
From: Junghan Kang [REDACTED]@samsung.com>
Sent: Sunday, March 25, 2018 4:19 PM
To: Alex Austin
Cc: Zeesha Currimbhoy; Patrick Chang; Eric Stein; Sunghoon Choi; Jungmin Park; Nawoong Han; Jim Gerber; Jihye Lee; Chris Lee; Tom Kim; Harry Yoon; Joanne Park; Raymond R Liao; HYUNJIN JO
Subject: RE: Re: Branch < > Mobile
Attachments: Branch top apps Android.xlsx

Hello Alex,
Many thanks for following-up.

One question about the file: what was the criteria used to rank these apps?

Separately, I will be your Samsung PoC going forward.
Having said that, should we tentatively schedule our next checkpoint during the 1st week of April?
If it makes sense, pls send us invite after 5pm/PST (9pm/KST).

Let us know if any questions.

Thanks,
Junghan

----- Original Message -----

Sender : Alex Austin [REDACTED]branch.io>
Date : 2018-03-24 14:21 (GMT-7)
Title : Re: Branch < > Mobile

Hi all,

Following up on action item number 2, attached are the top ~200 apps across categories using Branch on Android only. iOS would require a bit more work to pull and I didn't believe it necessary. Let us know if you have any questions about the file!

Best
Alex



On Fri, Mar 23, 2018 12:52 PM, Alex Austin [REDACTED]@branch.io wrote:

Hi all,

Great meeting yesterday! I wanted to follow up on a couple action items per the meeting:

1. Samsung to decide points of contact to work with Branch for regular check ins

Status: Outstanding

2. Branch to send list of top 200 companies using platform, break out by category & os

Status: In progress

3. Branch to schedule biweekly check ins to review Branch's progress with Samsung.

Status: Blocked. Will do once points of contact assigned above

4. Branch to select an additional vertical beyond restaurants to include in POC trial.

Status: Completed. We've spent time and believe that we can include your original request of hotels / lodgings as the additional vertical in time for the POC. Actions would include: call, directions, rideshare, website, information & book.

Please let us know who should be involved going forward. I hope you guys have a nice trip back to Korea. Looking forward to working together

Best

Alex



On Wed, Mar 21, 2018 12:41 PM, Zeesha Currimbhoy [REDACTED]@branch.io wrote:

Hi Junghan,

It was a pleasure meeting you and the team yesterday. The demo that we did yesterday was a live demo, so we didn't have a recording of it. But I created one for you just now so you can take a look. You can access it [here](#).

We received your use case doc, thank you for that. Alex is traveling right now but as soon as he is off his flight, he and I will review it and get back to you as soon as possible.

Do let us know if there is anything else we can help with in the meantime.

Thanks and look forward to meeting you again.

On Wed, Mar 21, 2018 at 11:10 AM, Junghan Kang [REDACTED]@samsung.com> wrote:

Hello Alex and Branch team,

While we wait for the responses to the questions below, can any one of you kindly share a video of uses cases shared in yesterday's meeting?

I believe they were 'Deliver Mexican food' and something else I can't recall exactly...

Let us know if we can get the video by the EOD today.

Thanks!

----- Original Message -----

Sender : Patrick Chang <[REDACTED]@samsung.com> Senior Professional/Samsung NEXT-Samsung NEXT Ventures/삼성전자

Date : 2018-03-21 09:11 (GMT-7)

Title : Branch < > Mobile

Hi Everyone,

I wanted to make this more efficient so that Joanne and I are not the middle man. I wanted to connect the Branch team and the Mobile team directly.

A few asks are

1. Can Branch meet with the Mobile team on Thursday for follow up pilot discussion?
2. After reviewing the pilot document that I have forwarded, is an April end deadline for this POC realistic?

Thanks,

Patrick

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Zeesha Currimbhoy
Director of Product Engineering

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Alex Austin
CEO

How Branch Links Work

How Airbnb, Strava, and Instacart use Branch



Alex Austin
CEO

How Branch Links Work

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