

## 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 & Px2)

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

## Business Model

Let me introduce you to the opportunity of a lifetime. A company in Playa Vista, Ca. is on the verge of unleashing a digital mobile product that could become a billion-dollar value in the open market within the next year. A \$1 million-dollar investment could return a value to the investor upon liquidation of over \$10 million dollars. The investment is a Private Investment and is illiquid for at least one year, but the company is mature, and the product is currently in the Apple App Store. The numbers are amazing as to how this opportunity works.

Imagine a simple business, where you rent space for \$.99 cents per month, with a maximum of 126 million spaces for a carrying cost of \$175 per month. That is the business that I am in and all I need is money to advertise the spaces to find the clients. Your \$1 million-dollar investment would be used to advertise the spaces on Television and other media streams like videos on social media. Within 1 year, the value of your holdings in the company could be worth \$10 million or more.

## The Product

We have created a digital mobile dating app that consist of all the wonderful features that are in the most popular dating apps in the world. Currently, those apps range in value from Tinder \$3- 5 Billion, Bumble \$1 Billion and Match Group - \$14 Billion as a publicly traded company. Our new app will be the most popular app of all these, based on our research.

Cobo, based on the concept of ‘List a ‘bag’ and Find a ‘baggage handler’. That is our theme. User’s may pick a metaphorical ‘bag’ like ‘my bag has kids, credit cards, no time and debt, my bag is heavy’. The baggage handler response tag is ‘Heavy bags don’t scare me, I’m a big boy’. It assumes we all have our own issues when it comes to love and the solution is to find someone who likes our issues and feels comfortable with our issues.

In addition, our dating app has the eHarmony component of a dating matching system. Our matching algorithm system is called ELQ. It is an Emotional Level Quantitative Analysis but done with only 4 questions. It asks how many times a week you like to have sex, if you are married or want to get married, how important is financial support and what is most important to you at this very moment, Love, Sex, or Friendship. With these four questions, the user is placed in one of 3 categories, wants to get married, wants sex, or is open to what the world is willing to present. When turned on, it will only return profiles of members who are in your category or be yet, ON YOUR PAGE.

We also have a folder that only holds profiles of people who have selected or liked your profile. That enables a user to start a flirt or conversation already being on ‘first base’! Which is the Success of Bumble dating app, who was in talks with Match.com to be bought for \$1 Billion Dollars as recently as December of 2017.

Our search page has a Tinder ‘like’ swipe mode for selection and rejection and our own ‘bag’ or ‘baggage handler’ icon ‘tap’ that takes you directly to a members ‘Chat’ profile to get the process started immediately.

The only cost and purchase in our app is \$.99 cents for Unlimited Chat with all members in the database for 30 days. You can chat with as many people for as long as you want for 30 days and just renew when another 30 days comes around, if you are still in the hunt. It cost us less than \$.01 cents per user to deliver this feature, based on our cloud configuration that allows us to host 126 million users for a business hosting cost of only \$175 per month. (There is the PROFIT!)

Our app is colorful and beautiful and easy to use. It is in the Apple App Store as we speak and with a National Advertising Campaign, our little company could be a Billion Dollar Value in as little as One Year.

### Target Markets

Our dating app uses a zip code search to identify a radius from 10 – 300 miles of the identifier. It effectively creates dating communities within the application and allows our users to change locations for search simple by entering 6 numbers. Our application is set-up to create profiles for females, males, and includes a non-gender LGBTQ profile platform. We currently have a United States database of zip codes installed in the search database, but plan to install a World Postal Code database prior to launching our major advertising campaign. The dating community as a customer base for social interaction on a digital mobile platform has exploded and is resulting in multi-billion-dollar valuation for even moderately successful businesses. Our theme of 'list a 'bag' and find a 'baggage handler' allows Cobo to be a cross-segment dating app with the variant multiples easy to identify and include just by adding a 'catchy metaphor' for a 'bag' listing. For Instance, "My bag is country and needs a cowboy to carry it". We can target market and maintain a broad appeal within the theme of the application. The value of this cannot be over stated. All verticals are available.

### Customer Segments

The Despite technological advances, it's clear that some use dating apps not for sex or relationships, but just for the hell of it. Of Esquire readers who use Tinder, 63% say they use it out of boredom—and 75% of those are women. "There is an undeniable gamification element to Tinder," said [eHarmony](#) CEO Grant Langston. "I have a friend, mid-40's, single, beautiful, who uses Tinder and never expects to have a single date. She comes home from work, pours a big glass of wine and browses through the men. That's her evening entertainment. I can see how that's a non-threatening way to get a slight adrenaline rush.

In fact, Americans are increasingly using dating apps to aid their love lives, and the trend only seems to be gaining momentum. According to [Pew Research Center](#), attitudes towards online dating have been becoming increasingly positive over the past decade, with 59% of Americans agreeing with the statement "Online dating is a good way to meet people" in 2015 compared to 44% in 2005.

## Valuations Potential

[Match Group](#), which is publicly traded and includes Tinder along with other dating apps, has a market cap of only about \$13.5 billion. IAC overall, which is controlled by media magnate Barry Diller and which also includes brands such as Angie's List and The Daily Beast in addition to the services that make up Match, has a market cap of about \$16 billion. On an investor call about the earnings report, Match's CFO told investors it now expects Tinder to generate \$800 million in revenue this year, which he called a "phenomenal achievement."

Headed by a 28-year-old woman, Bumble, by letting women make the first move, has amassed over 22 million registered users, to closest competitor Tinder's 46 million, and at more than 70% year-over-year growth, to Tinder's roughly 10%, it's closing the gap quickly. Bumble began monetizing via in-app purchases only in August 2016 and will cross \$100 million in sales this year, **a figure that--aided by the introduction of tailored, hyperlocal advertising--is projected to double in 2018.**

She turned down a \$450 million buyout offer from the Match Group earlier this year, and sources maintain that Match approached the company again this fall to discuss a valuation well over \$1 billion.

She did all this after her ex-boss and ex-boyfriend Justin Mateen called her a "whore" and "gold digger" and bombarded her with threatening and derogatory text messages. Justin Mateen invented Tinder. She sued him and the company. The suit was settled for \$1 million dollars and she used that to start her own Billion Dollar dating app.

**We are looking for at least \$1 million dollars to advertise our dating app. Our strategy will be to place a .30 second commercial on television, as well as placing billboard advertising, radio advertising, bus bench advertising, and aggressively placing ads and videos on social networks. We can attack smaller, but popular metropolitan cities like Atlanta, Mobile, Washington D.C. and other cities like this with high numbers of young professionals and millennials where the cost to advertise is much less expensive than the two larger media markets of New York and Los Angeles. However, Los Angeles is my home and I will want to run ads and place Billboards in Los Angeles to establish the brand.**

## Competitive Advantage

Our dating app is designed uniquely in style and theme, however, incorporates the best of the rest. Our feature rich app has only one price for an in-app purchase, which is only attached to the core feature of all apps, 'Chat'. We win on price. Our matching system ELQ is 'free'. The ability to view people who like you is 'Free'. Set up is quick and easy and 'Free'. We will empower single or seeking women, provide a target rich environment for dating men and encompass the driving demographic of the LGBTQ community. <https://itunes.apple.com/us/app/cobo-dating-app/id1155298685?ls=1&mt=8>

## Financial Projection

With the product we have, and insatiable appetite for love or just for the adrenaline rush of searching people looking for love or sex, without it being pornographic on a socially acceptable platform like a dating app; we could be doing \$10 - \$100 million dollars in annual income with 2 years or less with as little as a \$1 million-dollar advertising budget. A valuation of a Billion Dollars or more for the shareholders of this company is very well within in reach as a publicly traded entity or in a 'Private Transaction'. We just need to let the people know about the product.

## Conclusion

We have a winner!

Please review product and company information: <https://theworldwideexchange.net>