

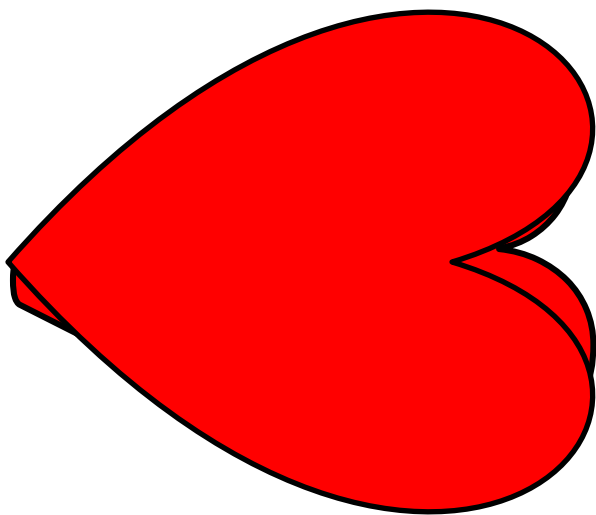


eMotion™
Connecting people wirelessly



Best Friends Forever







Problem



Did you think this person's child
is safe at home....

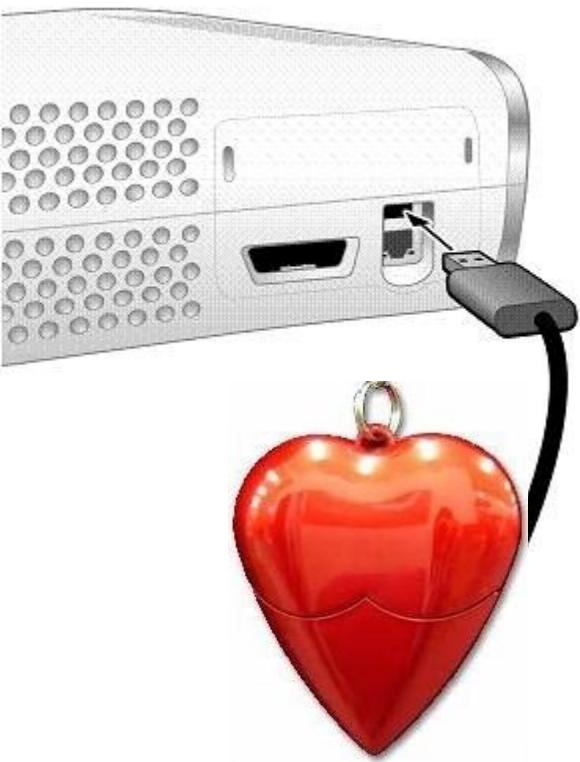
Bobbiem



Solution



Link



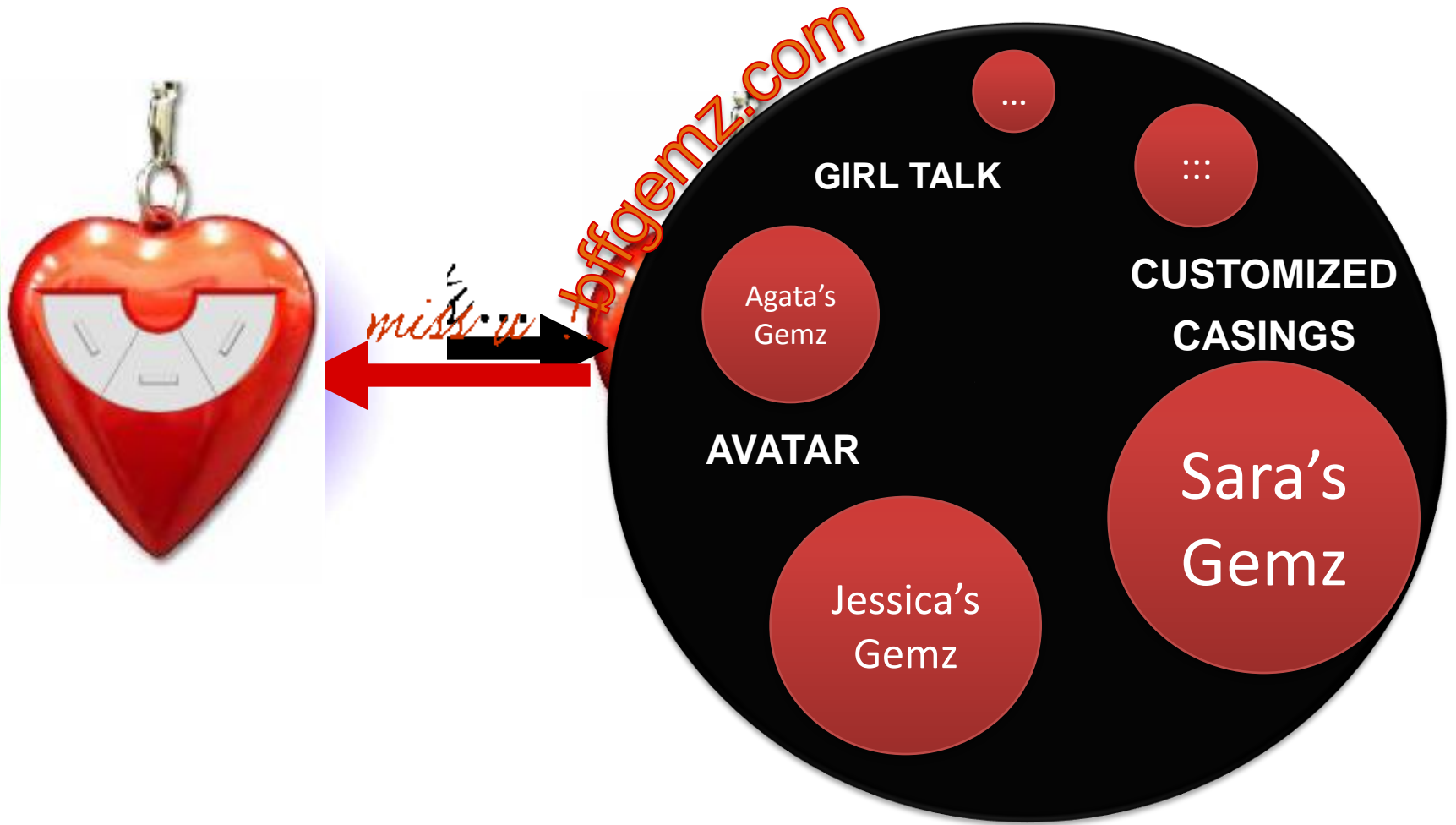
Sync



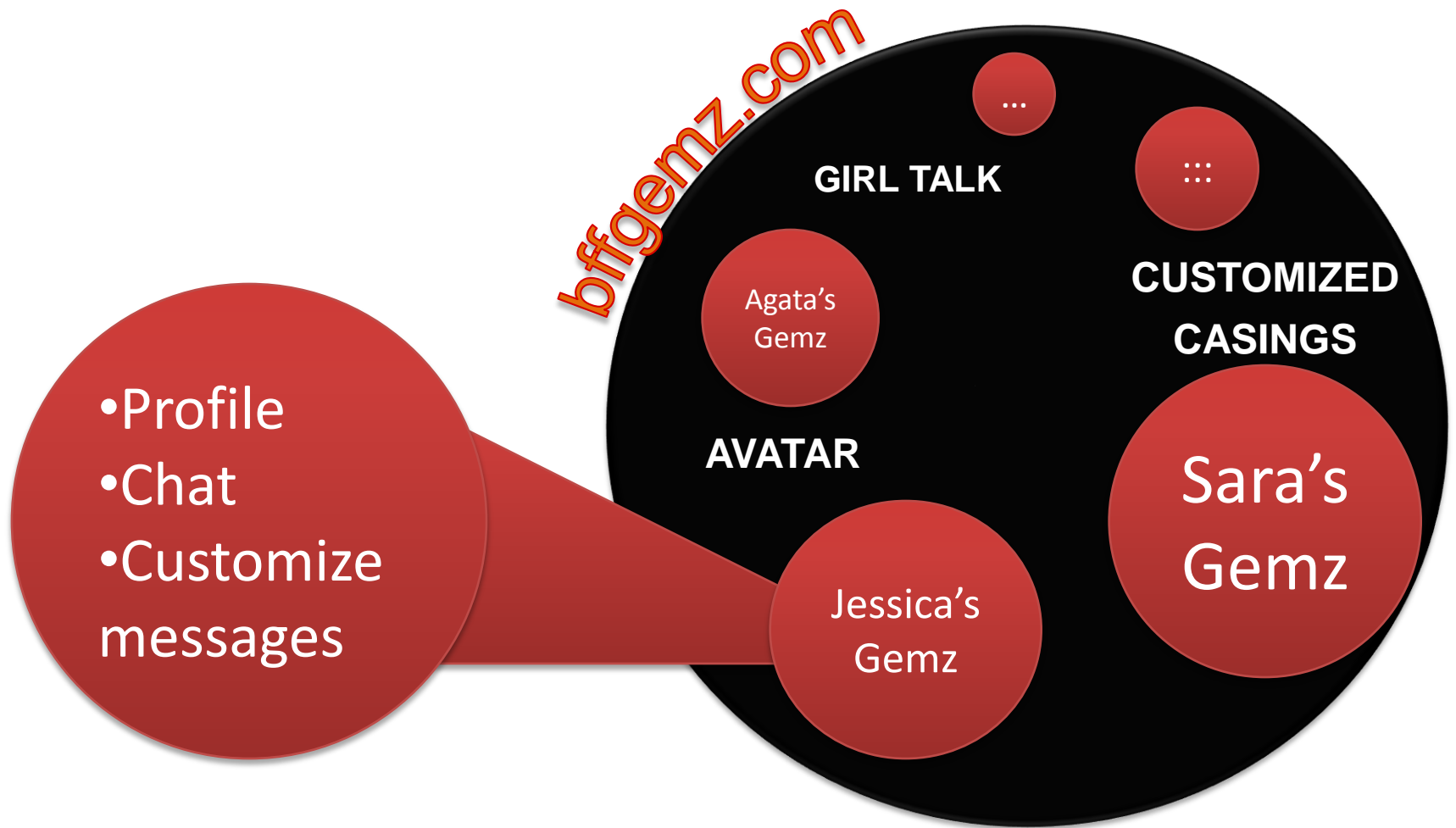
. . . BFFs Added!



Send/Receive and more...



Send/Receive and more...



Current Status

The image is a collage of logos and images. At the top left is the Okonsky Diversified logo, which consists of a stylized 'O' in a circle followed by the text 'Okonsky Diversified' and the tagline 'We Produce Your Product With Our Passion'. To the right of this is the Pathfinder Services Inc. Manufacturing Division logo, featuring two stylized human figures holding hands above the text 'PATHFINDER SERVICES INC' and 'MANUFACTURING DIVISION'. Below these are several other elements: a navigation bar with a left arrow and numbered buttons '1', '2', and '3'; a portrait of a woman; a collection of gold jewelry including necklaces, bracelets, and earrings; a computer monitor; and the 'software technologies group' logo. In the bottom right corner is a circular logo with '3D' in green and 'PRO'S' in purple. At the very bottom, a footer contains the text: 'Affiliates | BFF < 3 Credit | Site Map | Investors | Contact Us | For Parents | Careers'.

Okonsky Diversified
We Produce Your Product With Our Passion

PATHFINDER SERVICES INC
MANUFACTURING DIVISION

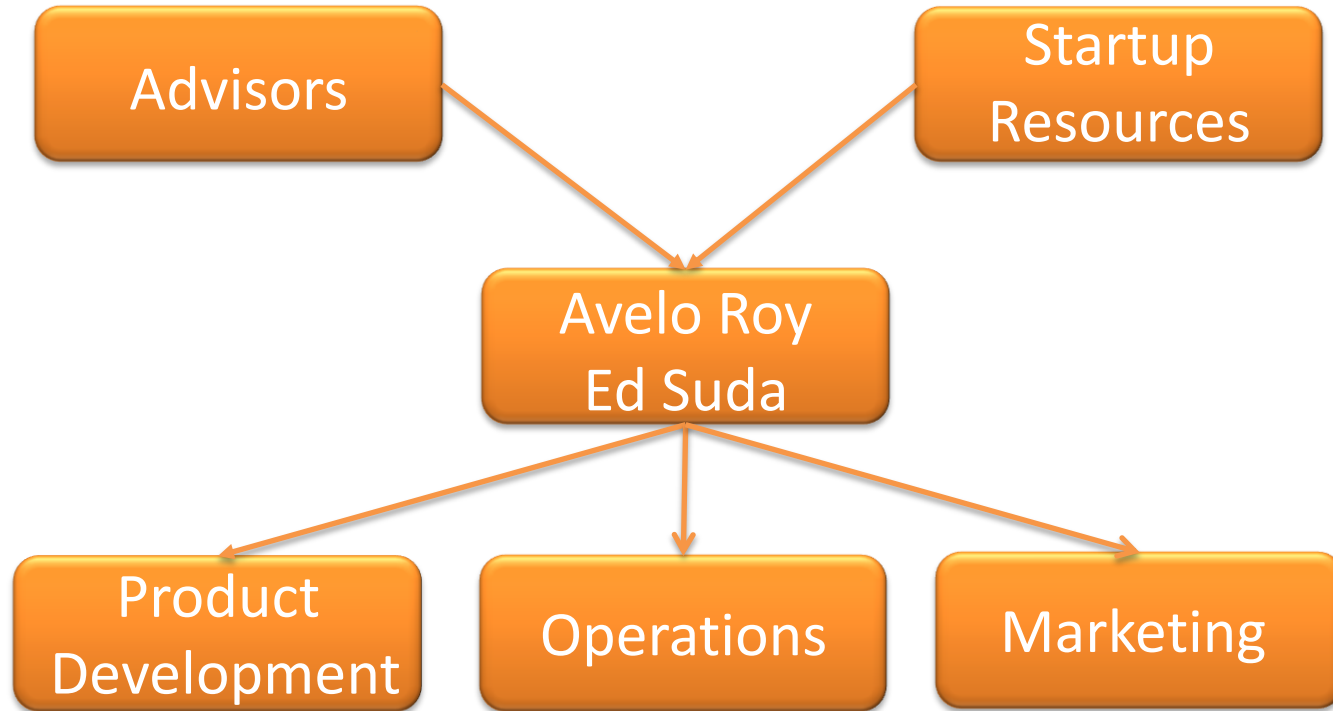
1 2 3

software technologies group

3D PRO'S

Affiliates | BFF < 3 Credit | Site Map | Investors | Contact Us | For Parents | Careers

Team eMotion





Prof. Jim Braband
Angel Investor &
Faculty Advisor
(Business)

Prof. Vida Winans
Faculty Advisor
(Technical)

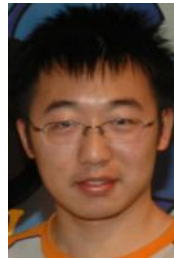
Dr. David Pistrui
Managing Director,
Accumen Dynamics, LLC

Dr. Dennis Roberson
Ex CTO, Motorola
Associate Provost,
Illinois Institute of Technology

Nik Rokop
President & CEO
nLake Technology Partners

Prof. John Stoner
Legal Advisor

Louise Howson
Executive
Liz Claiborne



Avelo Roy
Cofounder &
Interim CEO

Ed Suda
Cofounder &
Interim COO

Dan Sochor
Market
researcher

Lory Mishra
Focus Group
Analyst

Monica Hernandez
Market
Analyst

Alex Segre
Technical
Manager
& Circuit
designer

Haojie Luan
Software
Developer

Vivek Sharma
Software
Developer

John Graziano
Software
Developer

Anica Jovanova
Website
Project
Manager

Andy Lau
Legal
Analyst



Jessica

Big Spenders

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



Source: YTV Tween Report, 05 + 06



Fun Belonging
Independence

LAW OF FEW

**10% INFLUENCE PURCHASING
BEHAVIOR OF OTHER 90%**



Traditional Media



Viral Marketing

CREATING BUZZ



GIRL SCOUTS



**eMotion's
Tween Council**



Why eMotion ?

Bfflessthan3.com

BFF Best Friends Forever

Shop BFF<3 BFF Shout-outs Girl Talk What's New

My Profile

edsuda
 LAST MODIFIED Dec 04, 2008
 BFF <3 member since Sep 25, 2008

Favorite: Music, TV Shows, Color, Hobbies, Website,
 Add Favorites

The BFF story is just like any other- unexpected and wonderful, full of new surprises every day.

My Message Codes

Colors	Meaning
	What you love best
	Send me all our love
	Ain't I?
	Please enter the meaning of the code...

My Jewelry Stuff

Check out our catalog for necklaces

- Original BFF <3
- Chain chain
- Casting original

You have no BFF <3 accessories yet!
 Check a box of our catalog you might find something interesting

You have nothing in your BFF <3 wishlist yet!
 Check a box of our catalog you might find something interesting

BFF Best Friends Forever

Shop BFF<3 BFF Shout-outs Girl Talk What's New

BFF Shout-outs

To: Mackies12
 This code is used to help you...

By: Catty142
 Nov 18, 2008 09:22

To: edsuda
 This code is used to help you...

By: EPS
 Nov 18, 2008 12:05

To: Danny
 I love you!

By: Jenny
 Nov 18, 2008 12:05

To: fox
 I love you!

By: fox
 Nov 18, 2008 09:22

To: Testerv558
 Great again, for the good friends

By: vaar
 Nov 18, 2008 02:55

To: Testerv558
 I love you!

By: vaar
 Nov 18, 2008 02:55

BFF Best Friends Forever

Shop BFF<3 BFF Shout-outs Girl Talk What's New

Girl Talk: Experts

Ask Me!	Ask Me!	Ask Me!	Ask Me!	Ask Me!
Big Sister The Tina	Mona All-around There for you	Dr. REASERS Problem-solver	Tina Relationship Guru	Majja Fashion and style expert
Born: 2-27-1975 Loves: Ambulance, her boyfriend Charlie, the environment	Born: 2-6-1968 Loves: Her daughters, helping people solving, Alibi- telling	Born: 2-28-1960 Loves: Cleaning, solving problems, offering advice, Ozja boards	Born: 9-20-1980 Loves: Friends, playing "tag", stay living	Born: 6-22-1978 Loves: Fashion, make-up, danc- ing, fast cars

BFF Best Friends Forever

Shop BFF<3 BFF Shout-outs Girl Talk What's New

All really BFF<3 Necklaces

- Castings
- Chains
- Bracelets
- Decorative Charms



Draw a Secret Technology

Mobile App

Search: []

11/20/08 11:00 AM

11/20/08 11:00 AM

Competitors

Tween Market



7

10

12

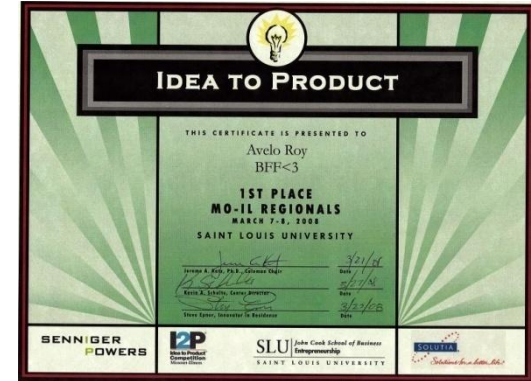
14

Age



FRESNO'S \$250K ENTREPRENEUR CHALLENGE

Midwest VENTURE SUMMIT 2008



WASH. NOVEMBER 10, 2008 | SECTION 1 | CHICAGO TRIBUNE | 25

Entrepreneurs BUSINESS

Diversified front unifies start-up

Collaboration puts student entrepreneurs on fast track

By Alan Meyer
CHICAGO TRIBUNE

Two young entrepreneurs who have been successful in the business competition of advisers about the future.

While the two 22 students compete with the founder of a company that sells custom jewelry, they have developed an innovative technique for jewelry that is being used by a host of 30 graduate jewelry designers who have converted their own jewelry designs into a business.

Ed Suda, right, and business partner Avelo Roy, City Hall.

From jewelry to milk, entrepreneurs sell ideas

By Robert Rodriguez / The Fresno Bee

Kaiser daries, necklaces for tweens and electronic license plates among the ideas pitched to a panel of judges Friday in Fresno's entrepreneur challenge finale.

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Business

Rescue bill may not be enough to halt Valley foreclosures

New executive joins Kaiser in Fresno

From jewelry to milk, entrepreneurs sell ideas

Buildings to close plant in

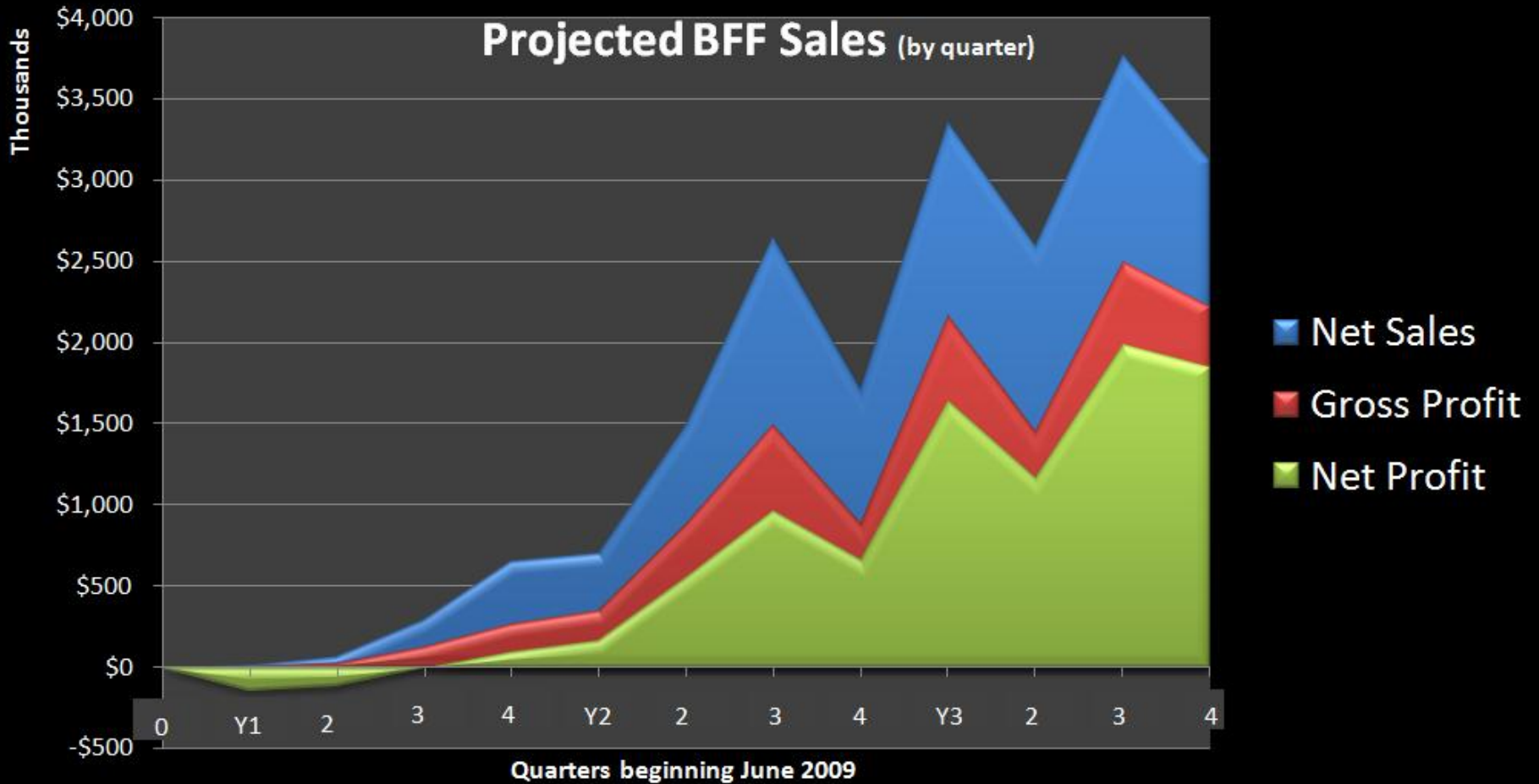
Finance and Stocks

SPX 4159 PM (EST) 1,153

	Chg	%Chg	Value
S&P 500	-15	-1.4	1,099
DJIA	-157	-1.5	10,325
Morningstar	-42	-1.5	2,678
Nasdaq	-29	-1.5	1,947
NYSE	-66	-0.9	7,089
Russell	-18	-2.9	619

I PRO It takes a team!
INTERPROFESSIONAL PROJECTS PROGRAM

Financials





BFF<3

Girl's Night Out

BFF<3

Autistic

Asia

Teen

Teen

Europe

Girl's Night Out

Australia

Life Buddy

Life Buddy

Lady's Night Out

Canada

Family

Family

Europe

Lady's Night Out

Tween

Australia

Tween

BFF Family

BFF<3

BFF Dragon

Autistic

BFF Dragon

BFF<3

Girl's Night Out

BFF<3

Asia

Canada

Autistic

Asia

Life Buddy

Asia

Europe

Life Buddy

Life Buddy

Teen

Lady's Night Out

Australia

Tween

Europe

Canada

Canada

Family

BFF Dragon

What a girl wants...



How old are you? 8

- Please answer the following questions:
- Do you have a cell phone?
Yes No
- What features are important to you? List up to 3
text messaging
- Do you have access to a computer?
Yes No
- How much time do you spend on the computer each day?
1 hour
- Do you have access to the internet?
Yes No
- How many hours each day?
1 hour
- Do you have your own computer?
Yes No
- How do your parents supervise internet use? (circle all that apply)
Web blocker Approving websites
Not allowing you to go online alone Checking your history Do not supervise I don't know
- Where do you usually access the internet?
home + school
- Do you shop online?
Yes No
- How often per month?
once
- How do you pay?
Paypal My parents Friends
- What are some of your favorite websites to visit and how often do you visit them?
Webkinz, Ty, mypets, spring games, barbie, giga, lol
- Do you like to keep up with the current trends in fashion?
Yes No
- Do you wear jewelry?
Yes No every
- Do you pay for small items or do your parents? Please mark for each category if you, your parents, or both you or your parents pay. Also, please mark if you need permission to do so.

Price range	I pay	Parents	Permission
\$1 - \$10	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
\$11 - \$50	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
\$51 - \$100	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
\$41 +	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

- Are words needed to communicate
Yes No


Packaged Facts

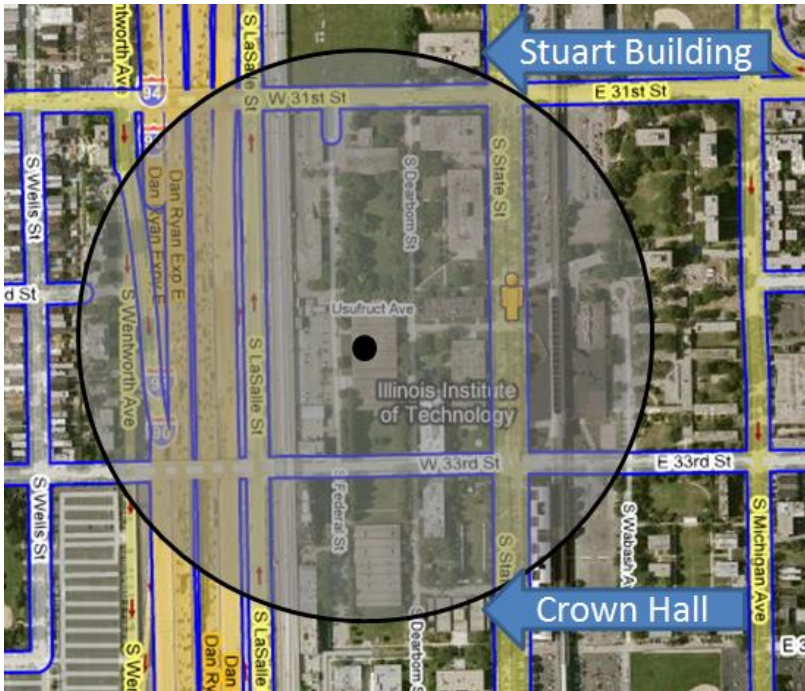
The Kids and Tweens Market
in the U.S.

August 2008
9th Edition



ALLYKATZZ.COM

Simple and efficient...



Bfflessthan3.com

BFF Best Friends Forever

Shop BFF<3 BFF Shout-outs Girl Talk What's New

My Profile

advelo
Last modified: Dec 04, 2008
BFF <3 member since: Sep 25, 2008

My Message Codes

Colors	Meaning
	Miss you tooo dear
	Meet me at our place
	Air it!
	Please enter the meaning of the code...

My Necklace Staff!

- Original BFF <3
- Chain: plain
- Casting: original

System Friends

ani

edsuda

Messages

BFF Shout-outs

To: Mackies12
That code is wazy, too hard to read!

To: edsuda
OMG! I moved the message portion under my account and the entire code was totally disappeared! lol where it went!

To: Danny
I love you!

To: fox
Tooo!

To: TesterVSSR
Click again... to the good old times

To: TesterVSSR
Teehe

Girl Talk: Experts

Ask Me!	Ask Me!	Ask Me!	Ask Me!	Ask Me!
Big Sister The new	MOM All-around there for you	Dr. REASERA Problem-solver	Tina relationship guru	Maya Fashion and style expert
Born: 2-27-1995 Loves: Amieats, her boyfriend, Charlie, the environment	Born: 2-6-1968 Loves: Her daughters, helping people, skiing, dirt-biking	Born: 2-28-1960 Loves: Listening, solving problems, offering advice, Ouija boards	Born: 3-20-1980 Loves: Friends, playing "ouija", sky diving	Born: 6-22-1983 Loves: Fashion, make-up, demoin'g, foot cars

chat

Error: Your message could not be sent because the recipient is not logged in.
[12:20:23 am] : high 5

Buddy List

- Friends
- edsuda
- ani
- Offline
- edsuda

Draw a Secret Technology

All ready BFF<3 Necklaces

- Castings
- Chains
- Bracelets
- Decorative Charms

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
It's a Girl's World™

TARGET®

BEST BUY