

## Management Team

Steven O. Butler CEO/President/Director

University of Southern California

Drexel Burnham Lambert – Beverly Hills, CA. (asst. to trader)

Smith Barney - Beverly Hills, CA. (FC)

Prudential Securities – Beverly Hills, CA. (FC)

Private Investment Banking – 1999 – 2007 (Investment Banker, & Broker-Dealer Principal)

The Worldwide Exchange - 2007 – Present (President, CEO, Chairman of the Board, Designer and Project Manager for Cobo . Premium Personal Assistant for Love (Mobile IOS Application)

CFO – Dan Smith (resume upon request)

## Investment Request

Funds requested \$1 million

Investment vehicle: Subordinated Convertible Note

- Private Equity / 144 shares

. Nevada Corporation

. Main office - Playa Vista, Ca.

. Product - Digital Mobile App

. Use of proceeds: National Ad Campaign

. App configuration - Ec2 Instance Medium

Capacity: host 126 million user accounts

Revenue: Monthly subscription - for 'chat'

Model: New Dating - already in Apple App Store - tested - fun - unique approach

- Free to download - Free to create account - Free to search - Free to send frost contact

Then subscription - \$.99 cents per user for 30 days of unlimited chat with entire database -

Monthly cost to company to maintain configuration - \$175

## Customer Problem

Finding Personal Connections and Love in Digital World.



## Products & Services

A Premium Experience Mobile Personal Assistant to manage dating and finding love. A smooth interface with color for enjoyment. A five question Algorithmic matching system to save time but gets to core of finding people who feel and think as you do about how to solve the loneliness in your life. Simple features like unlimited swipe and easy access folders to access those who like you and those you like as features not upsell.

## Target Markets

Target Market - 18-49 smart, upwardly mobile, dynamic people who accept and love digital mobile features for driving and organizing their lives. In addition, the 50 plus curious professional that enjoys beautiful things, ease of use, and some fun at trying new age 21st Century toys, with a feeling that what is old and true is still there, with a feeling of quality, without sacrificing quantity if wanted or needed.

## Business Model

Provide a Premium Experience as a design, not as a jigsaw module of upsell and one simple price for the most important feature, communication. All features are 'Free', except \$.99 cents for 30 days of Unlimited Universal 'chat' within the app / personal manager for love. Because we use design to deliver, we don't need to store a lot of media, thus our configuration cost us less than \$.01 per user to deliver the experience.

## Targeted Customer Segments

We have acquired analytical data that shows the burrows, cities, and neighborhoods that have the 'most' right swipes on Tinder, the leader in the industry and a \$5 billion-dollar property. We will use Targeted commercial advertising branding our product as a "Premium Personal Manager" for love and run ads in each of those media markets on the 'highest' rated show(s) for 18 - 49 demographic, male or female. LA, NYC, BOS, CHI, SF, ATL.

## Sales & Marketing Strategy

As we gain membership, immediate acknowledgement and constant contact to new members will be initiated with an internal messaging system. Open suggestion box and response. Create local events at clubs and bars and art shows to host 'live meeting' - ignited by a National Advertising Campaign focused on our Brand as a Premium Personal Assistant for Love. Add new features as design, maintain constant pricing without having to load more media.

## Competitors

Competitors: Match Group - \$15 Billion valuation - Strategy is to acquire new properties in the market that gain traction - we would love to be an acquisition target. Tinder #1 in the dating app market, but has 2 tier pricing, upsell on restricted features, treats members more like commodities vs. people. - but they have a lot of users. - We offer all the same features as design not upsell, premium look, color, one price for unlimited chat.

## Competitive Advantage

Our competitive edge was being last to the party. This space is just getting started, although love and companionship is as old as the earth. We know what features work and what attitudes don't based on class action lawsuits stating these objections. So, with trial and testing we were able to create a simple tool that feels Premium, looks Great, has single pricing and presents features as design not up sell, holding our profit margin as a constant.

## Notes:

Links: <http://gust.com/companies/the-worldwide-exchange> - Pitch Deck

<http://theworldwideexchange.net> – Corporate

Financial Projection for a \$1 million-dollar Investor

<https://nebula.wsimg.com/a21749ad229115ee1abc871b8d4deccf?AccessKeyId=673136F7D5D14F4899F7&disposition=0&alloworigin=1>