



Company Overview

Company Description: Genbook provides a free, easy-to-use, web-based appointment gathering and management system for small- and medium-sized business (SMB) service providers that helps them grow their business by turning website visitors into booked appointments.

Launched: October 2007

Funding: Venture-capital backed by Neo Technology Ventures (Sydney)

Headquarters: San Francisco

Website: www.genbook.com

Management Team:

- Rody Moore, Founder and CEO
- Frank Thibodeau, VP of Business Development
- Fabio Bastian, CTO
- Ross Lamont, Chief Architect
- Anson Parker, Product Director



Market Opportunity: There are 25 million small businesses in the US, and two-thirds of those are service-based businesses, according to the SBA. While online merchants have seen their businesses transformed by “shopping cart” functionality, small service providers have been left out of the e-commerce revolution -- until now. Genbook’s “BookNow” button allows service providers to serve existing clients 24/7 and attract new business through online, real-time appointment scheduling.

Offerings and Pricing:

1. Genbook Free – unlimited appointment booking for unlimited number of services and staff members, email-reminder capabilities, and availability-management tools
2. Genbook Standard (\$39.95/mo.) –All of Genbook Free’s functionality plus powerful business development tools such as SMS appointment notification, customer credit card capture, iCal integration and comprehensive customer database

Customers and Target Market: Any small business that provides personal or professional services, a sector twice the size of the small merchants sector, which has capitalized on the shopping cart function for over ten years. To date, Genbook has logged over 100,000 appointments for the more than 1,000 small businesses it serves including spas and beauty salons, alternative and traditional medicine practitioners and website developers, to name a few.

Benefits for Customers: Genbook customers are quickly growing their businesses by incorporating the “BookNow” button into their websites, emails, Facebook, Craigslist postings and any other marketing effort that allows HTML, making appointment booking simple and efficient for both the client and themselves. At the same time, Genbook minimizes the burden of scheduling with existing clients, who are now able to book their appointments with their service providers any time, day or night, through the convenient “BookNow” button.