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## **8minuteDating CORPORATE BACKGROUNDER**

### **Background**

8minuteDating was founded by Tom Jaffee, an entrepreneur who recognized that the singles population needed an alternative method for meeting new and interesting people. A single-person himself, Jaffee grew tired of the bar scene, pick-up lines, blind dates, and guessing games and figured others were equally frustrated and looking for better options, as well. Thus, 8minuteDating was born out of the desire for an exciting, enjoyable and pressure-free way to meet other singles with similar interests.

The response so far to Jaffee's innovative approach to dating has been phenomenal and the company is poised for worldwide growth with a fully automated web site. According to statistics compiled from 8minuteDating participants, over 99% of attendees report that they enjoyed their evening of 8minuteDating. Of that number, 81% say they had a "very good" or "excellent" time, an overwhelming 96% of attendees say they would attend another 8minuteDating event, and 95% say they would recommend 8minuteDating to others. Most importantly, over 90% of participants report that they do meet someone who they want to see again. In fact, the company guarantees that if a participant does not meet someone who they want to see again, their next event is free. These numbers combined with the company's aggressive recruitment of Event Organizers, clearly indicate that the company is

well on its way to becoming the premier worldwide destination for singles interested in meeting one another for dating, friendship or business.

### **Corporate Profile**

In an age where dating rituals have become deeply seeded in cyberspace, singles are often faced with several Internet courting challenges, like misrepresentation and safety issues. To skirt these challenges, Jaffee developed the foundation for 8minuteDating: a fast, fun and safe way to meet new people by incorporating traditional face-to-face meetings with the advantages of an online presence. By combining offline events with online registration and matching capabilities, the organization offers participants a fantastic time, convenience and ease of use.

8minuteDating is an exceptionally efficient way to date, especially for busy people who are tired of spending over \$50 on a first date when they know within the first eight minutes that they have no further interest in that person. Participants are also not roped into the usual membership fee charged by other dating agencies, which can add up to \$3000 or more. Instead, singles are able to pay only for events they attend, while avoiding the expenses incurred by multiple first dates. Events are broken down demographically and by interests, such as Single Professional ages 25-35, to maximize the participants' potential of making a match. 8minuteDating also caters to active seniors, all denominations and nationalities, as well as gays.

## **The Process**

One of the most unique elements to the program is its online presence. The 8minuteDating.com site lists the locations of all 8minuteDating singles events taking place across the world, and interested parties sign up by filling out a short form and providing their credit card numbers to hold their space at the event. When there are an equal number of men and women signed up online, participants who signed up first, or those who recruited a person of the opposite sex, are notified by email that they are confirmed for the event.

Each 8minuteDating event hosts up to 100 participants. An equal number of men and women meet at a restaurant or nightclub to get to know one another through one-on-one conversations lasting eight-minutes each. Importantly, participants are not allowed to ask each other for contact information. This creates a comfortable and friendly environment by eliminating the awkwardness and pressure of asking someone out, or being asked out. After four 8-minute dates, an intermission provides additional opportunity for the singles to meet other participants with whom they might not have had a pre-arranged date. Following four more 8-minute dates, the singles are invited to mingle. Also, to ease the pressure of making an immediate decision, participants are given a "Dating Card" to help them remember those individuals they are most interested in seeing again. After the event, participants login to the Web site, select the people who they want to meet again, and specify whether their interest is for dating, friendship or business. If two people enter each other's names, the Web site automatically e-mails their contact information to both of them. At that point, it is up to the two individuals to set up another date. And 8minuteDating offers their guarantee that if a

participant doesn't meet someone they would like to see again, that individual is able to attend another event for free.

### **Event Organizer Program**

8minuteDating founder Tom Jaffee has developed a business model for worldwide success and has established a successful strategy for employing independent contractors across the world as Event Organizers (EOs) to run 8minuteDating events at popular restaurants and clubs in their respective cities. Once someone is accepted into the Event Organizer program, after an interview and training process, he or she will be responsible for securing venues, promoting the events in their area, and then hosting the events in their area.

Individuals interested in joining the program can access information at the company's Web site, [www.8minutedating.com](http://www.8minutedating.com). The company has already designated EOs throughout the United States, and has secured interest from individuals as far away as Buenos Aires, Argentina, Paris, and Edinburgh, Scotland.

### **Corporate Headquarters**

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