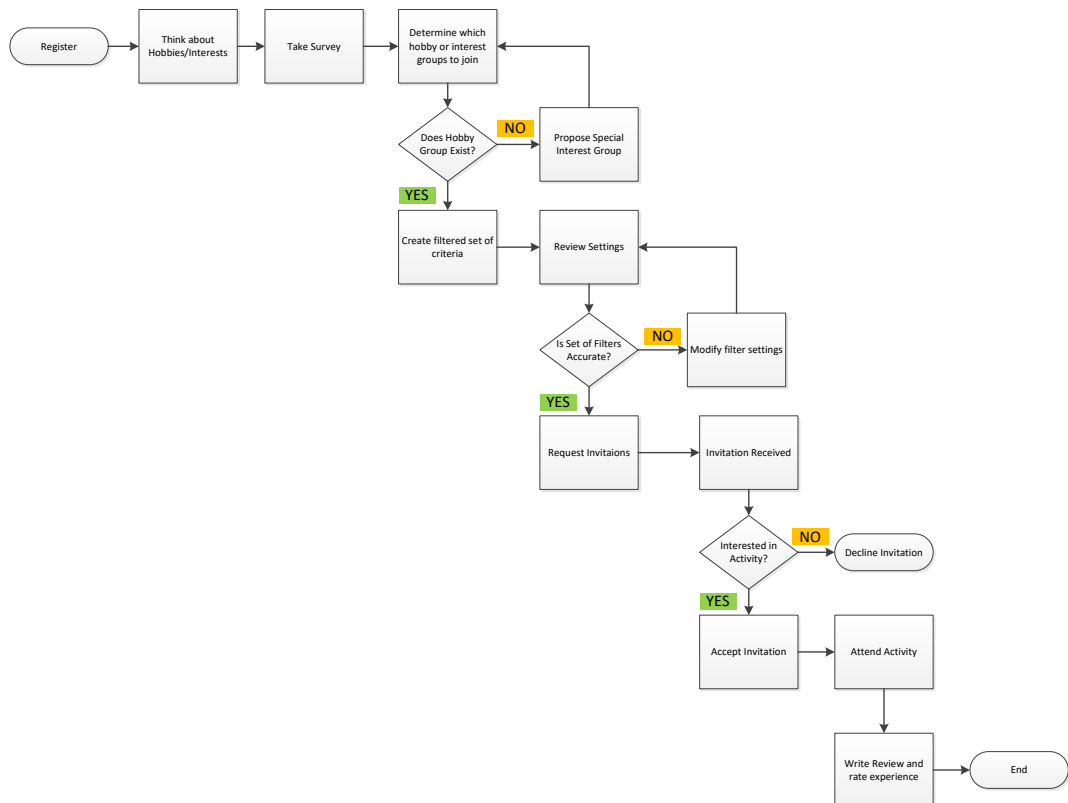
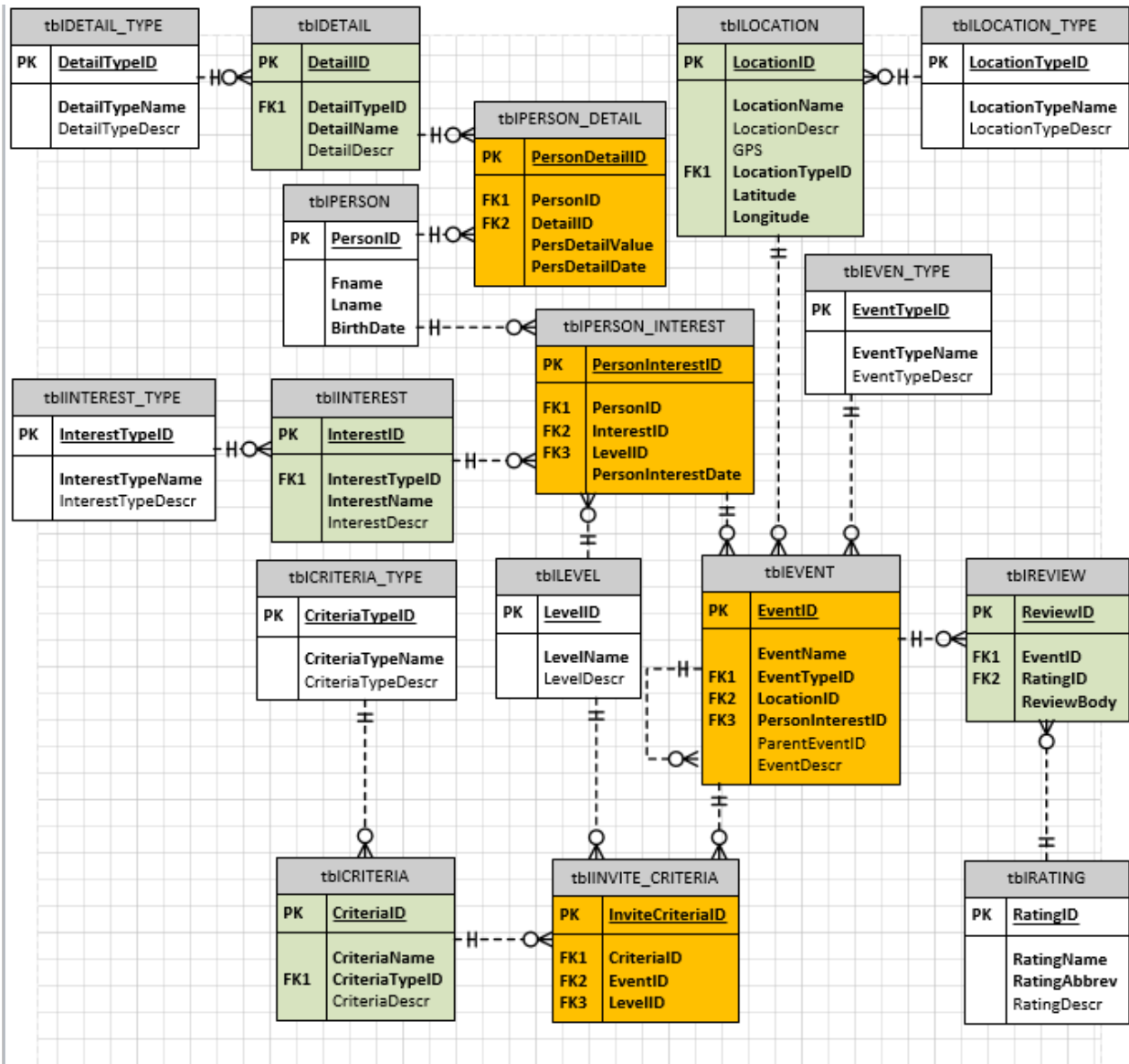


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Process Flow Diagram

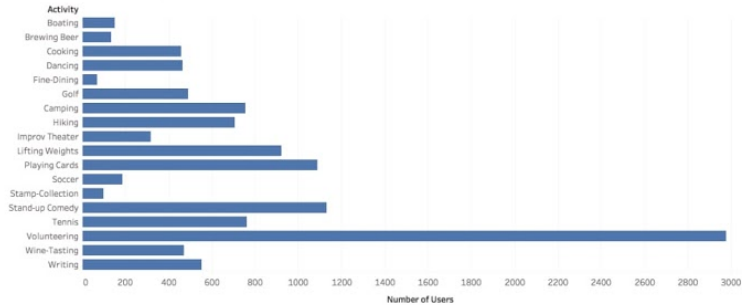


Database ERD



DASHBOARD REPORTS: APRIL

User Interest Activity: April



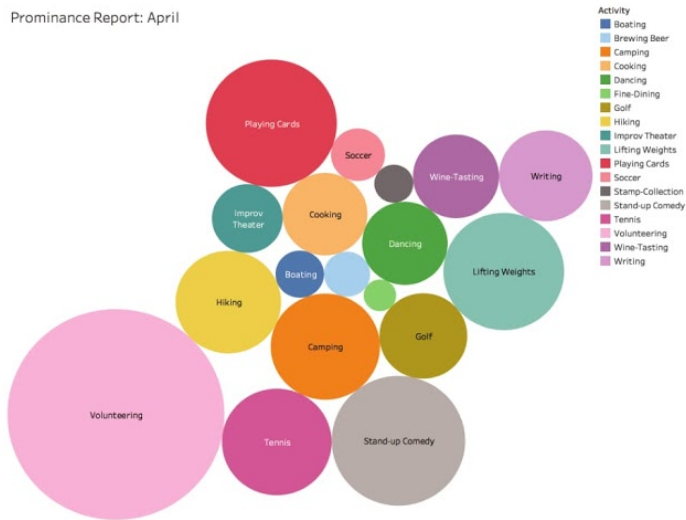
Average number of users: 987

Most performed activity: Volunteering

Least performed activity: Fine-Dining

Average users in Outdoor/Sports: 1364

Prominence Report: April



In the month of April, the prominence report was dominated by Volunteering activity, followed by playing cards, stand-up comedy and lastly, lifting weights.

Interests by Location: April



Most prevalent activities by region:

North East: Active/Sports

South East: Arts

South: Social

Central: Social

West: Active/Sports

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Personas

Market Segment	%	Dominant Goals
Tourist	14	Experience new locations with locals who share common interests
Professional	27	Expand professional network and employment opportunities
Business Owner	12	Build his business with solid pool of labor available for short-term projects
Hobby-Enthusiast	31	Enjoy life with people who share similar interests
University Student	16	Meet interesting people doing fun activities and expanding intellectual prowess
Marketing Manager	N/R	Learn about consumer behavior and purchasing trends in real-time

Toshi Tourist

Market Segment: Tourist

User Percentage: 14%

Gender: Male

Age: 56 years old

Education: Master's degree

Occupation/income: Civil Engineer; ~\$104,000/year

Family situation: single; 2 grown/independent children

Location: urban

Hobbies: stamp-collecting, golf, art museums, wine-tasting, traveling, fine-dining

Motivation: Experience new places while meeting people who have similar interests and hobbies

Goals and challenges

Primary goal: Experience fantastic golf, world-class museums, restaurants and wineries across country

Secondary goal: Quickly and safely find local residents who share passion for similar activities



How Improvite helps achieve these goals: Toshi travels a fair amount for his job as well as for personal pleasure and has a gregarious and open personality. Since Improvite brings together of strangers based on a shared common interest, Toshi will be able to comfortably invite local residents in any city he is visiting out for a round of golf or trip to the museum with fresh seafood or a great steak afterwards. Since all users are screened, Toshi knows that the people he meets are genuine and have passion in the exact hobbies he does. Traveling to new places and meeting similar people allows Toshi to feel young and keeps him sharp and fit.

Pauline Professional

Market Segment: Professional

User Percentage: 27%

Gender: Female

Age: 31 years old

Education: Bachelor's degree

Occupation/income: Database Developer; ~\$123,000/year

Family situation: committed relationship; no children

Location: suburban

Hobbies: playing cards, hiking, cooking, painting, animal care, writing fiction

Motivation: Expand professional network and employment opportunities

Goals and challenges

Primary goal: Be engaged with other professionals database design community

Secondary goal: Be visible as a technical resource for organizations seeking database design services



How Improvite helps achieve these goals: Pauline is still in the process of establishing herself in the technology industry and wants to stay acutely aware of the 'vibe' of technology in general as well as database development in particular. She feels comfortable 'talking-shop' with co-workers she knows as well as those she doesn't. Improvite gives Pauline a convenient platform to target other technicians across the globe that share her passion for technology for conversation and mentoring. In addition to helping Pauline expand her professional network, Improvite allows other technicians and hiring managers to reach out to her for employment opportunities. Pauline has found long-lasting friendships as well as four professional engagements through Improvite.

Bradley Businessowner

Market Segment: Business Owner

User Percentage: 12%

Gender: Male

Age: 32 years old

Education: Master's degree

Occupation/income: Owner of B2C Services, Inc. (boutique consulting firm)

Family situation: in a committed relationship w/no children

Location: suburban

Hobbies: boating, improv theater, volunteering, lifting weights, playing cello

Motivation: Grow business through superior strategic skills and stellar customer service

Goals and challenges

Primary goal: Be smart on hiring other motivated professionals who will represent B2C Services well

Secondary goal: Be able to quickly locate skilled consultants for short-term projects as needs arise



How Improvite helps achieve these goals: Bradley is the founder and president of a boutique strategy consulting firm in Philadelphia with a goal of expanding to Washington, DC and eventually New York City. To meet these goals, Bradley knows that every customer must be 100% satisfied as to the quality and professionalism of each one of his employees and short-term contractors he hires. Bradley really appreciates the ability to engage professionals directly through Improvite where he can seek advice, discuss industry trends as well as recruit highly-qualified contractors with required skills and technology-specific criteria for each opening he broadcasts.

Harshad Hobbyist

Market Segment: Hobby Enthusiast

User Percentage: 31%

Gender: Male

Age: 30 years old

Education: some college

Occupation/income: business analyst; ~\$57,000/year

Family situation: single; 1 dependent child

Location: urban

Hobbies: Watching sports, playing piano, live-comedy, skiing, playing poker and brewing beer

Motivation: Enjoy hobbies with a wide range of people with similar interests

Goals and challenges

Primary goal: Enjoy exciting life with energetic people

Secondary goal: Finding a good match for a committed relationship



How Improvite helps achieve these goals: Harshad has many interests and confidently engages strangers each day. Since Improvite provides a structure for Harshad to reach out to strangers with interests similar to his whenever the mood strikes, he frequently has a full calendar. Improvite has been a fantastic method for finding last-minute replacement musicians for scheduled gigs or finding a ride up to the slopes to go skiing. Harshad especially likes being able to find a random set of players in his area to get a poker game started. One time while traveling in Texas, Harshad used Improvite to find three alumni from the college he attended in Minnesota to watch their team play a basketball game at a sports pub. Some of his best friendships and relationships originated with similar spontaneous or 'improvised' invitations!

Uma Undergrad

Market Segment: University student

User Percentage: 16%

Gender: Female

Age: 23 years old

Education: fourth-year undergraduate

Occupation/income: Full-time student; ~\$14,000/year

Family situation: single; no children

Location: urban

Hobbies: discussing politics, writing, documentary movies, dancing, tennis, socializing

Motivation: Meet interesting people doing fun activities near campus and expanding intellectual prowess

Goals and challenges

Primary goal: Finding her path in life by trying all sorts of activities and meeting new people

Secondary goal: Create memories to last a lifetime



How Improvite helps achieve these goals: When Uma moved over 1000 miles to go to college in California 4 years ago, she did not know a single person at her school. Additionally, Uma is naturally more reserved and introverted, which made meeting people difficult. Improvite has helped Uma expand her circle of friends and build self-confidence by allowing her to subscribe to invitations for interesting events right on campus. She gets to choose which topics to receive notifications on and which invitations to accept while maintaining her privacy. She particularly likes getting invited to a spontaneous study group in the library or political conversation at the student coffee shop. She feels safe with the large mix of students and likes being involved in a larger community of peers. Over her collegiate career, Uma has discovered nearly a dozen activities and hobbies that are shaping her future with not only the skills she has picked-up but also the network of people she has met.

Mitch Marketer

Market Segment:

User Percentage: N/R

Gender: Male

Age: 38 years old

Education: Master's degree in Marketing

Occupation/income: Corporate Marketing Mgr Adidas; ~\$275,000

Family situation: married / 3 dependent children

Location: urban

Hobbies: golfing, photography, karaoke, Young-Entrepreneurs activities, Rally-Sport Racing

Motivation: Recognition for being innovative, bold and successful

Goals and challenges

Primary goal: Be aware of consumer trends as they happen via real-time analytics

Secondary goal: Position himself for a bonus with high-return on marketing budget



How Improvite helps achieve these goals: Improvite generates a transactional record of consumer activities and behavior; each time a person invites another to do something, there is a record. This allows marketing professionals to have keen awareness of the exact consumers that participate in specific activities. Mitch has found that the hit rate experienced when using leads generated from Improvite is exceptional. Since incorporating data from Improvite into their advertising campaigns, Adidas has seen sales increase 47% in biking apparel and 51% for Ultimate Frisbee accessories---the two categories that specifically target audiences through Improvite.