



AN UPDATE ON THE NEW PLATFORM

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ABOUT THE RE-LAUNCHING

- New platform is online
- On a “beta” stage
- Hard to move from the old system to the new one
 - All users’ data
 - All features
 - Redirecting all links



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DEBUGGING

- Programmers are correcting possible bugs
- Finalizing adjustments of the new features
- Mediation is working on finding and reporting bugs



GOOGLE TRANSLATOR

- Multi-language Google translator
 - really connecting the coffee world
 - easy to use
 - Not perfect, but very good

COFFEECLUB connecting the coffee world

START MY COFFEECLUB COMMUNITIES MEMBERS HELP LOGIN

Type your search Search

Launched by the ICC

Select one of the items

Powered by Google™ Google Translator

coffee KAPE kávé kahve kafa kava kaffee
café CAFEA kaffe
Cà phê

COFFEECLUB connecting the coffee world

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COMPLETING THE UPDATE

- Working on:
 - Improving profiles
 - Message system among users and communities
 - A “wall” (like facebook)
 - Advertising system
 - Premium communities



PARTNERSHIP WITH ICO WEBSITE

- A great success
- In one year, 15% of the visitors came from www.ico.org
- An important partnership for CCN and for ICO
- A “free” channel for ICO to hear coffee people
- How to improve it further?



WHAT WE CAN NOW DO FOR ICO MEMBERS?

- A FREE and easy to use social network
- With more than:
 - 1,380 members;
 - 50,000 visits and 140,000 pageviews per year;
 - from 170 different countries.
- A fully customizable platform, if needed
- One of the most advanced social networks, specialized in connecting the coffee world.



www.coffeeclubnetwork.com



THANK YOU!

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