B.Y.O.B. Build Your Own (Firefox) Browser

Boost your group’s presence through the browser
Problem:
Your website is great, but...

...people spend a lot of time exploring other places online, not thinking about your group’s website.
Problem:
Most communication methods have their limitations; email gets buried in inboxes, websites and blogs aren’t frequently visited and even more rarely bookmarked.
What if you could use a web browser to *better connect* to your group and *improve affiliation*?
The Power of the Browser

A web browser is a user’s window to the world of the web: 100% of people online use one, and it’s in front of them 100% of the time.
What is B.Y.O.B.?

A simple, web-based tool that allows your organization to create a branded, customized version of a Firefox web browser that you can share with your group.
B.Y.O.B. provides...

- Improved group communication
- Stickier group affiliation and branding
- The ability to create your own browser without any development costs
- All the great benefits of using a Firefox browser powered by Mozilla
Improved Group Communication

- Custom bookmarks allow your users to quickly reference group website pages
- Live bookmarks notify users of the latest group news
- A first-run page allows you to add custom messages after group members first download and install the browser
Your brand, front-and-center

- Firefox Personas allow you to quickly add branding in just a few minutes, without technical knowledge.

- Incorporating add-ons can complement and enhance your B.Y.O.B. distribution.

- A custom first-run page allows you to display a message the first time someone runs your version of Firefox.

- Closely ties your group’s brand with the strength of the Firefox brand
B.Y.O.B. is built on Firefox Technology

• Get a *world-class user experience*—the awesomebar, tabbed browsing, and integrated search just to name a few features—are all baked right in.

• Since it’s Firefox, B.Y.O.B. is designed to be the *safest browser* around. Anti-phishing & anti-malware give you the most advanced protection against the bad guys

• Your B.Y.O.B. is lets you *view web pages faster*, using less of your computer’s memory.

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B.Y.O.B. is 100% Free

No extra costs - no development, maintenance, or hosting costs. B.Y.O.B. is free to create and distribute!
Other solutions don’t measure up...

- Long development time
- Less secure than B.Y.O.B.
- Minimal number of languages available
- Expensive development costs
- Proprietary offerings
## B.Y.O.B. offers more

<table>
<thead>
<tr>
<th>Feature</th>
<th>BYOB</th>
<th>Other Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom branded skin</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Most secure browser</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Choose from thousands of extra Firefox add-ons</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Free directory listing</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Windows, Mac, and Linux Platforms</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>5 free custom bookmarks</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Time to create a BYOB</td>
<td>minutes</td>
<td>days</td>
</tr>
<tr>
<td>Available in 2 or more languages</td>
<td>✓</td>
<td>(available in 10!)</td>
</tr>
<tr>
<td>Total cost to you</td>
<td>$0</td>
<td>up to thousands of $’s</td>
</tr>
</tbody>
</table>

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How does it work?

1. Fill in some basic information to sign-up
2. Choose your languages and locale (10 available!)
3. Choose your platform (Windows, Mac or Linux!)
4. Select your browser “skin” (Personas)
5. Select your bookmarks and add-ons
6. Submit your browser for approval
Screenshots/Visual examples here

FPO Screenshot
Create your browser in minutes!

Visit
byob.mozilla.com
to B.Y.O.B. today!