

To whom it may concern, my name is Neil Raymond and reading about you makes me think that you will appreciate my boldness in contacting you. I believe that standing out is key in life and one must be honest and brave to have success. I have an idea that I think will make you a profit: PeopleLinker is a revolutionary social media app that allows users to meet people based on their own unique interests and be aware of who is around them within a mile radius. PeopleLinker wants to make meeting people easier than ever before.

A simple Google search reveals how many people have problems finding friends and significant others. How many people do we see for seconds every day on our way to work or school or to meet a friend or relative? How many are just a block away? Facebook only allows you to communicate with people who you already know or who are friends of your friends on your friends, and good luck scrolling through all the thousands of followers on a particular interest page; Instagram is similar only with pictures and with Twitter you can only find people through conversations or hashtags but not by location and interests.

Dating sites are not considered "cool" and have only a limited option: dating. Imagine if finding someone with the same interests as you in your city was a matter of a search on an app? What if you could know who is around you? Social Media is a multibillion dollar business: Instagram is projected to make \$3.2 billion this year, Facebook announced in January 2016 that they made \$18 billion in profits in 2015, Twitter made \$816 million in the third quarter of 2016.

According to Pew statistics 78% of Americans currently use social media and that number grows annually. Like every other technological field it also evolves over time. Facebook upgraded on concepts used by AIM and Myspace and made them obsolete, PeopleLinker can do the same by upgrading on concepts used by Twitter and Facebook.

There was a time when AIM and Myspace were on top of the world and seemingly irreplaceable, and then Facebook arrived. How does PeopleLinker work? You create a profile with your interests (as many or as few as you want), your picture, your age (you can refuse to disclose it but then will face certain limitations), your location, and a handle to protect your privacy.

There is also a "status" bar to set your current mood/action, which lets other users know if you're willing to chat and what you are doing at the moment. You can search for other people based on keywords (to look for words in profiles such as "The Sopranos", "Baseball" etc.), age, gender and location, you can also set filters as to what criteria users who message you must meet (for example only age 18-20 males from Chicago who have UFC as an interest can message you), the other users will be blocked from contacting you.

There is a texting function allowing you to text users that you want to talk to as well as to share pictures. You can download the app and use it for texting on your phone like Kik (300 million worldwide users as of May 2016) or Whatsapp (500 million users). You can also search for users in the area using a limited GPS system that reveals all users within a mile or two. Users can approach other users in the street, using the Bluetooth like GPS system, however they must accept your conversation request and a user who approaches despite a rejection can be notified and banned, as well as notified to the police for harassment.

Similarly users over 18 and those that did not select their age aren't allowed to contact underage users and vice versa, with the exception being a verified relative. A strong advertising campaign will get people to join and through them their friends....creating a domino effect that will grow the userbase and allow the usage of ads to make a profit. PeopleLinker is a patented idea and I strongly believe that it will be a success. There is a target market of BILLIONS of social media users who had no problem joining Twitter when they already had Facebook, and Instagram when they already had Twitter and Facebook.

They could also leave them like they left Myspace for Facebook. I believe that if this app was made and extensively marketed it would be a breakthrough success. We can also take advantage of the growing anti-censorship public mindset by claiming on not using strict censorship and promoting the freedom to say whatever one wants (of course with limitations such as admitting to or planning of crimes etc.) Reading comments on news websites for example it's clear that many people are concerned with Facebook's censorship, a free speech forum has the potential to be a massive business.

What I need is help with financing the making of this app by a professional team (\$50,000-150,000 is what firms charge for a professional app) and for a heavy marketing campaign. I am willing to work out a partnership or a deal for a percentage. I already patented the idea, made logos, designed the app layout, and did extensive market research.

I am a college graduate and a place on the honor roll, I am ambitious, hard working and passionate about this idea. Do you want to wake up next winter, check your PeopleLinker account, read about all of the profits in the Wall Street Journal and know that you could've been the one profiting? Thank you for reading this. Sincerely, Neil Raymond.