

MatchBox
the flirting game...

Meet Matt



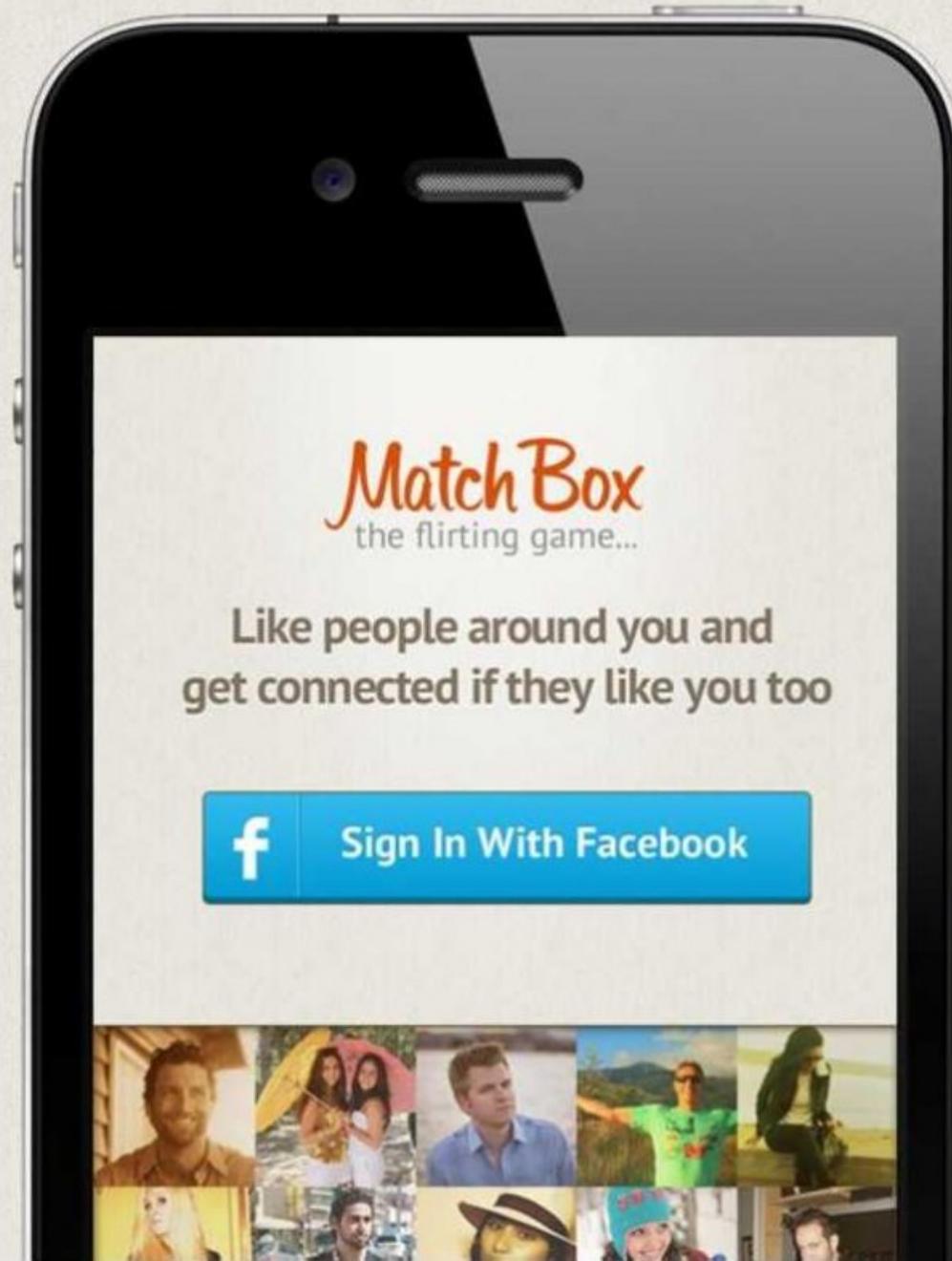
**Matt spots a girl he
likes at a party...**

**BUT, like most of us, Matt
won't go over to say hello**

**He has the same *problem*
most of us do...**

**FEAR OF
REJECTION!**

Meet the cure...





Like or Not



Matches



Messages



Brittany Michaels

20 friends & 50 interests in common



Like



Not

Things In Common:



And 48 more...

Friends In Common:



And 18 more...



Like or Not



Matches



Messages



People that like you back:



Brittany Michaels

20 friends & 2 interests



Back

Brittany Michaels



Matt Pouldar

2 min ago

Hey Brittany! Looks like we have so much
in common. Great to meet you!



Brittany Michaels

1 min ago

Heyyyy. Haha, yes we do. Wow this
MatchBox thing is amazing! Surprised it
works.



Matt Pouldar

1 min ago

Well, we're already getting along, so yes,
I guess this thing does really work!

Send

Under the hood

NEW Signals for Relevance

- Hyper-location (**Using WIFI, not GPS**)
- Mutual liking
- Social interests in common
- Friends in common

Revenue Opportunity

In-app Purchases

- 2 matches exposed for free
\$1 to see each new match thereafter
- Pay to send virtual flirt gifts (drink, rose, etc)
- Pay to show up higher in Like or Not list

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