



**INFIDELITY CHECKING JUST GOT
SOCI@L....**

QOQORIQO
(ko-ko-ri-ko)

Press Information Pack
2012/13



Press Release

Infidelity Checking Goes Social With New Online App Qoqoriqo

If you are suspicious of your partner and believe they may be having an affair, a new online 'crowdsourcing' app has launched which directly connects victims of infidelity with their partner's other girlfriends, boyfriends, wives and husbands, through the simple sharing of an email address and mobile number.

Qoqoriqo (pronounced Ko-Ko-Ri-Ko), is a web-based, mobile-enabled app, which allows people to enter the mobile number and email address of their loved one and search for others who have also entered the same details for their partner.

If not current information is found, users can set up alerts on their partner's details, so that they are notified as soon as someone adds details containing the same information that may arouse suspicion.

If a search brings back potential connections, those users have the option to enter a public forum and discuss potential infidelity either directly or via the forum. They can then gather evidence such as photographs, mobile phone bills, email exchanges and more, in order to prove their partner's infidelity.

Qoqoriqo was founded by Mawuna Koutonin, a 39 year-old web entrepreneur from Africa who has previously pioneered the concept of "Play marketing" with his company Goodbuzz.

Mawuna came up with the idea after seeing a friend's partner out one night with another girl and felt sorry for her being at home completely unaware of what he was up to. He wondered whether the girl who was with him that evening knew either and how different it might be if they were alerted to his infidelity.

Mawuna explains,

"Qoqoriqo is quite simply, a search engine dedicated to infidelity fact checking. People invariably leave tracks when they are dating or flirting, Qoqoriqo uses a collaborative fact-collecting tool to help people find out the truth about their relationship. It's a Crowdsourced relationship status update to detect deception."

For more information, visit www.qoqoriqo.com

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Here's How Qoqoriqo Works

Susan wants to check on her boyfriend John, whose late stays at his job are becoming more frequent and prolonged.

She went to Qoqoriqo.com and entered John's email address and phone number into the Qoqoriqo search engine; but nothing showed up there.

Nevertheless, Susan decided to create 2 alerts on John email address and phone number on Qoqoriqo.

3 days later, after a coverage of Qoqoriqo in the press, Susan received 2 intriguing alert messages: 2 girls in London declared they were in a relationship with John and 1 other declared she was an ex-girlfriend of John.

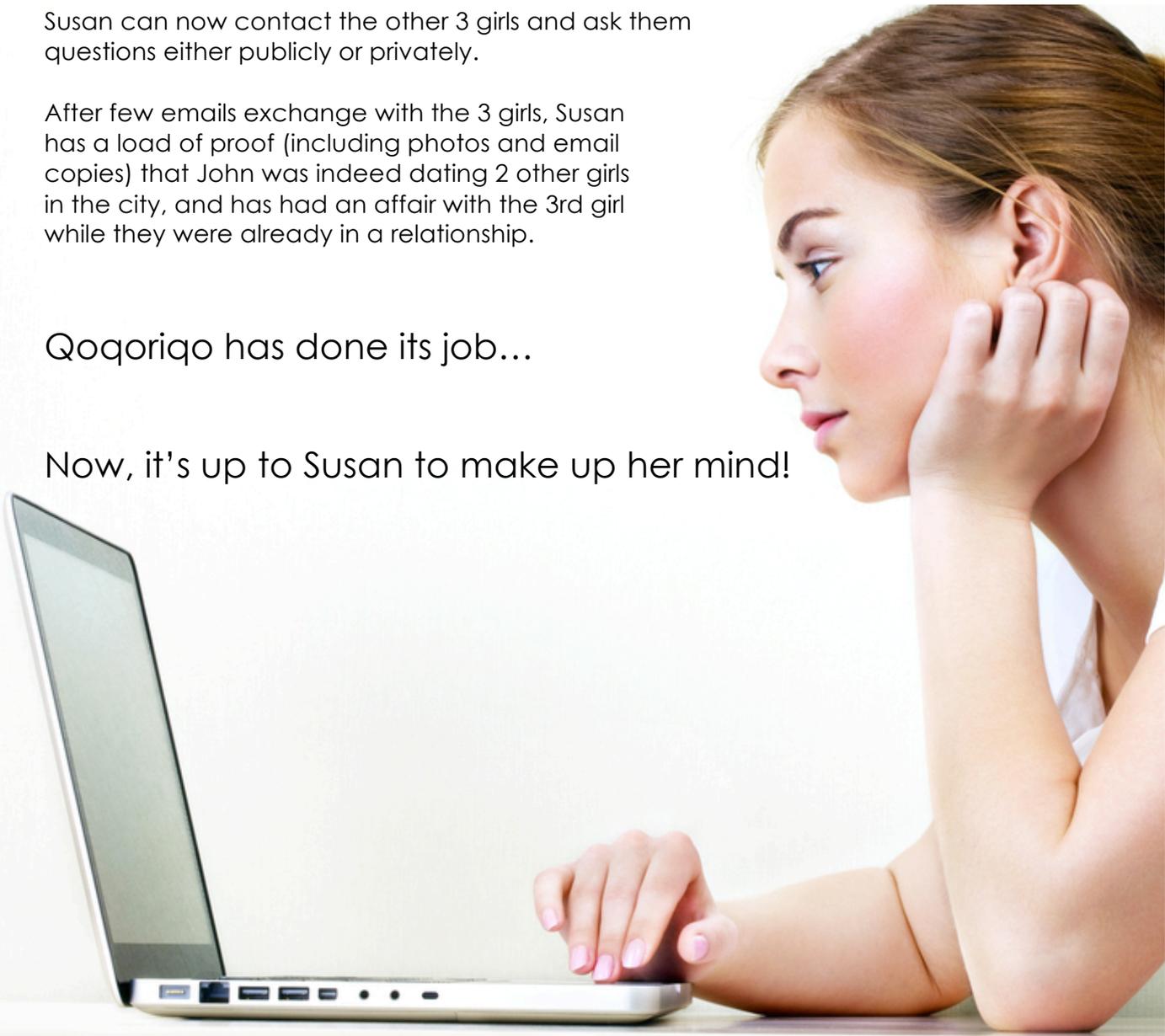
Susan, heart fast beating, logged into Qoqoriqo and entered into the forum Qoqoriqo has created on John.

Susan can now contact the other 3 girls and ask them questions either publicly or privately.

After few emails exchange with the 3 girls, Susan has a load of proof (including photos and email copies) that John was indeed dating 2 other girls in the city, and has had an affair with the 3rd girl while they were already in a relationship.

Qoqoriqo has done its job...

Now, it's up to Susan to make up her mind!



Frequently Asked Questions

How do I pronounce Qoqoriqo?

The easiest way to explain it is to say 'ko-ko-ri-ko'

Who created it?

Qoqoriqo is founded by Mawuna Koutonin, a 39 year-old web entrepreneur from Africa who has previously pioneered the concept of "Play marketing" with his company Goodbuzz. Mawuna is also the Editor of SiliconAfrica.com, a blog dedicated to people who are changing the face of Africa with innovation, technology and entrepreneurship. Mawuna's ultimate dream is to open a school in Africa in 2017.

Where did the idea come from?

Mawuna was in a bar with some friends and just spotted a guy he happened to know kissing a girl, while he knew he had a girlfriend. It then dawned on Mawuna that the idea of an app could help his lovely girlfriend, who was having some sweet dreams (possibly about him) in her bed, at home, to figure this out before it's too late. Qoqoriqo is the Coq [rooster] sound to alert her to wake up to the reality of her relationship!

What made Mawuna decide to create Qoqoriqo?

He just thought it would be fun to do it! Once he started looking into it in more detail, Mawuna was amazed by the huge number of people who are affected by infidelity.

Can you explain what Qoqoriqo is; is it a mobile app?

No, it's a web app as opposed to a mobile or smartphone app. Though, there is now a blurring line between web app and mobile app. Qoqoriqo is fully accessible on smartphone and tablets because it's optimised with html5 technology.

How exactly does it work?

Firstly, Qoqoriqo doesn't locate data on people's mobile phones or breach any data protection laws. Qoqoriqo is quite simply, a search engine dedicated to infidelity fact checking. People leave tracks when they are dating or flirting. Qoqoriqo use a collaborative fact collecting tool to help people find out the truth about their relationship. It's a Crowdsourced relationship status update to detect deception.

Ok, is it possible to manipulate the results (so could someone enter false information about a person, perhaps to get revenge?)

Unfortunately, It's possible that some people would try to manipulate the results. However, Qoqoriqo is not limited to the search results. Like Google results are the first steps into discovering the content you are looking for.

The best way to make one's mind is to get into contact with the other person and fact check their statement. There is a public forum to share information and also, users can privately contact each other. If the other party can't share more information about their relationship status with the person in question, they can quickly be dismissed.

Infidelity: THE FACTS!

- It is estimated that roughly 30 to 60% of all married individuals will engage in infidelity at some point during their marriage
- Infidelity is becoming more common among people under 30. Many experts believe this increase in cheating is due to greater opportunity (time spent away from a spouse) and young people developing the habit of having multiple sexual partners before they get married
- Men are more likely to cheat than women. But, as women become more financially independent, women are starting to act more like men with respect to infidelity
- In many cases, infidelity never gets discovered
- Many people find a more suitable mate (someone they love more than their spouse) *after* they are already married

Source: <http://www.truthaboutdeception.com/cheating-and-infidelity/stats-about-infidelity.html>

- 22 percent of married men have strayed at least once during their married lives
- 14 percent of married women have had affairs at least once during their married lives
- 70 percent of married women and 54 percent of married men did not know of their spouses' extramarital activity
- 22 percent of men and 14 percent of women admitted to having sexual relations outside their marriage sometime in their past
- Up to 37% of men and 22% of women admit to having affairs. Researchers think the vast majority of the millions of people who visit chat rooms, have multiple "special friends". Dr. Bob Lanier
- 45-55% of married women and 50-60% of married men engage in extramarital sex at some time or another during their relationship
- Only 46% of men believe that online affairs are adultery
- 80% think it's OK to talk with a stranger identified as the opposite sex. 75% thinks it's OK to visit an adult site

- About 60 percent of men and 40 percent of women will have an affair at some point in some marriage "Monogamy Myth", Therapist Peggy Vaughn
- Affairs affect one of every 2.7 couples
- Ten percent of extramarital affairs last one day, 10 percent last more than one day but less than a month, 50 percent last more than a month but less than a year, but 40 percent last two or more years. Few extramarital affairs last more than four years
- Frank Pittman has found that the divorce rate among those who married their lovers was 75 percent
- 57% of people have used the Internet to flirt
- 38% of people have engaged in explicit online sexual conversation and 50% of people have made phone contact with someone they chatted with online
- 31% of people have had an online conversation that has led to real-time sex
- It is estimated that 53% of all people will have one or more affairs during their lifetime
- 2 out of 3 women and 3 out of 4 men admit they have sexual thoughts about co-workers
- 86% of men and 81% of women admit they routinely flirt with the opposite sex
- Adultery statistics state that 85% of woman who feel their lover is cheating are correct. 50% of men who feel their lover is cheating are right

Source: <http://www.menstuff.org/issues/byissue/infidelitystats.html#snippets>

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