eMotion™
Connecting people wirelessly
Best Friends Forever
Problem

Do you think your child is safe at home... on the computer talking to this person?
Problem

Solution
Solution
Sync

... BFFs Added!
Send/Receive and more...

Jessica’s Gemz

Agata’s Gemz

Sara’s Gemz

GIRL TALK

AVATAR

CUSTOMIZED CASINGS

:::

bffgemz.com
Send/Receive and more...

**Profile**
- Chat
- Customize messages

**GIRL TALK**
- Agata’s Gemz

**AVATAR**
- Jessica’s Gemz

**CUSTOMIZED CASINGS**
- Sara’s Gemz

bffgemz.com
Current Status
Team eMotion

Advisors

Startup Resources

Avelo Roy
Ed Suda

Product Development

Operations

Marketing
Big Spenders

Daddy, I need to borrow $30,000,000,000.00

Independence

Fun

Belonging

Independence
LAW OF FEW

10% INFLUENCE PURCHASING BEHAVIOR OF OTHER 90%
CREATING BUZZ

eMotion's Tween Council

GIRL SCOUTS

HGNA
Helping Girls Navigate Adolescence, Inc.

eMotion's Tween Council

IIEE

21st YEAR
Why eMotion?
Bfflessthan3.com
Competitors

Tween Market

Age

7  10  12  14
Projected BFF Sales (by quarter)

- Net Sales
- Gross Profit
- Net Profit

Quarters beginning June 2009
What a girl wants...

The Kids and Tweens Market in the U.S.

August 2008
8th Edition
Simple and efficient...
Security

- Online friends must be added face-to-face
- Color-based cryptic messages
- Necklace and password needed to log in
- Weekly updates for parents
Strategy

• Strategic acquisition
  – Tween retailers
  – Toy manufacturers
Distribution Channel

Google Checkout
PayPal
Justice
Limited Too
Target
Best Buy