# MoiKrug.ru

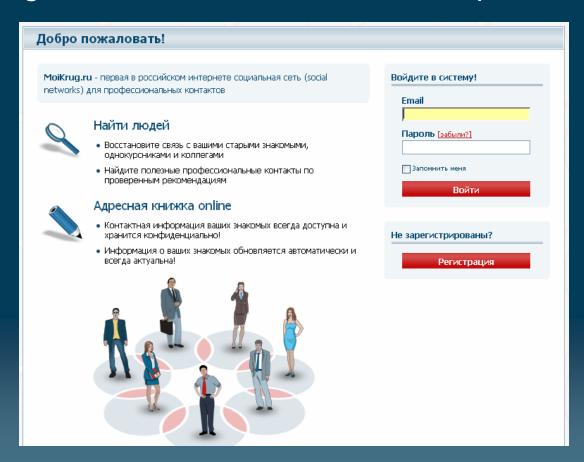
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Stanford presentation

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### What is MoiKrug?

- "Moi Krug" means "My Circle" in Russian
- The first Russian Social Network
- The largest Russian social network for professionals



# Why do you need MoiKrug.ru?

- Find classmates, former colleagues
- Manage and stay informed about connections
- Business card online
- Find jobs / employees
- Find / advertize services
- Online identity
- Find people through connections / check references
- Real name blogs

#### **Timeline**

- Aug 2005: Idea
- Nov 2005: Prototype
- Dec 2005: Beta version
- Mar 2006: 100K users
- Mar 2007: Yandex acquisition
- Sep 2007: 1,5M users, 15K active vacancies

## Russia vs Silicon Valley

- World class engineers
- No product/marketing managers
- No established VC/angel networks
- Short-term attitude
- Boom of internet startups in 2008
- Rapid change