



The Family.me story: Journey of Intrapreneurship and the New Family.me Experience

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A new startup within an established business, Family.me strives to disrupt the \$1B genealogy industry. Co-Founder and CEO of Family.me and Spokeo, Harrison Tang, has built a company from zero to more than 200 people and \$70M revenue a year. He will discuss the original reasons behind starting Family.me, the unique challenges of running a cash-burning startup within a profitable business, and the technical problems associated with reinventing genealogy. At the end, he will give a sneak preview of the next Family.me – “the Lord of the Trees”.

Outline:

- I. Start with the Dream
 - A. Mission & Vision
 - 1. Mission: search and connect people
 - 2. Vision: do something bigger than what you are doing today
 - 3. Align your vision with mission
 - B. Simplify the Scope
 - 1. Focus on genealogy & family vertical
 - 2. Define product differentiator
 - 3. The best dream is the simplest one
 - C. Build the Team
 - 1. Recruit internal innovators
 - 2. Invite the entire company to name the new service
 - 3. Set goals and try to meet them
- II. Iterate the Plan
 - A. Product challenges
 - 1. Family tree is boring, static, and hard to build
 - 2. Genealogy has not reached the mainstream
 - 3. Private social network lacks virality
 - B. Technical challenges
 - 1. Cutting-edge vs. proven technology
 - 2. Quick prototypes vs. scalable engineering
 - C. Business challenges
 - 1. Less shares to give out
 - 2. Hard to “fail fast, fail often”
 - 3. More financial pressures

III. Preview the Lord of the Trees

A. Easy tree builder

1. Build your family tree with one-click add & drag-and-drop
2. Leverage gamification to incentive user engagement
3. Work with super-large trees and other edge cases

B. “Memory trees”

1. Add photos and memories directly on top of the tree
2. Organize memories into various “memory trees” or tags
3. Browse and uncover little-known facts and relationships

C. A tree that brings everyone together

1. Collaborate with the entire family
2. Different from other social networks

IV. Lessons from Intrapreneurship

A. Keep things simple

1. Help your product better talk to the user
2. Facilitate internal communication among teams
3. Align your team, your users, and your shareholders

B. Be consistent about everything

1. Reinforce your product’s message to the user
2. Do what you said you would do. Never give up
3. Build a more coherent and scalable team

C. Get everyone involved

1. Team support is the key to success
2. Being inclusive builds a stronger team