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To: ehbarak <[REDACTED]>
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Subject: News
Sent: Tuesday, November 1, 2016 11:46:23 AM

Dear Ehud,

I got the most recent Board report, thank you.

On the whole, seemed quite positive, well done on keeping the momentum!

And great to see CEO move to NY.

Couple of requests and thoughts...

1. Can you send me the convertible note terms please and the agreement itself, I never got this
2. When do you envisage the advisory committee commencing?

On reading the report a couple of ideas struck me, which I think are worth considering...

1. For improving daily/monthly usage – have you considered a feature ranking the top 10 clips/stories from today, this week, this month, all time, etc. Will appeal to people's fascination and reinforce the benefit of Reporty.
2. In targeting tourists – I think the airlines could be a very effective partner for us, has this been considered?

Best,
Nicole