



Welcome To The Future Of Online Dating



As **the first exclusively video-based** dating site, Reelspark is about to revolutionize the way you find love online.

Utilizing a webcam or camera phone, Reelspark lets you exchange **video messages** and real-time **video chat** with potential matches, as well create a **video profile** to help introduce yourself and talk about the things that are important to you.

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By actually speaking with people you can **see and hear**, you'll know long before the first meetup whether or not there's chemistry. As far as we're concerned, there's online dating, and then there's Reelspark.

How It Works

Reelspark is the future. It marks the beginning of a new category, completely different from the rest of the online dating community, as the premiere video dating site.

Using Reelspark, users are given unprecedented control over how they present themselves. Users reach out creatively, chat honestly, and engage each other visually, as they would in the real world. With Reelspark, video is easy. Direct capture records video using any browser, directly from webcams and posts automatically to profiles. Or users can capture video from their cell phones.

The camera never lies. Lifeless photos and static text messages fail to offer the intimacy and chemistry of face to face interaction. Reelspark eliminates guesswork altogether.

Why It Works

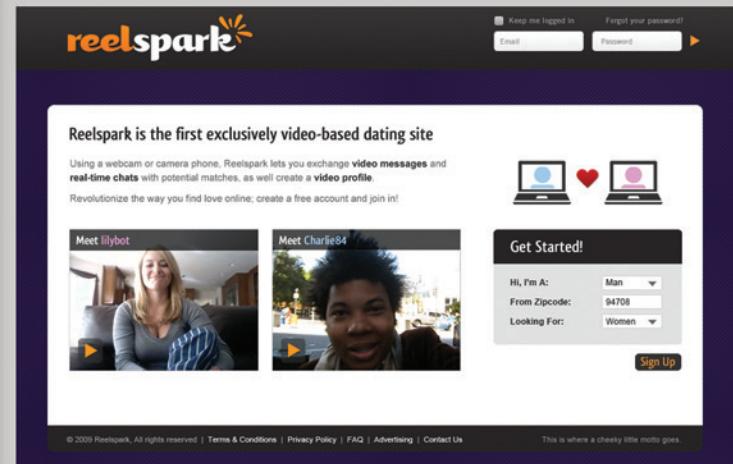
Online dating usually fails on account of being too mathematical; it puts too much focus on compatibility testing, quiz-taking, and comparing oddly-quantified personality charts. Often, we pour time and effort into these distractions, finally reaching that first date, only to discover that there is chemistry on paper, but not in real life. Imagine, now, if we could see and hear the people we are meeting, much like we do in person, and recognize immediately when we click.

Reelspark introduces this crucially intuitive, sensory, human element to online dating. And it works.

Reelspark does not have stock or bait profiles (memberships created to bolster user numbers) which are commonly used on major dating sites. eHarmony has received 1,300 complaints from the Better Business Bureau within 3 years, criticizing the use of fake profiles, even discrimination against homosexuality. Reelspark is unbiased, and welcomes any race, creed, or sexual orientation to use our site.

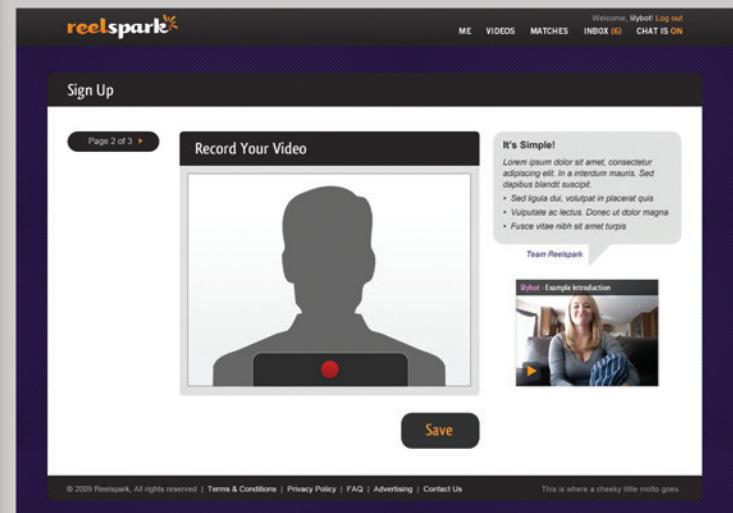
Reelspark is transparent and eliminates scams. We have a zero-tolerance for fraud at any level. We solve this issue with video capture. Users are prompted to capture video directly from their browsers, and since there is no option to upload doctored videos, scammer activity is nearly non-existent. All public profile videos are moderated by our management team, and the users themselves. Video capture is quick, easy, and ensures the safety and security of our community.

1 Sign up for an account at reelspark.com



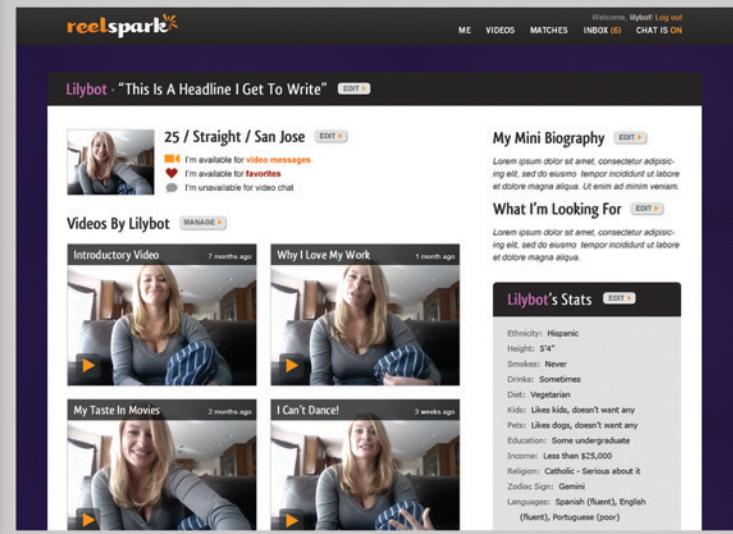
The screenshot shows the Reelspark homepage. At the top, there's a navigation bar with 'Keep me logged in' and 'Forgot your password?' checkboxes, and 'Email' and 'Password' fields. Below the navigation is the Reelspark logo. The main content area features two video profiles: 'Meet lilybot' and 'Meet Charlie84'. To the right is a 'Get Started!' box with dropdown menus for 'Hi, I'm A:' (Man), 'From Zipcode' (94708), and 'Looking For:' (Women), with a 'Sign Up' button. At the bottom of the page, there's a copyright notice: '© 2009 Reelspark, All rights reserved | Terms & Conditions | Privacy Policy | FAQ | Advertising | Contact Us' and a note: 'This is where a cheeky little motto goes.'

2 Capture your intro video directly from your browser



The screenshot shows the 'Sign Up' process, step 2 of 3. It's titled 'Record Your Video' and features a large video camera icon with a red record button. Below the icon is a 'Save' button. To the right is a 'It's Simple!' box with text and a bulleted list: 'Sed ligula du, volutpat in placerat quis', 'Vulputate ac lectus. Donec ut dolor magna', and 'Fusce vitae nibh sit amet turpis'. There's also a 'Team Reelspark' box with a video thumbnail of a woman. At the bottom, there's a copyright notice: '© 2009 Reelspark, All rights reserved | Terms & Conditions | Privacy Policy | FAQ | Advertising | Contact Us' and a note: 'This is where a cheeky little motto goes.'

3 Search for potential matches and start sending videos!



The screenshot shows a user profile for 'Lilybot'. The profile includes a photo, the text '25 / Straight / San Jose', and availability status: 'I'm available for video messages', 'I'm available for favorites', and 'I'm unavailable for video chat'. Below the profile is a 'Videos By Lilybot' section with four video thumbnails: 'Introductory Video' (7 months ago), 'Why I Love My Work' (1 month ago), 'My Taste In Movies' (2 months ago), and 'I Can't Dance!' (3 weeks ago). To the right is a 'My Mini Biography' box with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.' and a 'What I'm Looking For' box with similar placeholder text. At the bottom is a 'Lilybot's Stats' box with various user statistics. At the very bottom of the page is a copyright notice: '© 2009 Reelspark, All rights reserved | Terms & Conditions | Privacy Policy | FAQ | Advertising | Contact Us'.

Reelspark & The Facts

"Twenty years from now, the idea that someone looking for love without looking for it online will be silly, akin to skipping the card catalog to instead wander the stacks because 'the right books are found only by accident.' Serendipity is the hallmark of inefficient markets, and the marketplace of love, like it or not, is becoming more efficient." (Wired Magazine, 2002)

Over 20 million people use at least one online dating service per month, spending an average of \$239 each every year.

(Jupiter Research & Online Dating Magazine, 2007)

People who have a chance to virtually interact with each other have more **successful face-to-face meetings** than those who only view each others' profiles beforehand.

(Scientific American, 2007)

Online daters, especially women, are frequently exposed (to **online predation**) because of a false degree of assumed safety. Of the 1,300 complaints eHarmony has received, many detail the attempts of Nigerian scammers to **defraud users of their money**.

(National Sexuality Resource Center, 2007)

On average, people feel that 86% of people with online dating profiles **misrepresent physical appearance**, and 46% **lie about age**.

(Scientific American, 2007)

Sexual orientation discrimination has long plagued the online dating industry. eHarmony was famously sued in 2007 for excluding homosexual users, and many leading services continue to block bisexuals from matching accurately.

(Bay Area Reporter, 2007)

That's nearly 3 times more than Reelspark costs for a full year. People save an average of \$158 (as well as countless hours of profile screening) by switching to Reelspark.

There's no better guarantee of finding chemistry in person than by meeting first through Reelspark.

Speaking to each other over video, singles can make accurate, low pressure introductions before committing to a first date.

With Reelspark, there's no leap of faith. Video messaging and chat allow users to safely get to know each other well from a distance. There's no need to meet up until you feel truly secure about it, and there's never a reason to exchange money or sensitive information.

People may be dishonest, but the camera never lies.

Because users may not upload any self-edited content, what you see is almost certainly what you get. Reelspark aspires to present people exactly as they are.

People of any sexual preference are welcome at Reelspark.

We've made sure to strip our signup and matching process of any bias related to gender, sexuality, class, or race. We aim to successfully match people from every walk of life.

"A dating website that charges for its services is **more likely to gather members with relational goals that match**, and to eliminate those who just want to flirt, or to explore new identities. Free dating sites usually have a wide member-type base. **If a great percentage of members are not looking to establish serious relationships**, the environment becomes uncomfortable for serious daters." (Tiberius Dating Industry, 2007)

Frequently Asked Questions

Q What is different about Reelspark?

A We are the *only* video-based dating site. There's Reelspark and there's everyone else.

Q What is direct capture?

A Direct capture uses the Adobe Flash media system to, upon your approval, directly connect your webcam with Reelspark.

Q Can I post videos or pictures from my hard drive?

A No. Reelspark only uses media captured live from your webcam or camera phone so as to make sure that it's actually you speaking, eliminating the possibility for scams.

Q Will I need a video camera or editing software?

A No. All you need is a webcam or camera phone, which we'll use to capture video from you straight to your profile or other another user's inbox. There's no editing to worry about -- just fix your hair, hit record, and talk!

Q How many videos are on my profile page?

A Silver users can capture 6 videos, while Gold users can have 12. Both, however, have access to unlimited video messaging.

Q How much does it cost to sign up again?

A There are three primary account types: Free Plan, Silver Plan for \$39.99 per 6 months, and Gold Plan for \$49.99 per 6 months. Refer to the Reelspark Plans for details.

Q Is my identity safe?

A Absolutely. We won't share an iota of your sensitive information, and your profile will only show the details you've selected for people to see. We discourage all users from revealing phone numbers, addresses, or any other contact information in their videos.

Q What are the rules of conduct?

A Reelspark monitors public videos and has a no-tolerance policy for videos depicting violence, hate speech, or sexually explicit content. We police predatory behavior, harassment, and spamming. Users have complete control over messaging settings, and are encouraged to block or flag any account that breaks the rules. Accounts that do not comply will be removed. However, Reelspark does not moderate private video-messages or web-cam chats out of respect for the privacy of our users. We will only get involved if a legitimate complaint has been issued.

Why You Should Try It

No other online dating site provides such an honest experience to their users. Our video-based system brings a much needed human element back to online dating. It presents us with a fresh option for meeting live people on an intimate level, a living experience that can't be found on static photo sites.

How Much Does It Cost?

FREE

\$0 /month

1 profile video
incoming messages

SILVER

\$6.66 /month

6 profile videos
unlimited messaging

GOLD

\$8.33 /month

12 profile videos
unlimited messaging
live **video chat**
profile ghost mode
ad-free browsing

Reelspark is extremely affordable, with Silver Plans at less than half the cost of Match.com. Reelspark users also have the option to upgrade to the Gold Plan and benefit from all the bells, whistles, and advanced features. The best part? Even our Gold members pay half the cost of Match.com.

The Reelspark Team

Sanjay Vyas, 29, was educated at George Washington University where he studied business and history. He is a brilliant salesman and marketing leader, with a vast range of experience in media, real estate, and as the owner of a manufacturing assembly plant in San Jose, California. His leadership and sales expertise have permeated to the entire team, and his dedication, drive and focus are unmatched.

Co-founders James and Evin, 26 and 25, both graduated from California State University at Northridge, specializing in creative writing. Together, they operate a branding and design firm. James has been published internationally, achieved numerous scholastic awards, and has extensive experience providing creative materials to major video gaming publishers and studios. Evin's experience providing design, branding, and system usability services to major television networks and film companies has shaped the Reelspark experience.

Together, these three men focused their diverse experiences into a single creative direction -- one that ultimately funneled into the creation of Reelspark.