

*Meet Moi*

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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.

### 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

## 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

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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.**

**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 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://dev.meetmoi.com:8080/app/meetmoi?wicket:interface=:1::>

Google g spending my dating sites Search 2 blocked Check AutoLink AutoFill Options advertising Norton Internet Security Norton AntiVirus

**Meet Moi**<sub>BETA</sub> [Help](#) [Bugs, Comments?](#)

**Registration** Step 1 Step 2 Step 3

**Account Information**

Your Email address:

Choose a password:

Re-enter password:

First name:

Last name:

Handle:  ?

Street address:

Apt., floor, suite, etc.:

City:

State:

Postal code:

Country:  ?

Gender:  Male  Female

Birthdate:

Mobile number:

start Registration - Micro... MeetMoi 4.29.06 Internet 2:45 PM



## Registration: Step 2

Registration - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Stop Taskbar

Address <http://dev.meetmoi.com:8080/app/meetmoi?wicket:interface=wicket-0:4:1> Go Links >>

Google g spending my dating sites Search 2 blocked Check AutoLink AutoFill Options advertising Norton Internet Security Norton AntiVirus

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### Registration

Step 1 Step 2 Step 3

#### Profile Information

Description of yourself:  4 characters left.

Body type:  Tone  Svelt  Curvy  Volumptuous  A bit plump

I am looking for:  A chatting buddy  A new friend  Someone to join me for a drink  An activity partner  A relationship [Check all](#)

Search radius:  mile(s)

Default location (optional):

Your Picture (gif/jpg only):

It'd like to meet you:  Online  Offline

start Registration - Micro... MeetMoi 4.29.06 headshot - Google De... Inbox - Microsoft Out... Inbox - Microsoft Out... Internet 3:23 PM

## Registration: Step 3

The screenshot shows a Microsoft Internet Explorer browser window displaying the registration page for MeetMoi. The browser's address bar shows the URL: `http://dev.meetmoi.com:8080/app/meetmoi?wicket:interface=wicket-0:4:2:`. The browser's toolbar includes various icons for navigation and security, such as Back, Forward, Home, Search, Favorites, and Norton Internet Security.

The MeetMoi website header features the logo "MeetMoi" in a red, stylized font, with "BETA" written in smaller text below it. A navigation menu includes "Help" and "Bugs, Comments?".

The main content area is titled "Registration" and shows a progress indicator with three steps: Step 1, Step 2, and Step 3 (which is highlighted in yellow). Below the progress indicator is the "Terms of Service" section. It contains the following text:

I agree to be bound by the following Terms of Service and the accompanying [Privacy Policy](#):

**MEETMOI MEMBER AGREEMENT**

BY USING THE MEETMOI SERVICE OR ACCESSING THE MEETMOI WEB SITE, YOU AGREE TO BE BOUND BY ALL THE TERMS AND CONDITIONS OF THIS AGREEMENT AND ALL RELEVANT MEETMOI POLICIES

1. The MeetMoi Service. Provided that you comply at all times with the terms of this MeetMoi Member Agreement ("Terms of

Below the terms of service, there is a form with the text "I am over 18:" followed by two radio buttons: "Yes" (which is selected) and "No". At the bottom of the form are two buttons: "I Agree. What's next?" and "Cancel".

On the left side of the registration form, there is a cartoon illustration of a man with short dark hair, wearing a brown t-shirt, a dark jacket, and blue jeans, standing with his hands in his pockets.

The Windows taskbar at the bottom shows the Start button, several open applications (Registration - Micro..., MeetMoi 4.29.06, headshot - Google De..., Inbox - Microsoft Out...), and the system tray with the time 3:24 PM and the date 3/24/2008.

## 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

- 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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