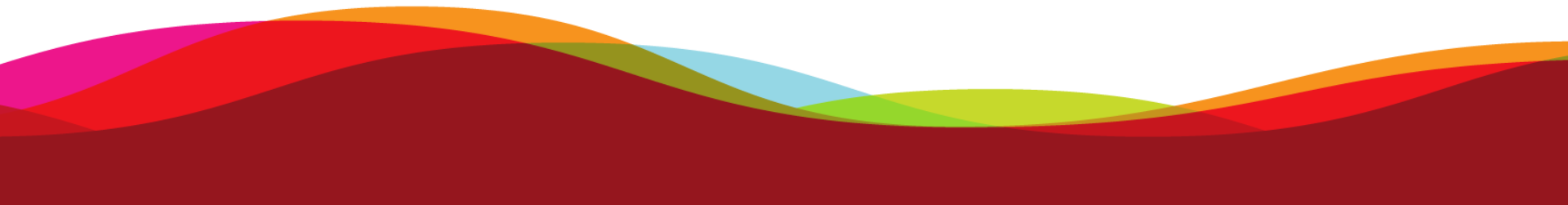




# Free Public Beta Program

Centercode, Inc.

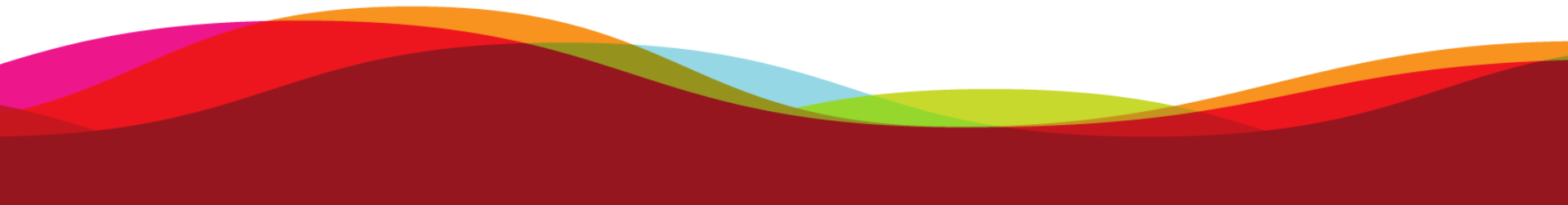
September 2009





# Overview

Centercode provides free public beta tests to selected and qualified companies.



# Program Highlights

- Free 4 Week Public Beta Test
- Estimated Value ~\$10,000
- Open to Entire OnlineBeta.com Community (45,000+)
- New Users can Join (Free)
- Users may Opt Out at any time

# Program Benefits

## **To Our Client:**

- Free Beta providing tons of valuable data – increasing quality

## **To Our Community:**

- More opportunities to Beta Test

## **To Centercode:**

- Participation statistics help us select great testers

(adding value to our managed beta offering)



# Program Requirements

## **Product:**

- Your product must be something that at least a substantial portion of our community would enjoy using (bigger the better)
- Your product has to be family-friendly
- Your product can't automatically collect/transfer any identifiable information about our Community members

# Beta Setup / Planning

- **Beta Test Plan**
  - ❑ Outlines Goals, Establishes Basis for Surveys, Tasks, Forums, etc
- **Custom Centercode Connect Project**
  - ❑ Open Access to Entire Community + New Members
- **Internal Access Rights for Client**
  - ❑ Create Custom Reports, Manage Feedback, Forum Moderation
- **Training & Support**
  - ❑ 2 Hour Online Training Session
  - ❑ Ongoing Support through Project Duration (Help with Reports, etc)

# Announcement + Recruitment

- **Custom Landing Page**

- Outlines Opportunity (Client's Message + Member Benefits)
- Handles New or Existing Community Members

- **Community E-Mail**

- E-mail to entire Community (45,000+) announcing Public Opportunity
- Pitch based on Client's message

- **Partner Announcement**

- Announcement through BetaNews.com
- Announce through Client's own Network/Resources

# Beta Management (1)

- **Bug Reports / Suggestions**

- Custom Feedback Forms, Basic Workflow Process
- Client Manages their Feedback

- **Surveys**

- 1 Survey Per Week, 20 Questions Max, Client Provides Questions  
(we can help with developing questions)
- Centercode builds Surveys and Reports

# Beta Management (2)

- **Tasks**

- 1 Task List Per Week, 10 Tasks Max, Client Provides Tasks
- Centercode builds Tasks and Reports

- **User Discussion Forums**

- ~2 Custom User Forums, Clients Choice
- Centercode Will Dedicate up to 10 hours per week to moderating

# Beta Closure

- **Data Access**

- All Data Remains accessible to client for 60 days
- Feedback, Forum, Task, and Survey Data may be exported

- **Incentives**

- Minimum \$100/week total must be offered
- Product may be substituted

# Other Information

- **Further Marketing**

- OnlineBeta.com members may not be marketed to without their specific consent. This is included in our user agreement
- Consent may be granted via a Project Survey

- **User Participation**

- Centercode may access and use all user participation statistics (for future participant selection)
- We reserve the right to disable new users if the user load becomes too high (not likely, but possible)



# Interested?

Contact [freebeta@centercode.com](mailto:freebeta@centercode.com) to apply

