



sandbox

The Sandbox business model explained

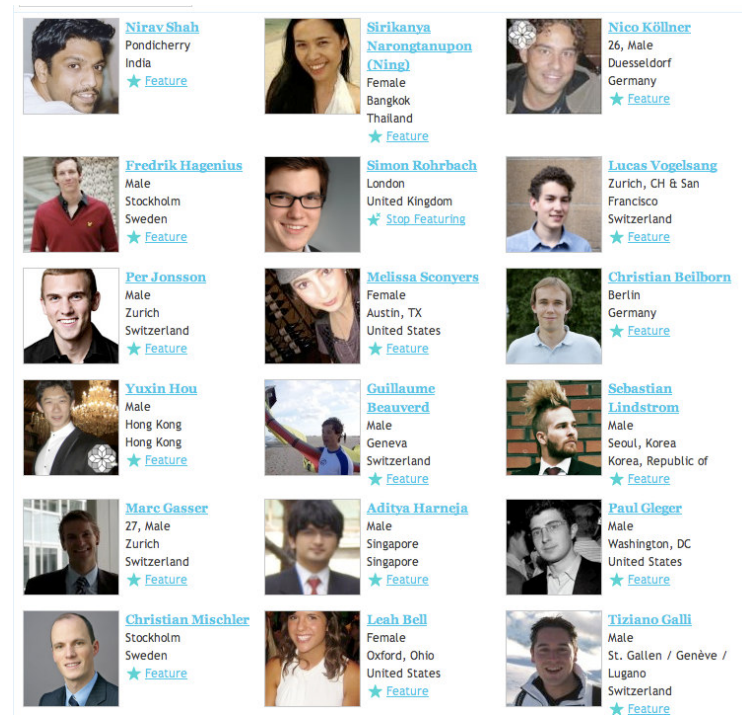
Singapore, Antoine Verdon, January 20, 2010

What is Sandbox



What differentiates us from other networks:

- *Age limit*
- *Diversity*
- *Truly global*
- *Selectivity*
- *Very high level of trust*
- *Virtual & physical community*



The Community Today



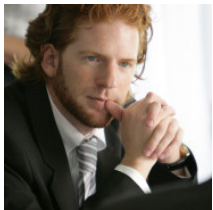
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Meet a few Sandboxers



Sebastian Lindstrom – Hong Kong

Founder of two NGOs: Light for Children, and What Took You So Long. Worked as the Assistant to the Chairman for a public NASDAQ company in Beijing and Philadelphia. Ex-member of the Swedish special forces. Studies in Hong Kong, Korea and Singapore



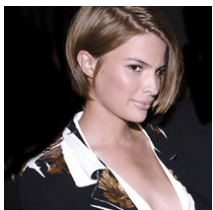
Patrick Liotard – Zurich

Serial entrepreneur and one of Europe's most successful young investors with several successful exits. His is president of Poken, a digital business card and he recently bought ASmallWorld from the hands of the Weinstein brothers.



Rajeeb Dey – London

UK Entrepreneur of the Year 2009. Graduated in 2008 from Oxford in Economics & Management. Launched an early stage VC fund. Founder & CEO of Enternships.com, an online platform to offer internships in startups.



Cameron Russel – New York

Supermodel, Columbia student and social entrepreneur, founder of Interview New York. She created a lot of buzz this year when she shot a video stripping for climate change before the Copenhagen conference.

The team



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So how do we earn money?



Earning money with a Sandbox business

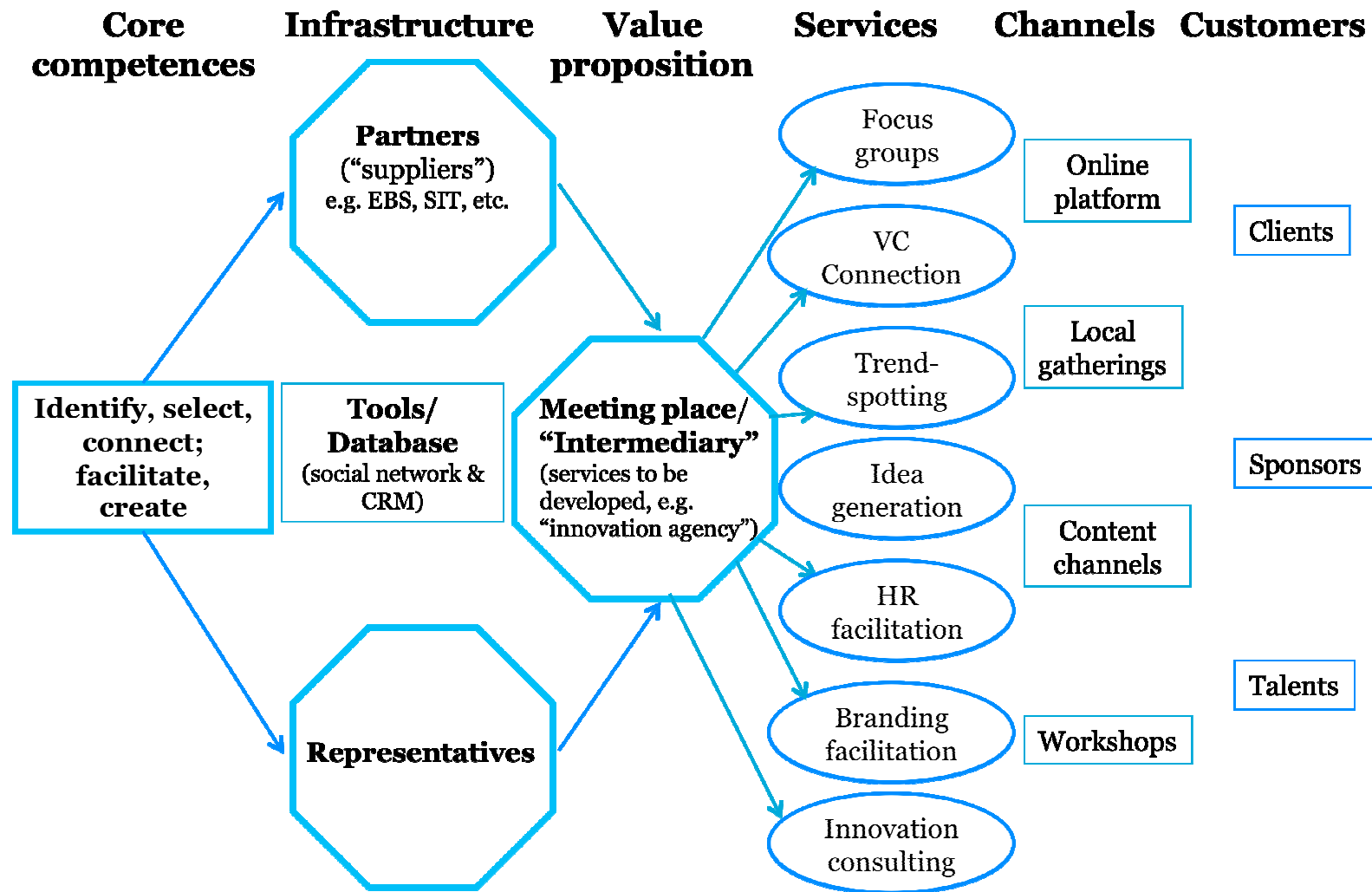
Why?

- *We need to find a way to finance the community*
- *The best way to do so is to build a sustainable business model around it.*

How?

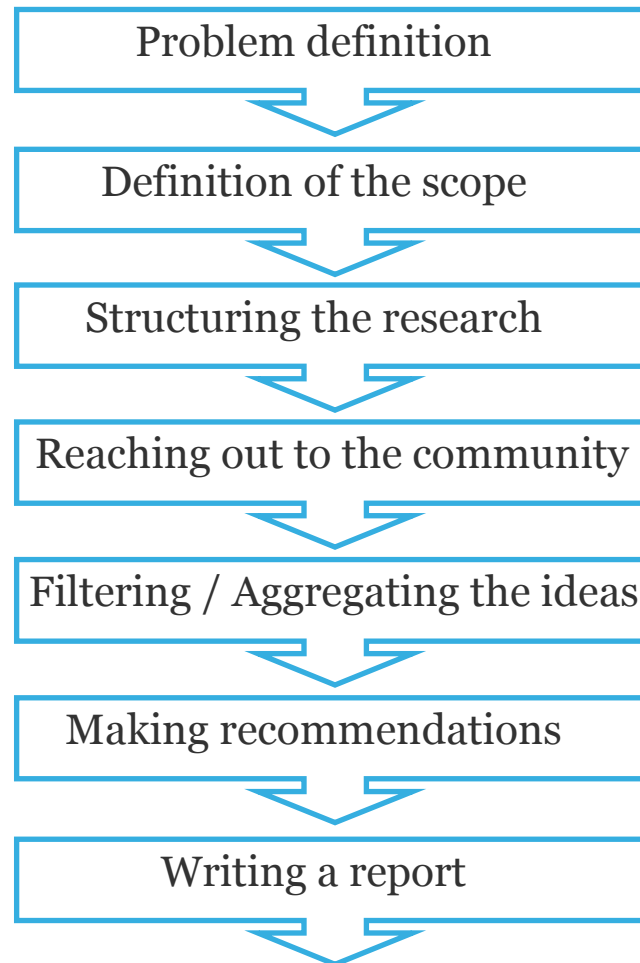
- *By doing what we are passionate about: if we are passionate about something, we will do it well. If we do it well, money will follow.*
- *Providing value to the members in everything we do: community & business should be synergized, not opposed*

Earning money – possibilities



We let private organizations and governments benefit from the creative capacity of the most talented young individuals towards finding new value-adding ideas and solutions.

How we do it



Why do talents participate?

- a) Interaction with senior management of global companies
- b) Learning about new fields, working on really cool projects
- c) Personal exposure, we tell where the idea comes from, sometimes they present the findings themselves
- d) Knowledge database: we share the results with our members on the online community
- e) Material rewards (if possible)

Areas where we have produced exceptional results

- Building strategies for the social web
- Understanding the Millennial generation
- Providing atypical solutions

Examples of projects

1. Creating the airport 2.0
2. Voices of the City

Thank you!



Singapore, Antoine Verdon, 20th January 2010

What is Sandbox



Sandbox is a global community of hand-selected young achievers and innovators under 30.

We help inspiring young leaders from all fields build meaningful relationships and realize their next big idea.

We leverage the potential of this community by making clients benefit from the problem solving capacity of the members.