



Contacts:

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Product:

Sweetmash is a web application that delivers humor content (text, images, audio, and video) using an advanced affinity algorithm to reflect individual preferences. Users can upload, tag, comment, view and share content. Plus the users and content will be integrated among all the social networks (currently Facebook, Bebo, and MySpace via OpenSocial platform).

Executive Team:

Leah Gilliam

Kris Thurman

Market:

Social networks are growing at a geometric rate, as are the numbers of people searching entertainment content on the Internet. Competitors and new entrants are legion – but none known to us manage humor content thru social network tools. This market is highly scalable, with wide appeal to all ages: the Sweetmash application is friendly to the web-savvy, but Sweetmash.com is also maintained as a site with all the same content, for browsing and searching by users who are not as web savvy and are not members of social networks.

Differentiation:

Sweetmash delivers humor content via social networks, rather than locating the humor content on a website only. Sweetmash delivers content via a web application for facebook.com, bebo.com, and myspace.com and Sweetmash differs from other online humor sites and applications because:

- its massive humor repository is easily searchable, classifiable, and distributed; as well as providing opportunities to comment, rate, share and tag content.
- it uses new kinds of data available from social networks and affinity engines to deliver premium content, leverage real-world friendships and relationships, and ensure a quality experience;
- its easy, cool user-interface, social networking element, and the prospect of a virally expanding audience entices users to invest time and content into the site, thus combining the virtues of humor websites and social networks; and
- it uses four content formats (video, audio, text, image), not just one.

Strategic Partnerships:

Sweetmash has launched applications for Facebook, Bebo, and MySpace, which will all house the same application, serving to expose the brand widely and gain users virally.

Business Model:

Sweetmash generates revenue through advertising, sponsorship, and eventually by selling compilations of original content.

Web Site:

www.sweetmash.com