MeetMoi

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Powering the world's first

MOBILE DATING APPLICATION

Andrew Weinreich Background

- **Andrew P. Weinreich, Chairman & CEO**
  - Founder & CEO of sixdegrees: 3.5 million member web community sold for $125MM to Youthstream Media
  - Founder & CEO of Joltage, Inc: First company to provide operational support system to wireless networks
  - Founder & CEO of I Stand For, Inc. Full service technology ASP to political campaigns and non-profits. Sold in March 2006.

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Social Networking Goes Mobile

Contributing Factors:

- Interoperability of network carriers
- Widespread adoption of SMS
- Micro payments enabled by carrier infrastructure
- Worldwide adoption of location based services
- Broken business models of closed communities

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Wireless Statistics in the US

Estimated Current US Wireless Subscribers	213,143,806
Monthly SMS Messages	9.8 billion messages in the month of December, 2005 up 109% from 4.8 billion messages in December, 2004
Annual Wireless Data Revenue	$8.6 billion in 2005, up 86.4% from $4.6 billion in 2004

*Statistics from the Cellular Telecommunications and Internet Association

Meetmoi- Mobile Social Networking

Meetmoi Mission Statement

To create the largest mobile dating community.

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Paradigm Shift in Dating

Paradigm Shift will be in Space and Time.

Space

Dating Services will become mobile.

Time

Dating Services will become immediate.

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Problem; Approaches; Limitations

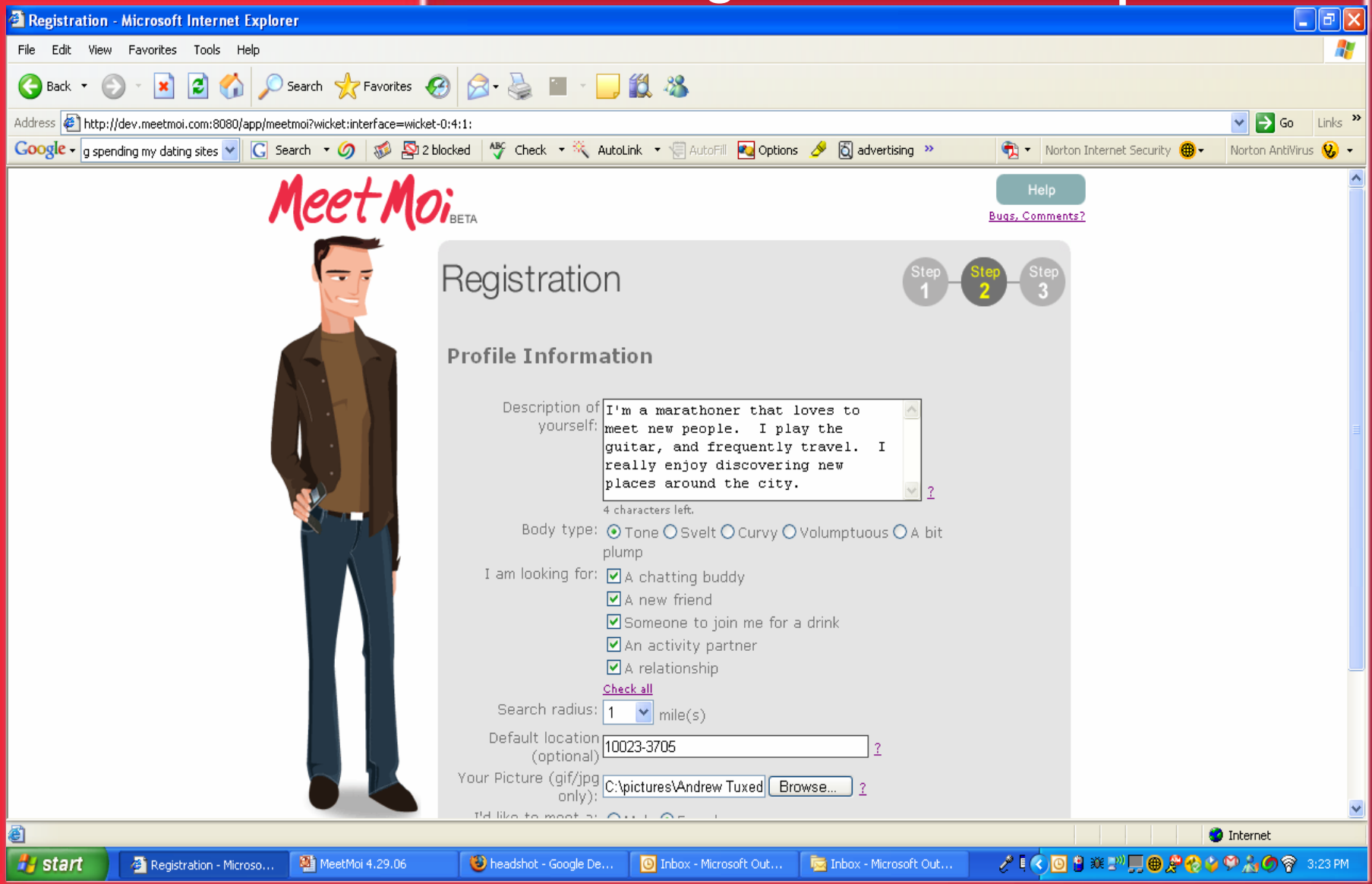
Problem: Why hasn't online dating gone mobile?

Others Have Tried:
- GPS
- Cellular Triangulation
- Bluetooth

Limits to current Solutions: All of the above require infrastructure, hardware and/or software on the cell phone.

Registration: Step 1

Registration: Step 2



Registration: Step 3

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Top Dating Sites

HITWISE*

1. TRUE
2. YAHOO PERSONALS
3. MATCH
4. EHARMONY
5. PLENTYOFFISH
6. SINGLESNET
7. MATE 1
8. GAY
9. AMERICAN SINGLES
10. BLACK PEOPLE MEET
11. MSN DATING match.com
12. MANHUNT.NET
13. CUPID.COM
14. HOT OR NOT
15. WEBDATE

NIELSEN RATINGS*

1. MATCH.COM
2. YAHOO PERSONALS
3. TRUE.COM
4. MSN DATING match.com
5. MATE 1
6. AMERICAN SINGLES
7. EHARMONY
8. ECRUSH
9. NETSCAPE LOVE & PERSONALS match.com
10. LOVE HAPPENS tickle
11. PERFECT MATCH
12. FRIEND FINDER
13. LOVE ACCESS

COMSCORE MEDIAMETRIX*

1. YAHOO PERSONALS
2. MATCH.COM
3. MATE 1
4. SPARK NETWORKS American Singles
5. TRUE.COM
6. EHARMONY
7. MARKET RANGE Perfect Match
8. ZENCON Black People Meet
9. LOVE@AOL Match
10. HOT OR NOT
11. MSN DATING Match
12. LOVE HAPPENS Tickle
13. GAY.COM
14. LOVE ACCESS
15. VINTACOM

*3/06

Privacy / Quality of Community

- Pictures required to be “decent.”
- Must be over 18 years of age.
- Meetmoi validates the identity of each of its members
  - Validation by cell phone
  - Validation by credit card

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