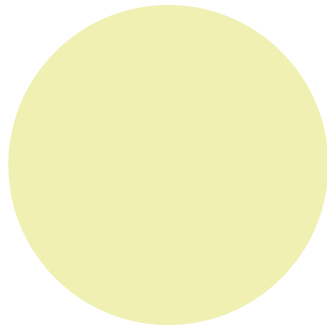
As hundreds of millions gain Internet access in the next decade, the opportunity to educate and inform is truly unprecedented.

As of December, 2008, International Telecommunications Union. For world Internet access projections by 2015 and 2030, see http://50x15.amd.com/en-us/internet_usage.aspx

The Imperative

The primary objectives for any websites are stickiness and relevance

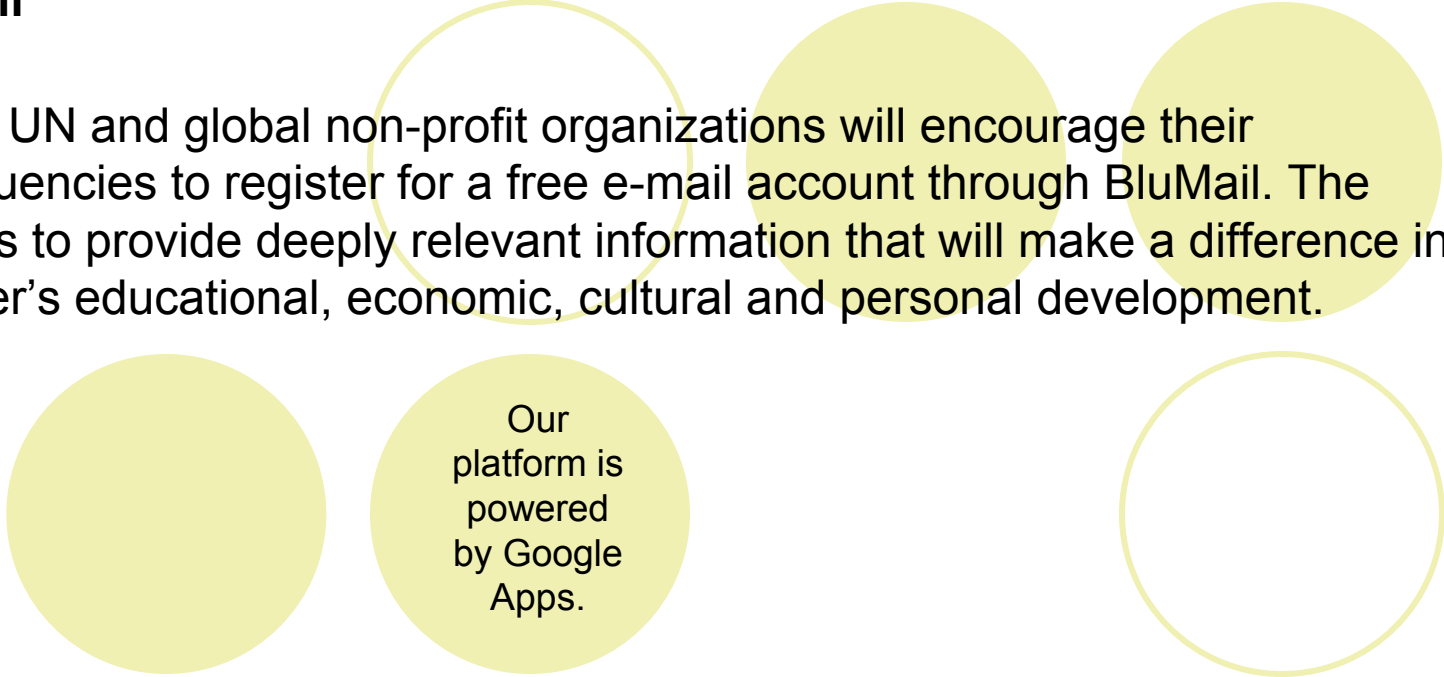
It is undeniable that millions of youth in developed and developing countries will gain access to the Internet for the first time in the next one to five years. Our free email portal provides relevant, comprehensive content each time he or she checks their email account, creating unprecedented “stickiness”.



The Answer

BluMail

Invited UN and global non-profit organizations will encourage their constituencies to register for a free e-mail account through BluMail. The intent is to provide deeply relevant information that will make a difference in the user's educational, economic, cultural and personal development.



Our platform is powered by Google Apps.

Pilot organizations from the UN system include the MDG Campaign, United Nations Development Fund for Women, UN Global Alliance for Technology and Development and World Federation of UN Associations. Global NGOs include Equal Access, Food for the Poor, One Economy, Teachers Without Borders, World Technology Network and scores others.

Examples

How other organizations use Google Apps and its email platform to create a content portal

www.ig.com.br

www.sky.com

www.fotka.pl

www.bigmir.net

www.gazeta.pl

www.sunrise.ch

www.livedoor.com

Although most are in non-English languages, the examples above are illustrative of how organizations use the Google platform while offering free email accounts.

The Content

Valuable information that will educate and inform, not just entertain

Simple, easy-to-understand content to encourage:

- Activism and volunteering
- Conflict resolution
- News and i-reporting
- Education, learning
- Entrepreneurship
- Environmental care
- Healthy lifestyles including AIDS, malaria prevention, mental health
- Human rights
- Nuclear non-proliferation
- Religious understanding
- Story sharing, memoir writing and networking connections
- Understanding of the United Nations system
- Women's empowerment and sources of assistance
- Youth leadership, mentoring, empowerment

Website Elements

Learning:

Conflict Resolution
For Entrepreneurs
The Environment
Healthy Lifestyles
Your Human Rights
Understand Religions
For Women
For Youth
World Knowledge (Literature,
Geography, World Civilizations,
Music, Art, Biographies - global)

Learning Content Format:

Q & As
Helpful Hints
Action Items
Links
Did You Know? (10-12 facts)
Best Guides To ... (links)
Checklists
Inspiring Stories
Sign Up for Google Alerts on this
topic

Action-Oriented:

Act Now - 100 Ways to Get Involved
Volunteer
Disaster Donate
Post / Find a Job
Buy / Sell a Product
Be / Find a Mentor
Tell 5 Friends
Daily Message

Story-Sharing Elements:

Read / Share a Story
Write About Your Life
What Do YOU Think?
Women Stand With ...
Make a Tribute

World's Best Links:

Every Human Has Rights
Millennium Development Goals
How Stuff Works
Day Life
New York Times
One Laptop Per Child
One Global Economy
The Remembering Site
The Story of Stuff
Patheos / Quotes
Wikipedia
YouTube

Connection:

Email account (Gmail)
Make This Your Home Page
Translation (Transclick and Site Translator)
Skype account (Skype)

Images and Graphics:

Art of the Day
Currency Converter
National Geographic Photo of the Day
News Map of the World
Non-profit advertising
Weather / Time / Calendar / Map
World Sunlight Map

Other:

About Us
Contact Us
Terms of Use

Marketing Strategy

Focused on those youth new to the Internet in developed and developing countries

- Global database of 10,000 local media in 100 developing countries
- Global database of 1,000 local ISPs in 100 developing countries to encourage new Internet accounts to register for BluMail email accounts
- Active pushing BluMail by our alliance members – goal is 100
- BluMail logo on website of alliance members
- Monthly press releases – PR Web, Open PR, PR Zoom, PRI, AScribe, Pitch Engine and PNN Online
- Tell Five Friends functionality at website
- Did You Know global viral clip campaign
- Create presence on 150 social networking, book marking and directory platforms
- Create AdWord campaign and related Search Engine Optimization
- Highest level guest blogging and blog drop-ins
- Coalition of 100 embassy/mission staff to inform their citizens
- UN marketing plan through UN Communicators
- Load BluMail onto desktop of computers sold/donated in developing countries
- etc

Invited Alliance Organizations

A list of all current members can be found at www.BluMail.org/partners

Activism -- Care2, Civicus, Convio, Global Campaign Against Poverty, Global Giving, International Peace Corps Association, One Campaign, One Global Economy, UN NGO Conference, United Nations MDG Campaign, UN/USA Council of Organizations, White Band

Conflict Resolution -- Alliance for Peace Building, Carter Center, Coexistence International, International Crisis Group, Initiative for Inclusive Security, Search for Common Ground, Seeds of Peace

Education -- Educators International, iEARN, Teachers Without Borders, UNESCO, US AID, World Computer Exchange, World Economic Forum, World Tech Network

Entrepreneurship -- Accion, Grameen, Goldman Sachs, Kaufman, Kiva, Trickle Up, US Small Business Administration, Women's World Banking

Environment -- Clinton Global Initiative, Interaction, Nature Conservancy, Rockefeller Foundation, World Resources Institute

Health -- Global Fund to Fight AIDS, Tuberculosis, and Malaria, Global Health Council, International Red Cross, PATH, World Health Organization

Human Rights -- Amnesty International, Equal Access, Electronic Frontier Foundation, Human Rights Watch, International Four Freedoms Forum, UN Foundation, UNHCHR, United Nations NGO Conference, Witness

Humanitarian Relief -- Care, Feed the Children, Food for the Poor, Hunger Project, Interaction, Mercy Corps, World Food Program, World Vision

News/Reporting -- All Africa, Center for Public Integrity, Creative Visions, Day Life, International Center of Journalists, New York Times, One World, Pro Publica, UN News, Women's Media Foundation

Religious Understanding -- B'nai B'rith International, Center for Religious Tolerance and Understanding, Coexistence International, National Cathedral Center for Global Justice, Religious Tolerance, Rumi Forum, World Conference on Religions for Peace

Women's Empowerment -- Equal Access, 4GGL, Girls, Inc., Girl Scouts International, ICRW, Nobel Women's Initiative, Rwanda Path to Peace, UNIFEM, Women for Women International, World Pulse

Youth -- Empowerment Cyber School Bus, Equal Access, Global Youth Action Network, International Youth leadership Conference, International Youth Foundation, Taking IT Global, UNICEF, YouthNet, Youth Noise

MOU Alliance Member Agreement

Basics of the Agreement

Each global alliance member will:

- Inform its members about BluMail.
- Place a link to BluMail at the Organization's website.
- Send a press release about the Organization's participation in BluMail.
- Return the completed MOU by email to info@blumail along with the organization's logo attached to the email message.

BluMail will:

- Inform BluMail members about [Name of Organization].
- Place a link to about [Name of Organization] at the BluMail website.
- Send a press release about the organizations joining the BluMail coalition.
- Offer discount sponsorship advertising rates.

The Unique Difference

Why Join the Alliance?

The UN and NGO system creates thousands of Internet pages, and yet it is difficult to attract people to a specific UN website and even more difficult to have them return to these websites.

Direct benefits to the organization include exposure to your organization through the BluMail and BluWorld website that will bring millions of users to this content portal website every time they check their e-mail, thus offering unprecedented “stickiness” both in terms of having visitors return to the site and/or spend long periods of time on the site.

Paint the World **Blu!** Challenge

To reach our goal of 2.5 million new users ...

BluMail has been issued a challenge by Cisco Foundation to raise 2.5 million new email accounts by end 2009. Alliance members will soon be invited for their membership to participate in our **Paint the World Blu! Challenge** where your memberships would be encouraged to register for an email account OR transfer their existing personal email accounts to BluMail (it's easy to do). Five cash prizes will be awarded.

Our Goals

- Register 2.5 Million New Users Each Year
- Increase Interaction Among Users
- Make the Moment Meaningful and Lasting
- Offer Relevant Programs to Users
- Help Users Gain Confidence Using Technology
- Increase Global Awareness
- Be a competitor to Hotmail and Yahoo currently with a 1 b market share
- Expand Globally and Exponentially – focused on youth market
- Generate Revenue for Long-Term Sustainability

In sum, we will apply information and communication technologies to mobilize mass numbers around the world for membership, dialogue, story sharing, self-education, action, change, and empowerment.

The Impact

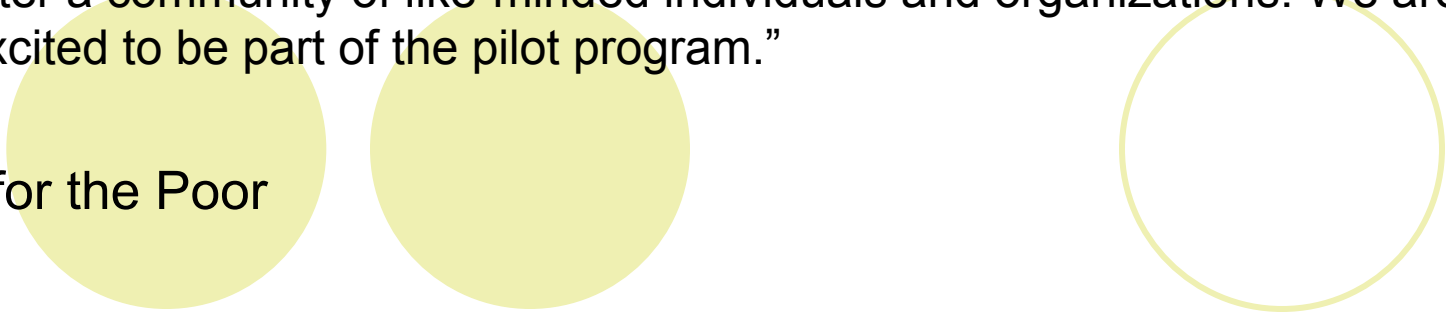
UN organizations and NGOs can guide youth, men and women to valuable content that can make a difference, rather than hoping that the individual knows where to find compelling and make-a-difference UN information on the Internet.

In sum, the United Nations and NGOs can present useful content each time someone in a developing country checks his or her e-mail.

Support Statement

"BluMail has potential in three important areas. For users in developing nations, it provides information in a variety of critically important areas and about organizations and resources available to positively change the course of their lives. For nonprofits, it will offer a channel for educating the public about projects and initiatives. We also believe that socially conscious individuals will migrate their personal e-mail accounts to BluMail, and that it will foster a community of like-minded individuals and organizations. We are very excited to be part of the pilot program."

Food for the Poor



Advisory Board

- Cisco Foundation – Charu Adesnik, Program Manager
- Convio – Vinay Bhagat, Chief Strategy Officer
- Day Life – Upendra Shardanand, CEO and John Zipps, Managing Editor
- Equal Access – Ronni Goldfarb, President
- Fab Foundation – Stuart Gannes, Executive Director
- Global Learning Portal – Rob Schware, CEO
- Hanmark LLC – Hanna Kebbede, CEO
- Harvard Law School – Eleanor Brown
- Independent Film Maker – Hall Powel
- Interaction – Lindsay Coates, Vice President
- International Commission on Workforce Development – Brad Kane, CEO
- Nano Science Exchange – Jim Hurd, CEO
- One Economy – Moustafa Mourad, President
- Teachers Without Borders – Fred Mednick, President
- Telesonique – Adel Labib, CEO
- Transclick – Robert Levin, CEO
- United Nations Development Fund for Women – Antonie DeJong and Eduardo Gomez
- United Nations Global Alliance for ICT and Development – Sarbuland Khan, Executive Coordinator
- United Nations MDG Campaign – Salil Shetty, Director
- web2africa – Cina Lawson, Founder
- Women's World Banking – Michaela Walsh, Founder
- World Computer Exchange – Timothy Anderson, President
- World Federation of United Nations Associations – Pera Wells, Secretary-General
- World Pulse – Jensine Larsen, Founder
- World Technology Network – Jim Clark, Chairma
- Youth Noise – Ginger Thomson, CEO

Founder's Background

Sarah McCue, PhD

- Career-long commitment to developing countries.
- Career focuses on how technology can change the world.
- Sent first e-mail message in 1988 – a defining moment.
- Dedicated career to using technology for communication, commerce, education, connection, mentorship, memoirs, mobilizing, and giving voice to the voiceless.
- Worked in international development through entrepreneurship and trade for the first decade of my career, created e-commerce and e-government initiatives, then focused on helping UN, World Bank and other organizations apply the most appropriate technologies to accomplish its mission. Worked 12 years in the UN system.
- Created several global networks focused on development issues.
- Author of eight business and technical books, and designed several websites.

In Conclusion

Never in the history of humankind have we been given the opportunity to use technology to communicate, educate, connect, mentor, mobilize, be remembered, and give voice to the voiceless.

Until
now.

We welcome you to join us!

Sarah McCue, PhD
sarah@blumail.org
202 236 8400