

ONCECHAT – MESSAGE YOUR STORY.

MAKING MONEY FROM MOBILE PROFILE THROUGH CHATROOM INTERFACE

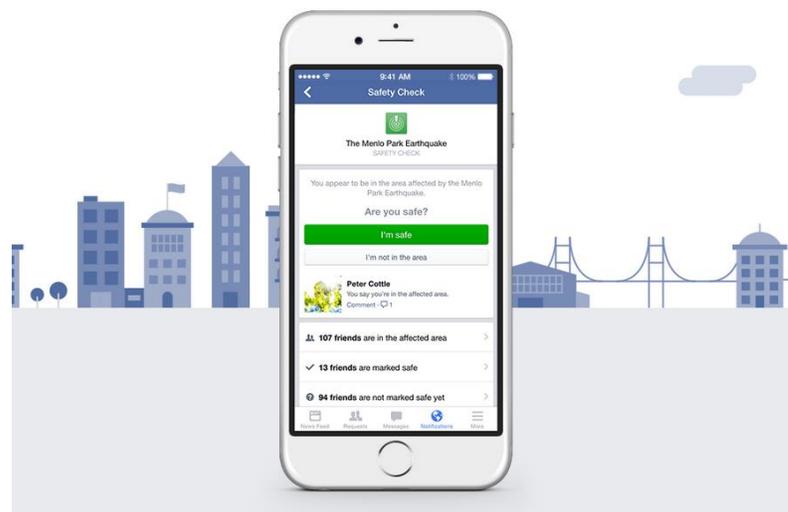
Make money from a mobile chatroom

1. Check-in to address from link to identify location as safe place

- **Reason:** Meet in a safe place as a recommended date hot spot.
- **Monetization:** Dating apps like Clover.co reveal first-date venues.
- **Motive:** User pays to list number of safe places as recommendations.
- **Payment:** "We ate at [Recommended Restaurant address with link to reviews] and had a good time."

Safety Check

Connect with friends and loved ones during a disaster.



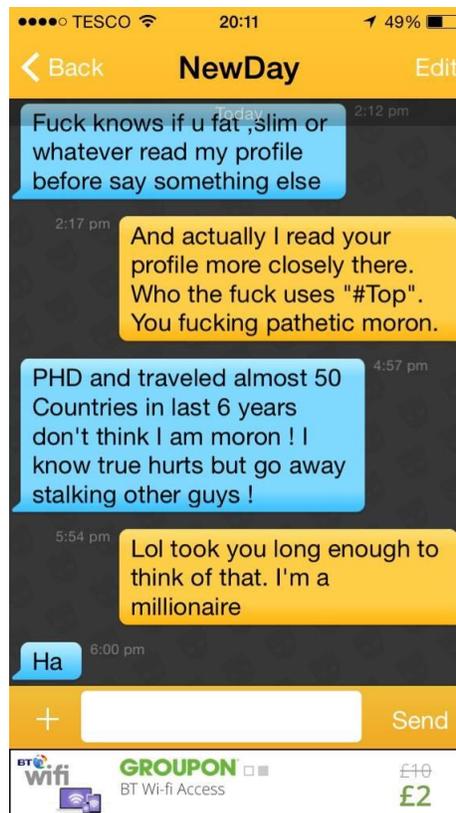
2. Receive text and video messages to Mobile Profile as tweets

- **Reason:** Get more mobile profile traction through online chatroom interface.
- **Monetization:** People pay for retweets delivered from influential sources.
- **Motive:** Messages use tweet as subtitled images or text-only reply with video link.
- **Payment:** "I can't believe I can respond to your mobile profile away from the phone. Please contact me through facebook.com/username."



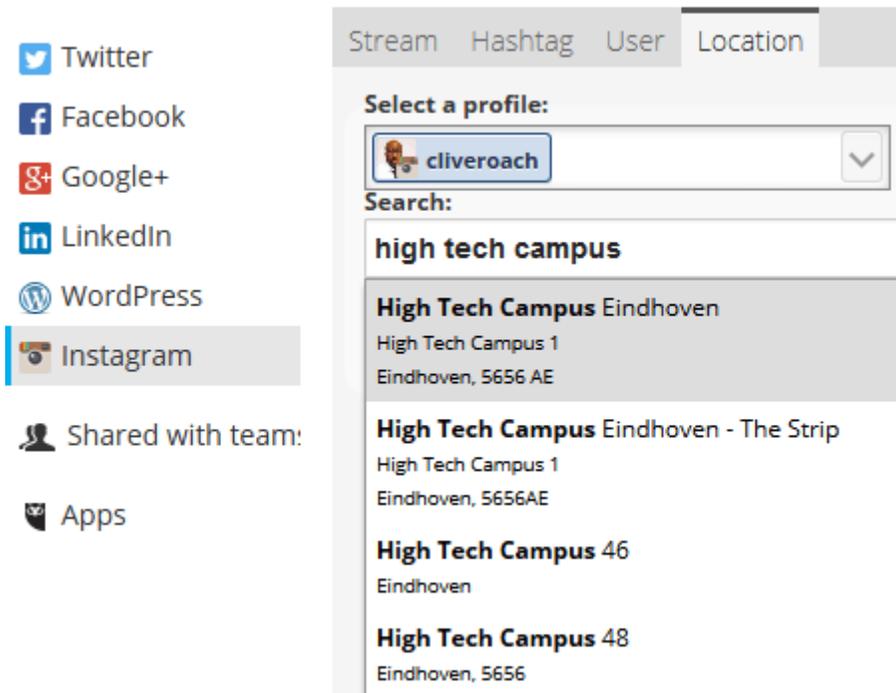
3. Remove OnceChat watermark from message picture

- **Reason:** Images sent from in-app chats have watermarks in dating apps.
- **Monetization:** The same social media icons retain and attract users across sites.
- **Motive:** Picture attachments are social media that shares OnceChat logo with sites.
- **Payment:** "I want to share my story with friends that value the influence I have with others."



4. Post messages to news feed as paid content

- **Reason:** Responding to dating app profiles moves profile reply to social network.
- **Monetization:** Scheduling posts is common on Hootsuite.com for business search.
- **Motive:** The OnceChat user suggests price per post sent to dating app.
- **Payment:** "Adding my social network profile to the dating app never made conversations better until I added my social network profile to OnceChat."



News story

GAY MUSLIM SHARES VILE GRINDR MESSAGES HE GOT AFTER PARIS ATTACKS

Link: <http://www.pinknews.co.uk/2015/11/24/gay-muslim-shares-vile-grindr-messages-he-got-after-paris-attacks/>

Paid Content: The screenshot of the dating app Grindr makes Pink News money reselling the story to advertisers and existing content distribution channels.

Purpose: The existing comments in the news article are standard to the story and allow the user of the dating app to meet the person commenting or communicate directly about the conversation.

OnceChat Use: Only the person sending the text conversation has a mobile profile visible in the screenshot title therefore we host the mobile profile of the person sending the screenshot to the news company to match the value of the news story.



Youtube Video

THIS GUY HAD HIS MUM READ HIS GRINDR MESSAGES AND IT'S SURPRISINGLY SWEET

Link: <http://www.buzzfeed.com/declancashin/this-guy-had-his-mum-read-his-grindr-messages-and-its-surpri>

Brand video: <https://www.youtube.com/watch?v=SAIqZTBo8j8>

Paid Subscriber with Original Video: <https://www.youtube.com/watch?v=ohbrTNZXAwY>

Paid Content: The screenshot of the Grindr text conversation makes the Youtube Partner money for every video view added by subscribing to the channel.

Purpose: The existing relationship the Youtube Partner has with his Mother identifies the Youtube comments as a chatroom for distributing the text conversations with a third-party reader.

OnceChat Use: The Youtube Partner passively collects the messages as overlays in the same manner as posting the messages as screenshots like persolta.tumblr.com.



AOL Chatroom

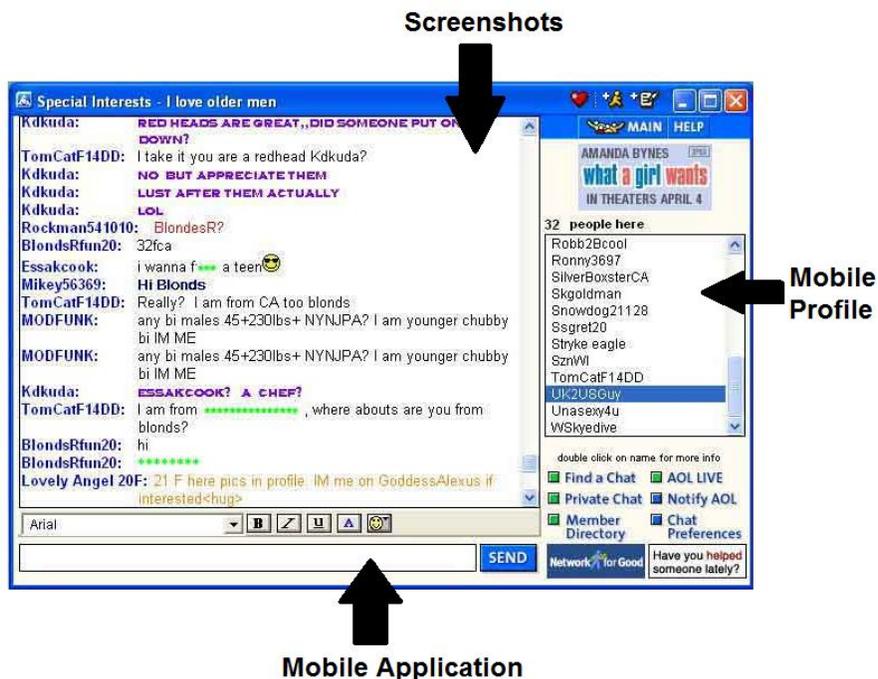
CHAT ROOMS ARE LIKE VIDEO STORES – I MISS THE IDEA OF THEM MORE THAN I ACTUALLY MISS THEM.

Link: <http://thoughtcatalog.com/ted-pillow/2013/09/9-things-i-miss-about-aol/>

Paid Content: The person's profile was attached to the chatroom user alongside advertising in the chatroom window so converting the same window to a cross-app experience has only happened via the AppChat mobile chatroom.

Purpose: Defining a central place to talk about topics made more members join rather than go to other services that lack chatrooms which just provided the connection to the Internet and is the same type of experience with multiple dating apps competing for the same connections to people.

OnceChat Use: The member of the dating app is a valuable part of the social network but no activity from the network is sent or received by the dating app therefore messaging from the user's experience improves the conversation and attracts professional interest.



Booster for Tinder

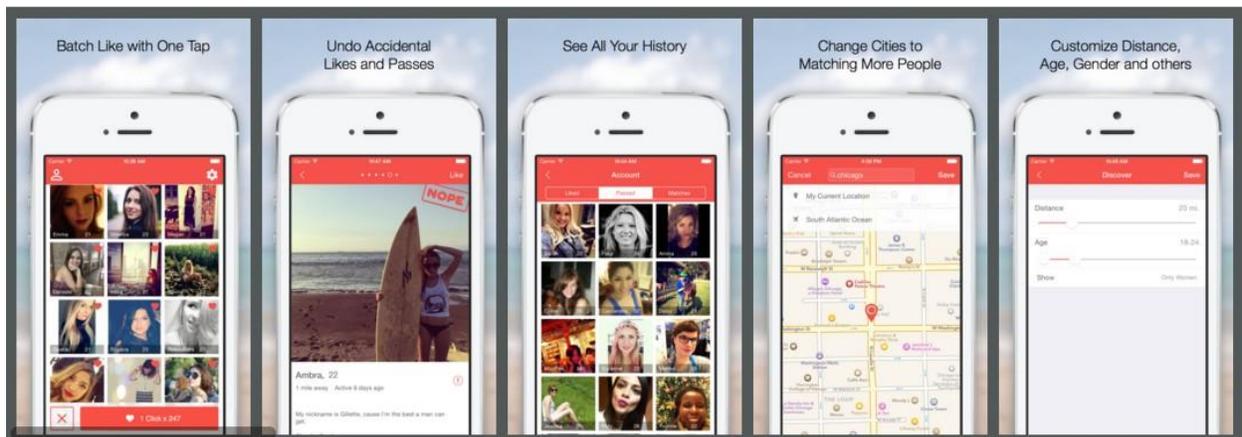
FAST MATCH TOOLS BOOST PLUS LIKER TOOLS ARE USING THE DATING APP API TO GENERATE MORE IN-APP PURCHASES.

Link: <http://appcrawlr.com/ios/booster-for-tinder-free-batch-l>

Paid Content: The analytics collected by the mobile application provides statistics through Tinder's API or developer partner API account like Facebook which dramatically measures user engagement.

Purpose: Providing a mobile application on top of the basic use of the dating app is growth measurement without crowding the features of the existing dating app.

OnceChat Use: Managing extra features to the text conversation requires additional content management to be integrated as a business partner of the dating app for mobile growth.



Tinder Booster

TINDER-BOOSTER IS AN ONLINE GUIDE TO INCREASE YOUR SUCCESS ON TINDER.

Link: <http://match-booster.com/lp2/>

Paid Content: Moving text conversations from the dating app to a personalized system is manual through external mobile applications like Dating App Cheat and automatic with AppChat whereas the user would pay for access to text conversations originating from the app user.

Purpose: Help Guides to software are common but non-existent with the dating app so measuring successful conversations require a top user to sell access to the solution repairing conversation quality.

OnceChat Use: Actually messaging the dating app user from a web site is not a feature of any dating app API so to provide this feature uploading the screenshot of the mobile profile ensures relevance to the text conversation's value.

