



Buzzuka – Fact Sheet

Create and share your 30-second pitch in minutes!

- OVERVIEW** At Buzzuka, our goal is to provide everyone with a quick and easy way to create and share a powerful 30-second pitch about any subject under the sun (and beyond!) in minutes. Buzzuka is for everyone, from job-seekers to singles, college students to company presidents. Anyone who has a message to share or a story to sell can enhance their personal and business success with Buzzuka. Buzzuka is based on patent-pending technology.
- OUR PITCH** *Certainly...straight from the Buzzuka™ Pitch Studio™...*
What if you always knew the right thing to say whenever and wherever you needed it? For people and groups everywhere struggling to find ways to break through the clutter and tell their story or sell an idea, Buzzuka is the web-based discovery tool that helps them quickly and easily create and share their powerful 30-second pitch through a patent pending process. Now, members can build their buzz, expand their sphere of influence and feel more empowered to accomplish great things. At Buzzuka, we have seen the positive results when people and groups can effectively create and convey their unique story.
- MISSION** Our mission is two-fold: First, we want to extend the power of the pitch from the world of business to “the business of life.” This will help anyone who needs a powerful pitch to help make a difference – in a job, on a team, with family and friends. Next, we hope to enhance the quality of information in a world of information overload to foster sharing and understanding.
- HISTORY** High tech business and marketing experts, Paula Satow and Mike Eisele, met and worked together at Intel Corporation in the 1980’s and throughout the 1990’s. After that time, they continued to work together on several start-ups of their own and as consultants for other companies as well. Over the years, they developed their own unique strategic methods to help others identify their value propositions and write effective pitches. They became interested the simple idea of putting the power of pitch-making in the palm of everyone’s hands. As the web and social networking evolved, Satow and Eisele understood that the tools were finally in place to make their dream a reality. In 2009, design and web marketing expert, Doug Macy, joined them along with development partner, Intregum, and the Buzzuka braintrust was off and running. The closed Buzzuka beta site was launched on February 8, 2010 and the open Beta is expected to be launched in mid-March.
- LEADERSHIP** The Buzzuka executive management team has more than 70 years of combined experience in high technology, web development and marketing. The team includes:
- Paula Satow, co-founder, president & chief executive officer
 - Mike Eisele, co-founder, chief operating officer & executive vice president of investor relations
 - Doug Macy, co-founder, vice president of web marketing
- FUNDING** Buzzuka is a privately-held company. The Company is funded by individual investors and is currently seeking addition funding to grow their development, sales and marketing efforts.