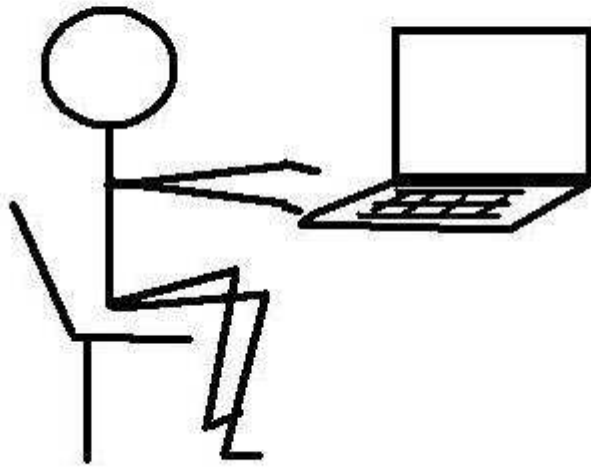


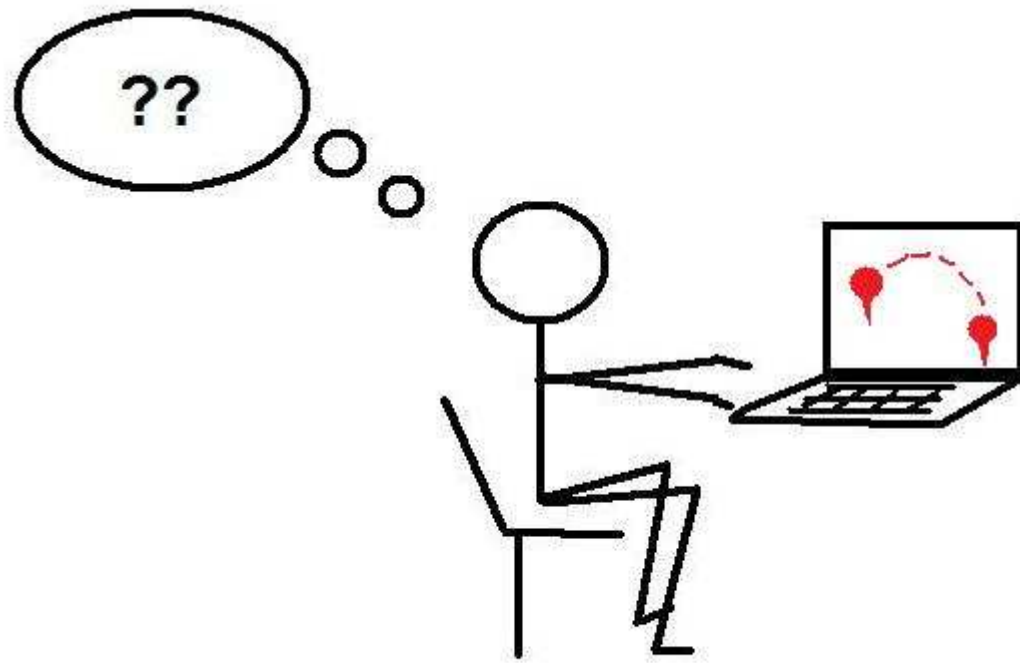


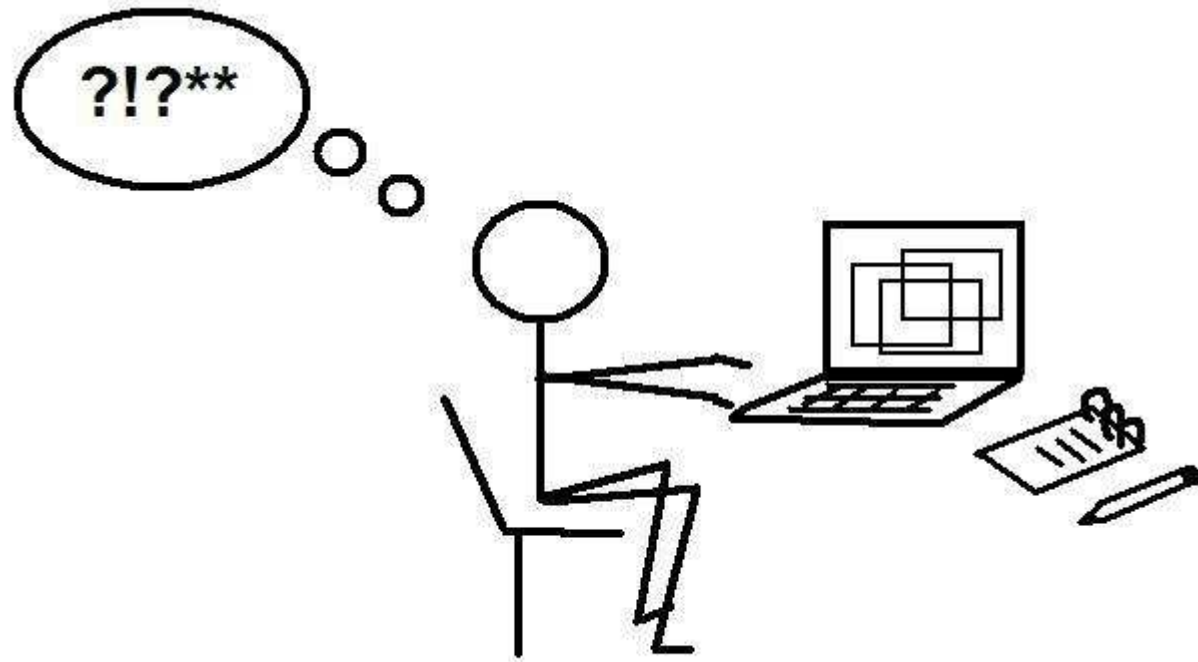
One simple search. One perfect journey.

Launching a new online business

Rachel Armitage, Co-Founder









One simple search. One perfect journey.

Demo



Bootstrapping for survival



Little fish in a big pond



Attracting users, whilst developing


```
ex020903.log - Notepad
File Edit Format View Help
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /headerhome.js - 200 0 939 283
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /wcstyles.css - 200 0 10213 282
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /images/27pct-banner.gif - 200
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /images/subway2.jpg - 200 0 114
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /images/ligature_spacer6.gif -
:09:13 24.161.88.191 - W3SVC175 WSH120 80 GET /images/wc10aov3t.gif - 200 0 2
:09:17 24.161.88.191
:09:17 24.161.88.191
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```



**Measure and track everything,
and observe**

"The perfect search engine would **understand exactly** what you mean and **give back exactly** what you want."

“There's always
more information out there”



One simple search. One perfect journey.

Thank you

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