



BuzzBumps
networking done right
content + connections

Be A
Founding
Member of
BuzzBumps
LLC

BuzzBumps.com

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Networking Done Right!

BuzzBumps: a *simple service* with a local focus, where the **content (Buzz)** of our establishments and their reciprocal **connections (Bumps)** are networked **without advertising!** Free for citizens, donated to charities, and fee-based for creators of business *content and connections*.

Advertising and Stovepipe Systems

Stovepipe System is a pejorative term for a system that has the potential to share data or functionality but does not do so.



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Networks that impede organic reach of content to sell ads or suppress a view point are explicit stovepipe systems.

Google: All 50 states are involved in an Antitrust in Advertising Investigation.

Facebook: Record-breaking fines as part of a settlement for violating consumers' privacy rights.



IISR INSTITUTE FOR
Local Self-Reliance

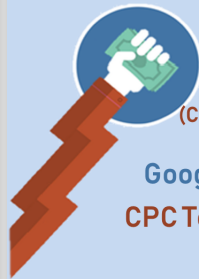
Pro-Local attitudes are
growing and driving
customer traffic.



“Advertising is the original sin of the web.

The fallen state of our Internet is a direct consequence of choosing advertising as the default model to support online content and services.”

Ethan Zuckerman the man who invented pop-up ads has said, **“I’m Sorry.”**



Facebook Ads:
CPI up 186%
(Cost Per Impression)

Google’s AdWords:
CPC Text Ads up 26%
(Cost Per Click)

“Small players seek alternative as the competition for social network advertising intensifies.

Prohibitive costs and risks will pushed out many of our local businesses.”

- NYT

Adversity in Advertising



New consumers are not going about their week checking the newspaper **150+ times a day**, like their iPhone.

BuzzBumps: A simple service for *content and connections* without ads.

Your own credibility monetized in a modern sense with powerful **digital word-of-mouth**.



This Huge Storm of Content is Here.

Companies Will Spend \$65 Billion on SEO This Year! Much of it Will Be Wasted.



People want what their friends have in a growing sense of community.

Your Content. Your Money.

BuzzBumps: Achieve superior value for your establishment’s credibility, *content*, and money through mutual *connections* on one another’s content.

We see *connected content* all over the web, it’s used to sell stuff or sell an ad next to stuff.

You’ll be building a **real informed community of consumers** for your establishment, and the establishments and charities you connect with.

SEO: Search Engine Optimization



Today’s consumers, especially **iGen’ers**, are **walking billboards** for the brands they love.



iGen’ers don’t trust ads, and are more receptive to **Recommendations!**

Harris Poll

92% of consumers trust recommendations, earned media, and word-of-mouth above all forms of advertising. Fewer than half of all people still find paid ads credible.

Nielsen, Trust in Advertising

iGen Generation Recommendations

BuzzBumps: Recommendations and honest *content* are what iGen’ers and the rest of us want. Give establishments power to create their own *connections* and some control over what fans see next!

iGen: Outnumbering Baby Boomers and Millennials respectively, iGen members are **25% of the U.S. population**, ranging from 9 to 26 years of age.