



NOT FOR REDISTRIBUTION

LINKED BRIDGE GROUP

The Niche Matchmaker Provider



Version 1.4



Linked Bridge Group



The mission is to become nr 1 emerging
markets matchmaker

Who am I?



Julian Amso, Founder

Grew up in Syria

MSc Eng, Computer Science, KTH, Sweden.

6 years Finance IT in Denmark and London, UK

founded **Linked Bridge Group** 2015 in Montreal, Canada

Languages: English, Swedish, Arabic, Syriac Aramaic, Spanish (little)

but how?

Religious

Denominational

Sectarian

Ethnic

Tribal

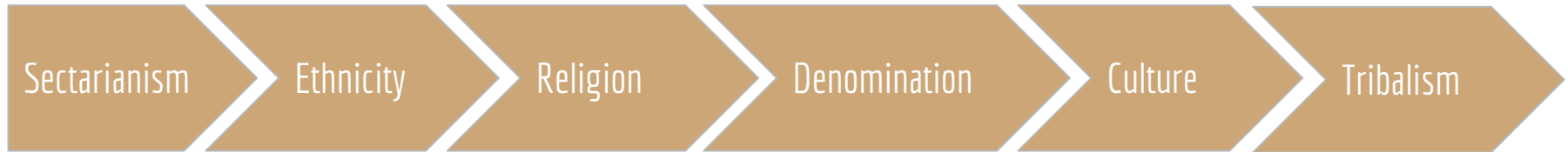
Cultural

But the “dating” market is oversaturated...

Most north american based dating websites and apps target western societies

Lack of needed local understanding for operations, marketing, sales and business development

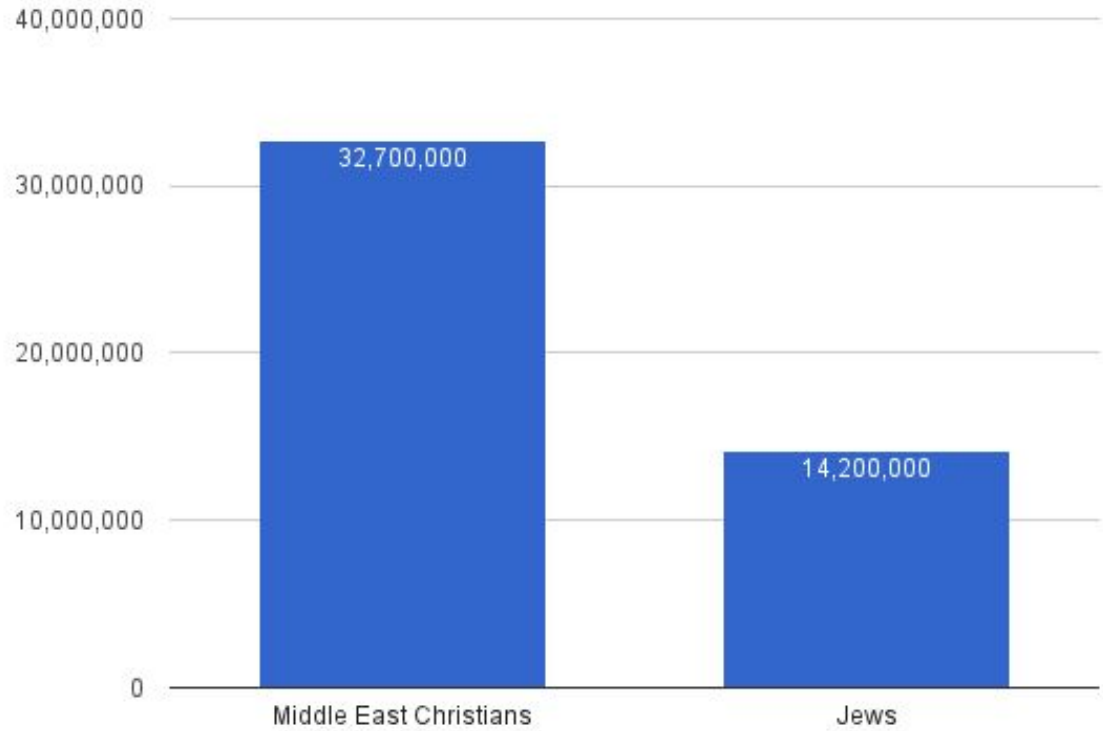
Lack of understanding the social fabric of non-western societies



Market Example

How many dating apps and websites are there for each group?

See next slide....



Middle East Christian

Jewish

MiddleEastChristians.com

jCrush®

JDate®.com

jmatch.com
Jewish Matchmaking

Jfiix

JewishFriendFinder.com

jewcier

SUPERTVA
100% Free Jewish Internet Dating

Jmeet.com

jswipe

JewishMatch.com

First and only matchmaking website for Middle East Christians as for 2016 and launched by Linked Bridge Group

MiddleEastChristians.com

Where Single Middle East Christians Meet

Linked Bridge Group's first product

First and **only** Matchmaking website for
Middle East Christians in the world

No competition

Our team strength is our know-how

MiddleEastChristians.com ^{BETA} [Sign up](#)

You must be 18 years or older to register

Background

- Amazigh
- Arab
- Aramean
- Armenian
- Assyrian
- Chaldean
- Copt
- Kurd
- other...
- Persian
- Phoenician
- Turk
- Turkoman

you can select multiple backgrounds if needed

Denomination

- ✓ Armenian Apostolic Church
- Armenian Catholic Church
- Assyrian Church of the East
- Chaldean Catholic Church
- Coptic Catholic Church
- Coptic Orthodox Church
- Evangelical Church
- Greek Orthodox Church of Alexandria
- Greek Orthodox Church of Antioch
- Greek Orthodox Church of Jerusalem
- Melkite Greek Catholic Church
- Syriac Catholic Church
- Syriac Maronite Church of Antioch
- Syriac Orthodox Church
- Dutch

Church Visits

Marital Status

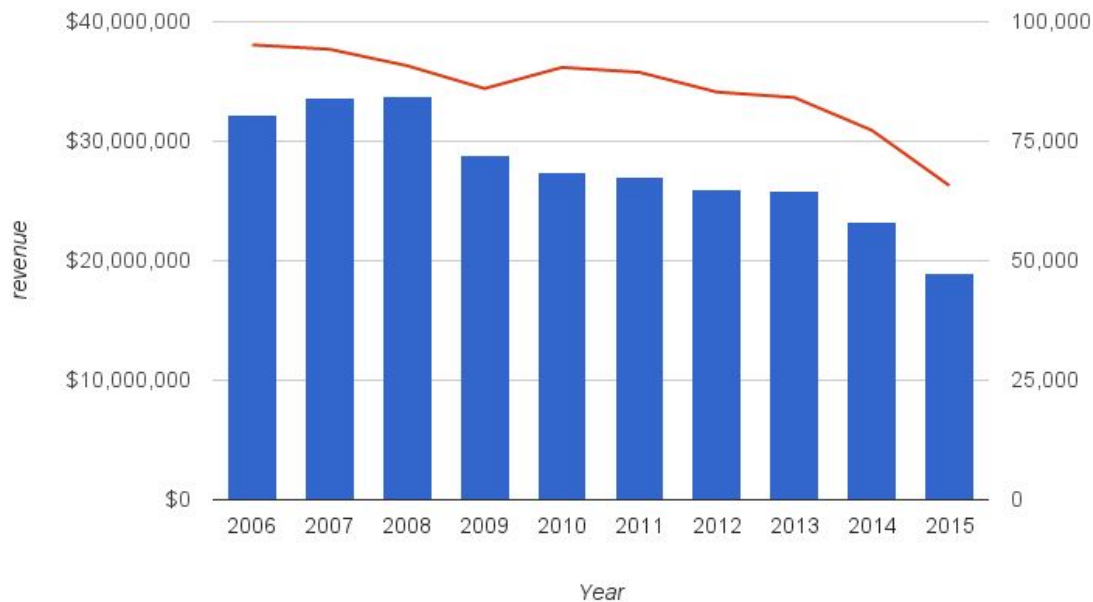
Number of Children

Languages

JDATE[®] vs. MiddleEastChristians.com

Spark Networks Jewish Segment

■ revenue — Average Paying Subscribers



MiddleEastChristians.com Financial Goal

To overtake Spark Networks
2007-2008 Jewish segment
revenues and average paying
subscribers number

it is about
understanding how
societies are built up

SYRIE & LIBAN au 1:2.000.000

	Sunnites		Kurdes
	Musulmans Chiïtes		Turcs
	Alaouites		Turkmènes
	Tcherkess		Maronites
	Ismailiehs		Grecs Catholiques
	Druzes		Grecs Orthodoxes
	Yézidis		Syriens Catholiques
	Turcomans		Arméniens
			Assyro Chaldéens

— Route I.G. achevée
- - - - - " non achevée
- - - - - Piste I.G.
- - - - - Route ou piste I.L.
- - - - - Chemin de fer à voie normale
- - - - - " à voie étroite

And why will Linked Bridge Group succeed?

- ❑ Online Matchmaking is not just a technical solution
- ❑ Understanding societies requires research
- ❑ Understanding the market is essential
- ❑ Locals know-how needed



**Regional Office
Approach**



Execution

Step 1

Headquarter (Canada)

- Engineering
- Operations
- Management
- Strategy

Step 2

1st Regional Center (Middle East)

- R&D
- Marketing
- Support
- Sales

Step 3

New Regional Centers

With new markets
expansion...

Emerging Market Innovation

Internet payment options are limited

Offer gift cards for sale

Limited household Internet penetration

Offer internet access at sales centers

Traditional Marketing is not working

Offer Sales Ambassador Programs

Market Example 2

2000+

Languages


1.2 billion

population of African continent

3000+

Ethnic Groups

African Matchmaking?

**AfroIntroductions.com**
African Dating and Singles

You're Almost Done!
Now let the ladies get to know you:

STEP 2. Your Basic Details

Your ethnicity is mostly:

Marital Status:

Occupation:

Willing to relocate:

Nationality:

Your profile heading:
Maximum 50 characters

A little about yourself:

✓ Please Select...

African

African American

Afro Caribbean

Arab (Middle Eastern)

Asian

Caucasian (White)

Hispanic / Latino

Indian

Mixed

Pacific Islander

Other

AFRICANLOVE.com™

More About You

Tell potential matches more about you.

Marital Status

Race

Family Roots

Religion

Do You Have Children?

Do You Want To Have Children?

Height

Build

Eye Color

Hair Color

What Is Your Best Attribute?

Asian

Black / African descent

Caribbean

East Indian

Hispanic/Latino

Middle Eastern

Mixed Race

Native American

Other

Pacific Islander

White / Caucasian

Contacts



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MiddleEastChristians.com
Where Single Middle East Christians Meet

MiddleEastChristians.com

Web MiddleEastChristians.com

Email info@middleeastchristians.com

THE END

Quiz!
Find the mistake



FIND A KURDISH SOULMATE

and Experience the Love You've Been Dreaming
About Forever.

Meet Single Kurds Who Want to Date Someone Like You.



Step 1: What are you looking for

I am a:

Male

Looking for:

Female