



**Social Singles**  
  
 Single? Get Social!

## Business Opportunity

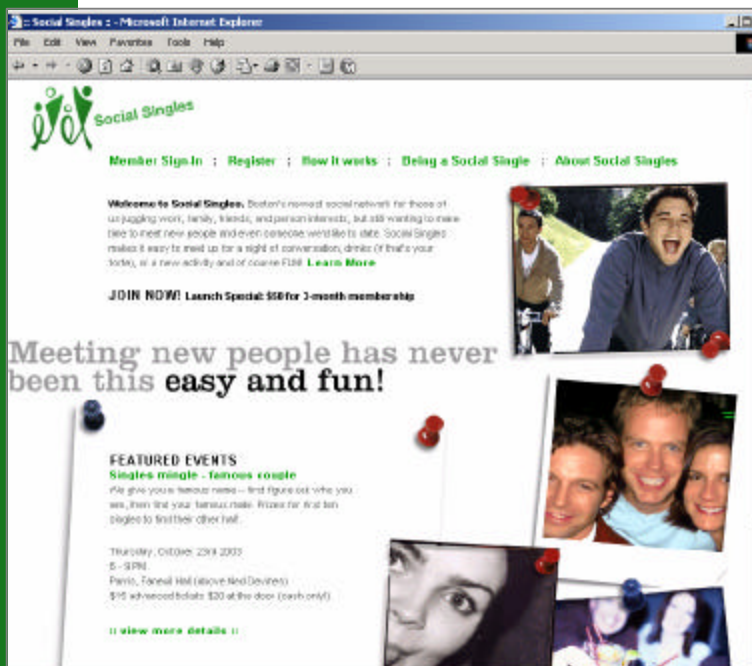
Matchmaking has become big business. For 2002, industry-wide dating service revenues topped \$917 million and according to market research firm, Marketdata Enterprises Inc., the industry will grow at an average annual rate of 9.3%, reaching \$1.46 billion by 2006.

Marketdata believes that as the overall economy recovers from the recession and disposable income rises singles will be more interested in paying for off-line dating services, opening the door for a highly profitable off-line dating model that combines the benefits of an easy web-based interface, matching technology and a next generation of "live" events.

## Summary of Business

Social Singles is a lucrative business model into the offline dating industry born from the idea of bringing single men and women together that match in age range and interests through the use of live events. Members of Social Singles select to participate in a number of events, such as dinners, rock climbing, game nights, and wine tastings. Revenue is generated through membership and activity fees, as well as through corporate and local sponsorships.

Bringing singles together based on compatibility is a much needed addition to the "live event" singles arena. Most competitor events are run on a first-come-first-sold ticket basis and often open to too broad a range of singles. Keeping groups small, between six to twelve persons, provides for more interaction and comfort for singles, and the ability for the business to offer a broader range of activities and charge a higher premium.



Social Singles offers a turn-key solution, including a portable ecommerce website; a PHP driven database for capturing and managing member data, events and payment transactions; a data model for identifying compatibility; service marked name and logo; URLs [socialsingles.com](http://socialsingles.com) and [socialsingle.com](http://socialsingle.com), as well as a developed business and marketing plan content. All open source code, data and images can be delivered on CD. **Site is not live to the public..**

Minimum bids of \$5,000 will be considered. No payment plans, partnerships, or trades. You must be a cash buyer. Serious parties should contact Nora Ferguson at [nora@socialsingles.com](mailto:nora@socialsingles.com) or 617-821-0513.