From: Sent: Subject: Michael Osborne Thursday, August 09, 2012 3:58 PM Re: Starbucks Just Invested \$25 Million In Square, With Howard Schultz Joining The Board

Yep I get it. And I think that's where we went awry early, and by we I mean not you. R&R just wasn't more than 250-350mm in size, ever, and we did not focus on the data early enough. Even with that, ads or otherwise would have to be the go big play. I think we should all be fucking happy that we won the reviews market, one we created, and walk away pleased. Getting all the way through IPO is 0.001%. That's rare air.

On the next go round do you want to swing for the fences like that or do you want to have fun and monetize in 5 years or less?

Michael Osborne   Chief Customer Advocate   Bazaarvoice, Inc.  o: +1 512-524-7160   m:		f: +1 866-348-4364  twitter:	
	9.		

From: Brant Barton <<u>brant.barton@bazaarvoice.com</u>> Date: Thursday, August 9, 2012 10:51 AM To: Michael Osborne <<u>michael.osborne@bazaarvoice.com</u>> Subject: Re: Starbucks Just Invested \$25 Million In Square, With Howard Schultz Joining The Board

Dorsey is a smart MF. He's all about focus. I met him. Weird dude, but you can tell he is super smart and super focused, like Jobs. And he is attacking a MASSIVE market opportunity. Remind me later today to tell you my thoughts about how our situation at BV is not unusual in that most companies – Microsoft, Google, Facebook, even Salesforce.com – are never able to top the success of their first breakthrough products. MSFT is still all about OS and Office. Google is all about AdWords, even though they've tried tons of other shit. Etc. The one company that has repeatedly reinvented itself with stunning success is Apple, which is why they are worth half a trillion dollars. But the biggest issue is that your first breakthrough product has to have a large enough market for you to become a multi-billion dollar company. Operating systems, Search-based advertising, Social Networking, Salesforce automation . . . All of those markets are massive. R&R is not.

From: Michael Osborne <<u>michael.osborne@bazaarvoice.com</u>> Date: Thursday, August 9, 2012 10:47 AM To: Brant Barton <<u>brant.barton@bazaarvoice.com</u>> Subject: Re: Starbucks Just Invested \$25 Million In Square, With Howard Schultz Joining The Board

It's off the chain.

Michael Osborne | Chief Customer Advocate | Bazaarvoice, Inc. | o: +1 512-524-7160 || m:

|| f: +1 866-348-4364 |twitter:

From: Brant Barton < <u>brant.barton@bazaarvoice.com</u> > Date: Thursday, August 9, 2012 10:44 AM	UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF CALIFORNIA
To: Michael Osborne < <u>michael.osborne@bazaarvoice.com</u> > Subject: FW: Starbucks Just Invested \$25 Million In Square, With Howard Schultz Joining The Board	TRIAL EXHIBIT <u>GX0524</u> 13-CV-0133-WHO Date Entere
Dude, Square is going to be worth a fortune. It already is, but that company is going bonkers. Wish I could invest	By (Deputy Clerk)

From: SAI Select <<u>newsletter@businessinsider.com</u>> Reply-To: "noreply@businessinsider.com" <<u>noreply@businessinsider.com</u>> Date: Wednesday, August 8, 2012 5:01 AM To: Brant Barton <<u>brant.barton@bazaarvoice.com</u>> Subject: Starbucks Just Invested \$25 Million In Square, With Howard Schultz Joining The Board

×			SAI Sele	cl
			August 08, 20	12
Tech Entertainment	Wall Street Markets Strateg	y Sports Lifestyle	Politics Europe Video La	0.5
Ctarbusk	s Just Invested \$2	E Million In	Cause Mith	
	ultz Joining The E		Square, with	
	and a mining min b			
A Square deal.				
<u>Read »</u> Share this story: []- [				
······	24 <b></b>	Causaus And Otan	hunder land Onland Front	<u>_</u>
X Standards have a description of the standard particular in the standard standard standard in the standard standard in the standard standard in the standard standard in the standard	Here Are Three Mysteries This explains everything.	Square And Star	DUCKS JUST Solved For U	S
				-
	Read »		Share this story: 📋 🗔	x
<ul> <li>B R O I I ISIR MI</li> </ul>				ea "e E
Applicable here in maximality provide 1999 (2019) (2019)     X      Applicable here in maximality of the final here in the Demonstrate of the final here in the Demonstrate in the Demonstrate Of Maker (2014) in the demonstrate of the Demonstrate Of Maker (2014) in the demonstrate of the Demonstrate Of Maker (2014) in the demonstrate of the Demonstrate Of Maker (2014) in the demonstrate of the Demonstrate Of Maker (2014) in the demonstrate of	Why Google Just Bought Auto Loans	Hundreds Of Mill	ions of Dollars worth Of	
	Yield chase.			
	Read »		Share this story: 🏾 🗔	×
a - an Babello 2,79, e		1814 (* 80=686 N CS/68 * 5		SAFI N
The second secon	VOTE NOW: Help Us Cho		Best Design School	
	Design has never been more ir	mportant.		
	Read »		Share this story: 🏾 🗔	
	1 1 <sup>10</sup> 1 <sup>2</sup> 1 15	ග ග දෙව්නී අ	nda destado i sar o a nadama	3355
Why Microsoft Ha	d To Build The Surface	ΔΓ	VERTISEMENT	

Ignore the cries from people like Acer's CEO. Read  $\underline{\aleph}$ 

## The Most Damning Evidence Yet That Samsung Copied The iPhone

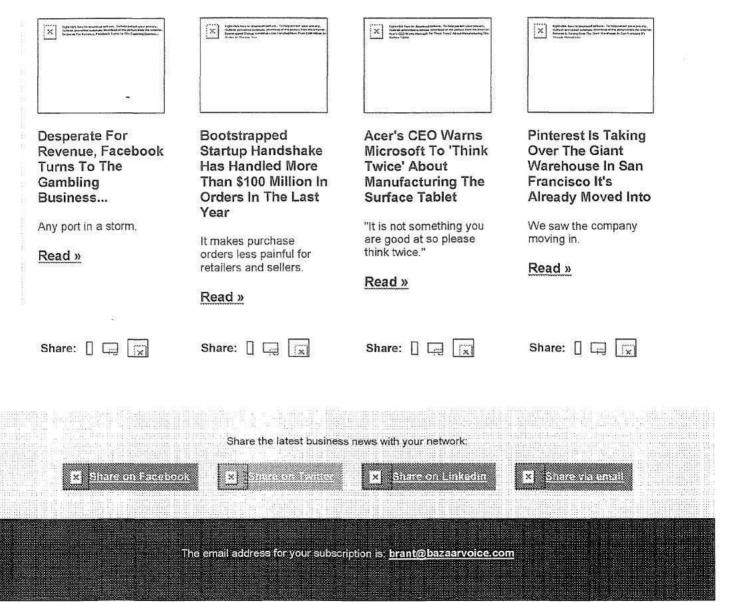
Samsung has a "crisis of design" when it sees the iPhone. Read »

How This Little \$99 Box Raised \$7 Million In A Few Weeks To Crush The Xbox

A wildly successful Kickstarter project. Read »

	SEV. 11 1 12 1 1 1 7 1 5 2 1 1		121100-0	STRANDURY		1.4 × + / 6, 4, 1/2, - 1, 2, 2, 2, 1	1.212	10000	10.000		
14000	· digenders man as more		men. laberspor		den o	supplied management of the s	union be		6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		11.44
Sau	1										
1.000						Manufactor Colores		118.12			0.319
Sec.	A REPORT OF LAST										
1.233112	1114114-1-11-21-73	2552		10.0000000							199625
1.4.4.4.4.4	as have been starting and		1012111-044		212						
10.000	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1		START OF						- e		
12710	and said a distant seat	. Acres									
1055240									1 37782828 est		
1012121	1111(1) 111111499				eer.			1.841.14	*****		
111121	in a second second second			*********	1000					12.00	
121213	And a second second second			1121011							33432
		1964	1.1.1.1.1.1.1	201001010	122.2			90002	1.0 %		11.00
200.000	**************	1000	2211221								
122223					10.02						
101011			Contraction (		112				Carolina and the state		100.00
10000	*****************			101000000000000000000000000000000000000	122.2	100100000000000000000000000000000000000		12271			
				1.1199111111	364	1101010101010101010101010101010101010101			X47 -0118 518 yrs		
22	in Gives Marrie		*********		212						
12020	100000000000000000000000000000000000000		A						Contraction of the local sector of the local s	1022	101323
		1.225	Second in	deservices.	1.12	and an a low room and a second					
12.13	Charles and the state of the		10110100	10111111111		********************					22211
1000111	1010101100100011	1223		1111111111	1111			1111111	S		10.11
	the spheric territe to the territe								V0.1115 18+ ch		10.55
1000020						The second s					
1.11111		111		1.	1215						11.25
0.0613	a second second second		12/2012/18		1255	Contraction of the second second					100.00
0.59113	a las anessa a second	1.202				STATES STOL					
1.525.1					111	1222 FEB 4 (4.) 4 (FEB 4)					
1	Contraction and a local state		2012/2012/0		1112						
100000		1997				a second a second s		41414			100.00
145											
1.201				4							
1.55											
1000											
1.1.1.1											
101215						1.0000000000000000000000000000000000000				144.5	1523
1.200		0.025	1215-1511-1	(b) 35 * 35	1.1	The second se					
0.00	23										
1000											
10.122	2.8					11 100000					
1.133		- 250	1502223	New Sections		12 12 E. L.					
1.000											
1.0054	1.7524-0.750.84		-1.4.37.33								
1.00					125						
S		+++*									
1.1.1.1.1	33000a)										
the second			(a) - 200	4.511.011.444							
1.11.11				12.2111.222		STATISTICS PROCESSION					
1.20	13 11 1 11 11 A	1.46	10.000								
1.000						CONTRACTOR CONTRACTOR CONTRACTOR					
310000											
				Sec. 1999 189							
1.111											
1.35											

## See Also



Manage your email preferences | Unsubscribe Business Insider RSS Feed | Terms of Service | Privacy Policy Business Insider. 257 Park Avenue South, New York, NY 10010



4

To: Brant Barton <Brant.Barton@bazaarvoice.com>

CC:

BCC:

-