

Business Summary:

Mobile Symmetry solves the first set of problems produced by a mobile-only world: “How do you find someone?”, “How can you control the way others interact with you?”, and “How much information can I obtain prior to saying Hello?” Mobile Symmetry creates an independent, unbiased, multicarrier database that is populated, branded and sold by carriers but controlled and maintained by individual users. We create an “Identity Vault” which orchestrates the SEARCH, CONTROL and DISPLAY of contact information.

Customer Problem:

The move to an increasingly mobile-only society has created the Mobility Paradox: More mobility has delivered less utility. Consumers want to find other mobile users. They also want to be found, but not by everyone. They want more information about who is calling them. This information is available in the wireline world. The price of technological advancement must not be a step back in communications utility.

Because of the Mobility Paradox, wireless carriers risk losing the “identity battle” to Google, Apple, Facebook, Twitter and other social networking media. Social networks and contact list substitutes facilitate finding people and provide alternative ways to communicate. The carriers must regain ownership of “secure identity.” No one carrier has the size to solve this alone.

The Mobile Symmetry Solution:

Mobile Symmetry will create a central clearinghouse of data. This “Identity Vault” is initially populated by the carriers but maintained by customers. Customers will maintain their contact information and set preferences regarding the extent to which they are discovered and contacted. Mobile Symmetry solves the Mobility Paradox by allowing customers to:

- **Search:** users can find others who have opted-in to a name-based searchable database
- **Control:** users determine how and by whom they are contacted
- **Display:** incoming calls show additional information (e.g., in network calling indicator, call subject) about the calling party.



Team:

The executive team is recognized as experts in wireless, carrier relations, start-ups and application development

Company Profile:

Wireless directory services
Founded August, 2009

Investor Inquiries:

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Use of Financing:

- Application development
- Product testing
- Carrier sales
- Database infrastructure

Management:

Jim Patterson
David Bottoms
Michael Rapken
Tony Sabatino
Tom Ely

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How it works:

The Calling Name application would be pre-installed on all new and upgraded smartphones. Existing smartphones could receive the application through a timed or on-demand application download. Subscribers are able to search the database for other mobile users and communicate with them in accordance with their preferences. A user can remain “private,” directing those who wish to call them to seek “permission” first. The calling name is delivered via the carrier’s SS7 network and the handset client triggers a database query in order to display other information about the calling party (e.g., picture, in network identifier, etc).

Benefits:

Consumers are able to replace the utility previously available in the landline world. They have the ability to search for other users by name. They can control who contacts them and how. They get more information about who is calling them. Carriers benefit by re-establishing themselves as the “trusted partner” who protects a subscriber’s identity and privacy yet improves the utility of mobile service. Customers make and receive more calls, smooth out peak calling and have the carrier’s brand re-enforced with every in-network call. Further, this is a more cost effective solution to today’s multiple database or carrier workaround alternatives.

Investment Thesis:

- Consumers are increasingly frustrated by the Mobility Paradox and will look to others for solutions thereby exposing the carriers for their failure to manage and control “identity.”
- Mobile Symmetry enables the Search, Control and Display capabilities that solve the Mobility Paradox.
- The solution is optimized by working with and through the carriers for the benefit of consumers.
- The service is affordable to consumers and carriers alike because inter-carrier payments are removed with database consolidation

