



THE WORLD'S PRIVATE COMMUNICATION NETWORK™

Media Information Kit

October 2014

***JOIN THE PRIVACY REVOLUTION:
Let's MeWe!™***

Mark Weinstein, CEO & Founder

mobile: (408) 502-0827

office: (408) 530-9092

mark@mewe.com

"MeWe specifically is privacy-aware. You can share stuff there that they won't share with anybody else."
-Sir Tim Berners-Lee, Inventor of the World Wide Web



About MeWe

The World's Private Communication Network

MeWe, The World's Private Communication Network™, is built by Sgrouples, Inc. MeWe delivers breakthrough performance and cutting-edge features that advance social sharing, cloud storage, and both individual and group communication — all within a single platform. MeWe is the next generation in communication technology; a safe and private platform that inspires people to freely communicate online the same way they do offline. With new and enhanced features such as voice integration, patent-pending permission levels, and highly customizable newsfeeds, MeWe puts fun and safety back into social sharing. This is MeWe. My world. My way.

MeWe pioneers "privacy by design." At MeWe, you own your content. Your personal information is private—it is yours; it's not our business. There is no spying, no tracking, and no stalking within our site. Permissions and privacy are your rights, and we make it easy for you to allow or deny access to any content you post. Advertising is non-invasive and our revenue model is expansive.

Our user agreement clearly outlines exactly how we choose not to use our customers' data. If we ever change our policy, we promise to email all MeWe users and tell them exactly what we changed and give them the option, in the email, to delete their account.

Your Real Life, Online.

Built on safety, trust, and respect, MeWe provides an online environment for people to be authentic and uncensored, the way they are in their real lives. Members gain peace of mind knowing that how they share their lives online stays private and in their total control.

MeWe connects you to your real relationships in the real world. You really may have a thousand or more contacts, and you want to control who sees what and how you interact with those different people. At MeWe, invite your friends, family, and anyone in your life to become your Contacts and then share what you want with exactly who you want, just like in real life.

MeWe keeps it simple, revolutionary, and intuitive. Create private groups and share selectively with the different people in your life. Or with one click, share one-to-one or one-to-many with your Contacts through private messages. Share simultaneously with your other social networks through our central hub. You can even store, share, and print photos, or create and collaborate on documents. Store everything in your free, private cloud! Plan events. Have great discussions.



Corporate Fact Sheet

Leadership

- Mark Weinstein, Founder & CEO
- Jonathan Wolfe, PhD, Co-Founder & Chief Scientist

Advisory Board

- Sir Tim Berners-Lee : Inventor of the World Wide Web
- Jack Canfield: Legendary Founder, *Chicken Soup For The Soul*
- John Friedman: Founding Partner, Easton Capital
- Cullen Hoback: Director, *Terms and Conditions May Apply*
- Dianne Morrison: Partner, MorrisonMcNabb, LLC
- Colin Sebastian: Director, Equity Research/Internet, RW Baird
- Brett Shevack: CEO, Brand Initiatives; Former Vice Chair, BBDO
- Marci Shimoff: New York Times best-selling author of *Happy for No Reason*
- Sherry Turkle: Professor, MIT; TED speaker; Author of *Alone Together*

History & Location

Incorporated on June 7, 2011 and is headquartered in Mountain View, California.

About the Company

MeWe is the brainchild of leading online privacy advocate and social media founder Mark Weinstein, and the platform comes with the backing and support of major technology innovators such as Sir Tim Berners-Lee, inventor of the World Wide Web and a member of the MeWe Advisory Board.

“MeWe represents the next generation in communication technology,” says Weinstein. “We provide a safe and private platform where people can easily connect, freely share their everyday lives, and have fun being themselves.”

“We’ve been designing, engineering, and refining MeWe for more than three years under the Sgrouples banner. MeWe is the visionary culmination of those determined efforts to provide people around the world with a communication network they love and trust.”

“The original idea of the web was that it should be a collaborative space where you can communicate through sharing information,” says MeWe Advisor, Sir Tim Berners-Lee. “The power to abuse the open Internet has become so tempting both for government and big companies. MeWe gives the power of the Internet back to the people with a platform built for collaboration and privacy.”



Partners and Awards

MeWe is currently in the process of developing partnerships with other user-centric and privacy-minded Internet service companies. MeWe has been named:

- Ambassador – [Privacy By Design, Information and Privacy Commissioner Ontario, Canada](#)
- Walgreens – [Photo Finishing Partner](#)
- TACMA.NET – [Recommended for Privacy Protected Social Media](#)
- The Social Network Award for Innovation - [First Annual Award from The Social Network Station](#)

Key Features

MeWe empowers its members to comfortably share their real lives online and easily communicate with the people and circles that matter most to them. In support of these efforts, MeWe offers many exciting new features such as the following:

- **My World** – Take advantage of your customized personal news feed with total user control and no creepy ads or stalking strangers.
- **My Cloud** – Seamlessly sift through your personal cloud. My Cloud offers an interactive dashboard for you to control everything you've posted or shared.
- **Unique profiles** – Be yourself, free from any tracking and spying. Customize your profile for every group you create or join.
- **Voice integration (on any or all content)** – Post pictures, videos, or documents and include a voice message. Respond to a shared post or just chat. MeWe's voice integration works for you and your contacts throughout the entire platform.
- **Universal tagging** – Sort and find almost any type of content in a meaningful way.
- **Enhanced permission control (patent pending)** – Manage permissions on a granular level and decide exactly who sees what. You can also remove yourself from the search directory, make yourself invisible to other members online, and much more.
- **Available on all popular platforms** – Use MeWe on your favorite Android or iOS smartphone, as well as on all desktops and tablets.



MeWe Is Free and Makes Money Without Tracking Its Members

At MeWe, privacy is free. MeWe is built on the philosophy of great successful businesses; respecting our members as partners. MeWe makes money the same way offline companies have always made money; by offering optional services that enhance the lives and experiences of our members. Our free service delivers the services that most members need; sharing photos, videos, documents, chat, discussions, voice messaging, etc., 1:1 and in groups, with 8GB of storage, all free. Additionally, members can purchase up to 500GB of data storage; enjoy helpful private group apps from the MeWe App Store (coming in 2015); print their pictures (we've partnered with Walgreens in the USA); select coupons; and more. In 2015, we will also release an enterprise version for companies who want MeWe for private team collaborations.

MeWe Privacy Bill of Rights

MeWe is committed to providing its users with the most private experience on the Web. We stand by the following statements, as outlined by our unprecedented *Privacy Bill of Rights*:

- You own your personal information and content. It is explicitly not ours.
- Permissions and privacy are your rights. You control them.
- You control who can access your content.
- You control what, if anything, others can see in public searches.
- We're a private network. That means we do not track or profile you.
- Your privacy means we do not share your personal information with anyone.
- Your "likes" and "loves" are for you and your friends. We do not monitor or mine your data.
- Your face is your business. We do not use facial recognition technology.
- They're your friends not ours. We do not spy on your contact list.
- You have the right to delete your account and all of your information at any time.

Items for Press

- [MeWe logo](#)
- [Desktop screenshots](#)
- [Headshot of Mark Weinstein, CEO and founder](#)
- [Headshot of Jonathan Wolfe, Co-founder and Chief Scientist](#)



Press Highlights

BROADCAST INTERVIEWS

- 1) [CNN International interviews Mark Weinstein](#)
- 2) [FOX News interviews Mark Weinstein](#)
- 3) [ABC News interviews Mark Weinstein about Snowden at SXSW](#)

USA TODAY

[How Facebook Gets Rich Leveraging Personas](#)

PRIVACYBYDESIGN.CA

[Canadian Government names Mark Weinstein, Privacy By Design Ambassador](#)

USA TODAY

[How Facebook Gets Rich Leveraging Personas](#)

VARONIS

[The Top 8 Minds in Online Privacy](#)

SILICON VALLEY BUSINESS JOURNAL

[Mark Weinstein: At 150 mph, he finds no time for life's distractions](#)

HUFFINGTON POST

[Apple vs. Google: The Privacy Revolution Rumble](#)

[Europe Declares War on Facebook](#)

[Is Silicon Valley More Dangerous to Your Privacy Than the NSA?](#)

[Snapchat's Big Lie to Americans](#)

[Healthcare.gov and Social Media: Strange Bedfellows](#)

[An Open Letter to Cyberbullies](#)



[Conscious Capitalism and the Privacy Revolution](#)

DARK READING

[What Would Judge Leon Say About The Big 8? Leaked NSA Hacking Tools, Tactics, In Focus](#)

CNET

[Tim Berners-Lee: 25 years on, the Web still needs work \(Q&A\)](#)

RADIO / PODCAST

COAST TO COAST RADIO WITH GEORGE NOORY: [Interview with Mark Weinstein](#)

THE MARILU HENNER SHOW: [Interview with Mark Weinstein](#)

JERRY DOYLE SHOW: [Interview with Mark Weinstein](#)

THE FABULOUS LISA ANN WALTER SHOW: [Interview with Mark Weinstein](#)

Competitive Advantage

OUR PRIVACY ADVANTAGE

IMAGINE FACEBOOK AND DROPBOX *with safety and privacy*

	Permissions	NO Tracking	Data kept from Advertisers	Ad-Free Option	Hidden from Google Search	Never Suggests Contacts	Public Search Opt-out
facebook	✓						
Path				✓			
WhatsApp	✓			✓			
Dropbox				✓	✓	✓	✓
hootsuite				✓			✓
MeWe	✓	✓	✓	✓	✓	✓	✓

The only web company with a Privacy Bill of Rights for its members!



7

OUR FEATURES ADVANTAGE

IMAGINE FACEBOOK AND DROPBOX *with privacy*

	Multiple Groups	Aggregator	Multiple Customizable Profiles	Personal Cloud	Voice Integration	Universal Tagging	Multi-Platform
facebook	✓						✓
Path							
WhatsApp	✓						
Dropbox				✓			✓
hootsuite		✓					✓
MeWe	✓	✓	✓	✓	✓	✓	✓



Executive Biographies



Mark Weinstein

Founder & CEO

Mark is a leading privacy advocate, visionary social networking pioneer, award-winning author, and the founder of MeWe. At the turn of the millennium, Mark founded SuperFamily and SuperFriends (both became *PC Magazine* "Top 100" sites), which were precursors to today's social networks. In 2011, he founded Sgrouples, the world's first privacy-centric social network, which served as a beta platform for the development of MeWe.

As one of the world's foremost privacy advocates, Mark has served as a Steering Committee Member of National Strategy for Trusted Identities in Cyberspace (NSTIC), and has been named Privacy by Design Ambassador by the Information and Privacy Commissioner of Ontario, Canada. He has been interviewed on countless media outlets, including *CNN International*, *Fox News*, *ABC*, and over 650 radio stations around the world. Mark is a *Huffington Post* technology blogger and has also been published in *USA Today* and *Dark Reading*.

A successful athlete, Mark was a silver medalist in the 2005 USOC State Games of America (tennis) and has climbed Kala Patthar, an 18,500 foot Nepalese peak. He is also an expert on individual and organizational greatness and is the author of the (2x Indie Book award-winning) *HABITUALLY GREAT* book series, endorsed by the late Dr. Stephen Covey.

Mark received his BA from the University of California, Santa Cruz; and his MBA from the Anderson School of Management at UCLA. He currently resides in the heart of Silicon Valley.



Jonathan Wolfe

Co-Founder and Chief Scientist

Jonathan Wolfe is the Chief Scientist at [MeWe.com](https://www.mewe.com), the world's private communication network. As Chief Scientist, Jonathan leads the design of MeWe's groundbreaking interface and manages an amazing global team of developers responsible for building a world-class web and mobile experience. His design philosophies are grounded in a deep understanding of human behavior and cognitive brain function, as well as his studies of the neurophysiology of the visual system and precognitive perception.

A pioneer in using the Internet to foster communication and collaboration, Jonathan built his first webpage in 1995 and co-founded SuperFamily.com and SuperFriends.com with Mark, which were *PC Magazine* "Top 100" sites and precursors to today's social networks. Jonathan has been programming for over thirty years, starting in 1981 on an Apple II+. He is a veteran of a wide array of programming languages and design philosophies, from Basic and C programming all the way to Scala and Lift. Jonathan has actively studied user design, human factors engineering, and information architecture, and is an expert on the challenges of complex web interaction. While many programmers build designs that are only understood by other programmers, Jonathan is highly focused on making his interfaces clear, simple, and highly intuitive.

Jonathan received his B.A. in biophysics from Johns Hopkins in 1990, and his Ph.D. in neuroscience from the University of Pennsylvania in 1996. He went on to found the Fractal Foundation in 2003, a nonprofit that uses the beauty of fractals to inspire interest in science, math, and art. Since 2003, he has taught over 50,000 children about fractals. An artist as well as a scientist, his neurophysiology studies of the visual system were inspired by his love of color, form, and motion. He is passionate about sharing the beauty of math and science, and has inspired and enthralled audiences all over the world, from the London Museum to Rio de Janeiro.



Contact Information

For all media inquiries or to schedule an interview, contact:

Mark Weinstein, CEO & Founder

mobile: (408) 502-0827

office: (408) 530-9092

mark@mewe.com



THE WORLD'S PRIVATE COMMUNICATION NETWORK™

***JOIN THE PRIVACY REVOLUTION:
Let's MeWe!™***