

THE PENNSYLVANIA STATE UNIVERSITY
SCHREYER HONORS COLLEGE

DEPARTMENT OF FINANCE

DATEPSU.COM

Brian Clionsky
Spring 2011

A thesis
submitted in partial fulfillment
of the requirements
for a baccalaureate degree
in Finance
with honors in Finance

Reviewed and approved* by the following:

James Miles
Professor of Finance, Joseph F. Bradley Fellow of Finance
Thesis Supervisor/Honors Adviser

J. Randall Woolridge
Professor of Finance, The Goldman Sachs and Co. and Frank P.
Smeal Endowed University Fellow
Second Reader

* Signatures are on file in the Schreyer Honors College.

Abstract

Dating and relationships have never been a simple process. People are always searching for love and have found many ways to get around the traditional methods of dating and meeting to create lasting and successful relationships. Some of these methods include speed dating, blind dates, and video personal ads. These methods have always been in regard to the current technological advances at the time. Since the origination of the internet, people have used it as a means of communication and meeting. This started with the creation of online chat-rooms, online personal ads similar to those in newspapers and print mediums, and most recently online dating/matching websites. As technology continues to evolve so does the way online daters can meet which has changed and will continue to change the way people think/go about dating well into the future.

DatePsu.com is a free student based Internet-dating and meeting website that will be targeted and exclusively for the students within the Penn state Community. The target market is Penn State students with an @psu.edu email addresses within the age range of 18-25. The current (Fall 2010) total enrollment at Penn State (all campuses) is 87,309, of which 77,179 are enrolled as undergraduate students. At University Park (Main Campus) alone, there are 44,817 students, of which 38,594 are enrolled as undergraduates. Going forward Penn State expects to grow either consistently with historical averages or at an accelerated pace. With a constantly changing (every four years) but steadily increasing market size which makes Penn State an ideal market of both size and characteristics. In order to register for the website and its services one must possess a psu.edu email address. Students will be able to post a profile with specific personal information geared towards dating and getting the attention of the opposite sex. Students will also be able to fill out a questionnaire, which will be used to create student matches based upon similarities. Users can only view profiles of other users if they with a minimum threshold of compatibility.

Research was conducted to get a better sense of the target market and how to win over the college student since no major or legitimate localized college dating services exist. Also, another goal of the survey was finding out where students found information and which groups of people were influential to them in terms of learning about new services and products around campus. Penn State students of all ages were given two surveys, approximately 30 questions in length. The survey collected was only given online, through SurveyMonkey.com. Each survey was completed by over 280 students, distributed completely through Facebook.

While there is not a clear lack of demand for a strictly online dating community at Penn State, it appears clear that most students do not feel that a whole website devoted to such a service is necessary. Penn State students find it easy to meet people in social and academic situations. Socially, there is definitely a demand for a connection and party website or Facebook Application extension in the local area with localized marketing, connecting similar people.

Table of Contents

Abstract.....	I
Table of Contents	II
Business Plan Cover.....	1
Company Description	2
Industry Analysis	4
Target Market	11
Competition	14
Competition SWOT	14
DatePsu.com SWOT	16
Operations	19
Marketing Plan and Strategy	24
Market Research and Surveys.....	27
Online Usage Survey	27
<i>Results</i>	29
College Dating and Relationship Survey.....	36
<i>Results</i>	38
Financials	47
Assumptions	47
Advertising Sales	47
Sources and Uses	48
Balance Sheet	49
Management and Organization	50
Human Resource Planning/Outsourcing	53
Company Goals & Milestones.....	57
Bibliography	59
Appendix.....	62
Online Dating Statistics	62
Penn State Factbook/Demographics	63
DatePsu.com Privacy Policy.....	66
DatePsu.com Terms of Use	73
Survey Recruitment Email.....	85
Informed Consent Form.....	86
Hoover's Company Reports	87
Academic Vita	95

Brian Clionsky- Founder and CEO



***“Whether you want to be tied down, or just hook up;
DATEPSU has what you’re looking for.”***

Penn State’s Number One Online Meeting Place

332 W. Nittany Ave.

State College, Pa 16801

(717) 580-1292

Company Description

Company Description

DatePsu.com is a free student based Internet-dating and meeting website that will be targeted and exclusively for the students within the Penn state Community. (The Penn State Community is defined as all students with a psu.edu email account which includes University Park and all branch campuses and students one year post graduations whose accounts have yet to expire. See market section for further clarification) In order to register for the website and its services one must possess a psu.edu email address. Students will be able to post a profile with specific personal information geared towards dating and getting the attention of the opposite sex.

Students will also be able to fill out a questionnaire, available on the website, asking them questions about what they are looking for and who they are. Students will then be matched based upon their answers to these questions and how similar they are to other people. Potential matches will be presented based upon the best match. Users can only view profiles of other users if they with a minimum threshold of compatibility.

Premise

The basic premise for this business idea encompasses the growing popularity of online dating websites along with the way college students currently date and create a safe format to open up an overwhelmingly large college community. In a large community like Penn State with 40,000+ students it is often times difficult to meet someone who is very compatible with you on a deeper level than just physical attraction. This is partially due to the common mediums in which students meet which include parties, through friends, and classes which often times leads to relationships that do not last and are based more on physical attractions than similarities and personality compatibility. Also, while the number of students does not make it difficult to meet new people, it does, lend itself to some anxieties and being overwhelmed. Most college students stick to a close group of friends/peers in order to make the large PSU campus smaller and easier to manage. All of these factors lead to many people never getting the ability to meet, even though we are all living in a small area. Essentially, many students are not dating their soul-mate or future husband/wife, but rather dating the person they are most comfortable with out of their group of friends.

DatePsu.com helps make dating easier, more efficient, and more successful in finding relationship matches through our student matching process. There are many social stigmas about meeting your husband/wife in college and making it easier to see who is out there and who is compatible out of those in the field makes it easier to find a successful match. DatePsu.com is also geared towards those students just looking to have fun and meet other PSU students with similar interests and commonalities, taking the “stranger” out of meeting someone new.

Penn State looks like a perfect target/test market as there is a large student population of over 40,000 students just at the University Park campus with a 55%-45% male to female ratio which

is very conducive to heterosexual relationships. The Demographics and culture at Penn State also already lend itself to students feeling a sense of compatibility and similarity with their fellow PSU student. Also, the layout of the campus and close proximity of these 40,000+ students allows for a very quick and efficient marketing campaign.

Legal Structure

DatePsu.com will operate as a Limited liability Company, or LLC, in the state of Delaware (Assuming no other state is offering better start-up tax advantages or credits). The key owner of this Limited Liability Company is Brian Clionsky and this LLC will eventually be absorbed into Clionsky Online Holdings LLC, owned by Brian Clionsky, after its formal incorporation.

Operating as an LLC, DatePsu.com protects its owners' personal assets and secure personal loans. The liability to the owner is only equal to the amount invested in the LLC. It offers similar protection of a corporation in terms of owners' liabilities but comes with many tax advantages as compared to a corporation.

Business Location

The business will originally be located in the state college area. There will be no formal business location, as all the hardware and equipment needed for an internet startup will be outsourced and housed elsewhere. Upon graduation, if the business is looking like a promising endeavor office space may be acquired and help may be hired, but no office will be rented until then.

Mission Statement

DatePsu.com is a free student based online-dating and meeting website/community exclusively for Penn State students with and @psu.edu email address. It is our goal to provide customers with potential good matches/friends based upon matching a combination of certain personality traits and common interests as well as what the customer is looking for. This is established by collecting information from all registered users and matching them. Registered users would also be able to view profiles of those within a certain threshold of compatibility or if some sort of friendship criteria, similar to Facebook, is accepted by both parties (one asking /one accepting).

The mission of DatePsu.com is to make meeting and finding potential matches, friends, and "datable" singles within the sometimes overwhelming Penn State Community, of 40,000+ students in the University Park campus alone, a lot easier, while create longer lasting and healthier relationships of all kinds, based upon our matching criteria. DatePsu.com seeks to provide a safe and reliable place to meet new people within the Penn State community. DATEPSU will connect singles and non-singles alike in meeting new people, and taking the "creepiness" out of online dating, one of the most common stereotypes and stigmas placed upon online dating today.

Industry Analysis

Business Industry

DatePsu.com is an Internet dating service. The website will operate by taking the personal information, posted by the customers, and match them to other dates. The customer will be able to search through other dater's information and view those who resemble a close match. Each customer can establish certain privacy metrics in regards to their personal information and are free to include the biographical information they feel suitable to post on the internet.

Industry Analysis

Dating and relationships have never been a simple process. People are always searching for love and have found many ways to get around the traditional methods of dating and meeting to create lasting and successful relationships. Some of these methods include speed dating, blind dates, and video personal ads. These methods have synched up to the current technological advances at the time. Since the origination of the internet, people have used it as a means of communication and meeting. This started with the creation of online chat-rooms, online personal ads similar to those in newspapers and print mediums, and most recently online dating/matching websites. As technology continues to evolve so does the way online daters can meet which has changed and will continue to change the way people think/go about dating well into the future.

How Online Dating Websites Work:

Online dating websites allow users to create profiles containing specific information they deem critical to the dating process. You can search other users' profiles and can use searching/matching processes to find others who are compatible to you. The compatibility matching is based on two concepts. Matching on what you, the user is looking for/wants in the opposite sex, and compatibility based upon what matches who you are and your interests. Most notable, eharmony.com uses the second type of matching processes and has created an industry leading compatibility/matching system. Eharmony.com has been very successful employing this method, but that is not to say that the first method, which is part of match.com's system, is not successful, because it works as well. The matching process is done through long questionnaires sometimes up to 400 questions long which allow intimate details to surface and allow for deeper rooted matches. These questionnaires not only help match users, but act as a barrier for those not seriously interested and thus lend its hand to more successful relationships.

Many websites offer both free and premium or subscriber based services. Most sites restrict access on free accounts most notably restricting free members from actually contacting members, only allowing them to view their profiles. There are very few successful dating companies that run completely free websites. Subscription fees many times weed out those who are truly not interested in finding a mate/love and experts feel this adds to the success of subscriber based websites. Subscribers spend an average of 240/year, with many monthly fees averaging \$19.95-\$59.95. Subscription fees make up the largest portion of the billion dollar

online dating industry, but online dating websites also generate income through advertising and strategic partnerships such as “Match.com on Yahoo”. To continue to grow and get paid subscribers, websites must create successful relationship matches and stories or else those seeking love would go elsewhere. Thus, the matching process is continually being refined, studied, and improved.

Statistics/Growth:

First and foremost, currently over 40 million Americans are registered members of online dating websites. This is compared to over 140 million in China and over 15 million in India. Of these 40+ million users, 52.4% are male and 47.6% are female, with an average age of 48. Online dating websites saw user and website visit growth of over 15% from 2009-2010. Eharmony.com and Match.com make up the largest portion of these registered online dating users, accounting for roughly 35 million members. Most users spend roughly 20 minutes online per visit and it was noted by Comscore that Match.com and Zoosk saw over 4 million unique visitors to their websites respectively in November 2010 alone.

The stigmas with online dating still exist, but the negative feeling towards online dating is clearly fading. Over 50% of Americans know someone who met a date online and over 30% of Americans know more than one person. Currently there are an estimated 1400 online dating websites with a majority of users focused on a few well known/historically effective websites. There still however is a lot of growth opportunities left as there are over 1 billion internet users and counting; there is no telling how big the online dating industry will become.

The worldwide online dating industry is currently valued at over \$4 billion dollars with over a billion dollars of revenue coming from the United States alone. In 2008 US online dating generated \$950 million, in 2009 surpassed the \$1 billion mark, and it is estimated Americans will spend upwards of \$1.7 billion by 2013. It is believed that the online dating industry will continue to generate 10% plus revenue growth per year for the foreseeable future. Online dating has become such a large revenue generator that it just recently surpassed the US online pornography industry, which blames online dating for its most recent drop of \$75 million dollars in revenue from 2009-2010. The mobile dating industry is believed to be worth close to \$500 million and growing at a much faster pace than the more “traditional” online market. This large growth has made online dating one of the nation’s largest industries and many online dating companies are considered some of America’s best/most valuable brands. The allure of online dating focuses around the apparent success that relationships have when compared to traditional methods.

Stigmas/Scams:

Unfortunately for online dating, something that is still used by a minority percentage of American society, often times encounter many negative stigmas. There are many stigmas concerning online dating, probably most notably the “desperate” factor. Many people consider

dating online as a last resort. Having to “Resort” to finding love/relationships online may be considered a desperate move and thus many do not partake in dating online. However, evidence shows that online relationships are often times more successful and singles who are more likely to use dating websites are ones who are sociable and have high self-esteem. They also put more value in romantic relationships.

Another stigma is that many believe, and some websites really are, filled with fake/spammer accounts. These accounts are called “ghosts” in the industry and are estimated to account for up to 10% of all online dating users. This is more prevalent on unknown/small websites, especially those focusing on adult services or sex. More reputable websites however control ghost/spam accounts and are continuing to focus on ways to detect and delete ghost accounts/profiles. Also, some people are skeptical of the type of people signing up on online dating websites and fear that they could potentially be a sexual offender or even a more violent criminal.

Many other stigmas exist with online dating, but, just like many other industries before it, the more technology becomes a part of our everyday life, the more normal dating integrated with the internet medium is.

Company Break Down

There are many successful companies within the online dating and companionship realm. Match.com, eHarmony.com, Spark Networks, People Media, and many others including those integrating with social networking sites and popular culture like Zoosk.com are the most many of the few successful online dating websites within the billion dollar plus online dating industry. However, social media and networking sites like Facebook and other services bringing people together like craigslist also factor in to the online dating industry.

Match.com

Match.com has recently stormed to the forefront as one of the two most popular and successful online dating websites, both in terms of relationship match success and monetary success. Match.com claims to have over 20 million registered users, 1.3 million of which are paid subscribers, and an industry impressive 51-49% male to female ratio. Match.com is owned by IAC (InterActiveCorp) which owns many other websites including Chemistry.com (a successful sister website that is more focused on companionship, compatibility, chemistry and older users looking for longer-term relationships) and Ask.com. Match.com is the leading brand in the division of IAC known as IAC Personals. Other brands include chemistry.com, People Media, downtoearth.com, matchlive.com, and matchtravel.com, both of which are based on mutual and common lifestyle interests.

Match.com was founded in 1993 by online entrepreneur and self-proclaimed “wizard of early domain name registry”, Gary Kremen, based off of the online classified concept for newspapers.

This early revelation sparked the creation of sites like eBay and craigslist. Match.com was an innovator in the subscription service model it created which is commonly used by many other dating websites today. The business was centered on women first with the mindset that men would soon follow. , and penetrate that community first and then men would follow. Match.com first went live in 1995 as a free beta service. In 1999 match.com was purchased by IAC and the rest was history. In 2004 Match.com was declared the largest online dating website in the world with 42 million registered members and 15 million active users. Match.com has recently partnered with many famous specialists and companies to form strategic growth opportunities, including Yahoo (Match.com has formed a co-brand “Match.com on Yahoo”) and Dr. Phil with MindFindBind (a special subscription user service).

“Match.com pioneered online personals when it launched on the Web in 1995 and continues to lead this exciting and evolving category after more than a decade. Throughout its 14-year history, Match.com has helped redefine the way people meet and fall in love. Match.com provides a rich tapestry of ethnicities, interests, goals, ambitions, quirks, looks and personalities from which to choose. Match.com operates some of the leading subscription-based online dating sites in 24 countries, in 8 languages and spanning five continents, as well as overseas. Match.com also powers online dating on MSN across Asia, Australia, the United States and Latin America.” (Match.com Proquest article)

Match.com uses a matching system that is a mixture of two factors: what matches your interests and what you are looking for. This is established through a specific set of questions/criteria which include both demographic and psychographic information. This includes location (the most important/first factors matched), age, gender, education, ethnicity, income, job, build/body type, children (have/want), diet, and social behaviors like drinking, smoking, drug use, hair color, living situation, pets, language, relationship type and many others. Again, all of these factors are matched both on a “what you want in a partner” and “what matches your answers”.

Match.com makes approximately \$1 million from subscription revenues per day, making \$342.598 million in revenue in 2009. Match.com boasts a blistering 6 million dates per year; 1 out of every 1369 leading to marriage. Match.com has advertised recently that 1 in 5 of all marriages in the United States occur from meeting on online dating services. Match.com also claims that online relationships have lower divorce and separation rates than those from more conventional/traditional methods of meeting. In terms of revenue per marriage, match.com makes an impressive \$83,000 per marriage that comes out of their website.

eHarmony.com

eHarmony.com is America’s second most popular online dating service that matches comparable singles with an industry leading matching process (400 question surveys). In addition to singles matching, eHarmony operates “eHarmony Labs”, a relationship research facility, and publishes

“eHarmony Advice”, a relationship advice site. eHarmony.com was launched on August 22, 2000, is based in Pasadena, California and has operations in the U.S., Australia, Canada and the U.K. Unlike Match.com, eHarmony.com is privately-held, with investors that include Technology Crossover Ventures, Sequoia Capital and Fayez Sarofim & Co.

eHarmony.com was founded by Greg Forgatch and most notably, Neil Clark Warren, a relationship psychologist and author of advice books focusing on relationships. After three years of research and 35 years of work as a clinical psychologist and marriage counselor, working in collaboration with Dr. Galen Buckwalter, Warren developed a model of compatibility that is now the basis of the company’s matching system. Warren believed that certain characteristics could predict compatibility, and lead to more satisfying relationships.

eHarmony.com launched its matching service for singles in 2000. Since then, the company has had about 33 million members, and as of 2008, about 15,000 people take the eHarmony questionnaire each day. With its subscription model, the service has been profitable since 2004 and reached a milestone in 2009 as it exceeded \$1.0 billion in cumulative revenue.

After finding a match on eHarmony, Harris Interactive states that an average of 542 eHarmony members in the U.S. gets married every day. Prospective eHarmony members complete a proprietary questionnaire that attempts to determine characteristics, beliefs, values, emotional health and skills. Matching algorithms (the basis of the matching system Warren and Buckwalter developed, which the company believes matches people's core traits and values to replicate the traits of happy couples) use these answers to match members with compatible users. eHarmony is the first service within the online dating industry to use a scientific approach to matching highly compatible singles. eHarmony's matching is based on using its “29 DIMENSIONS” model to match couples based on features of compatibility found in thousands of successful relationships.

People Media

People Media, Inc. (www.peoplemedia.com) is the No. 1 provider of targeted online dating communities for singles seeking meaningful relationships. Centered on critical relationship factors such as ethnicity, religion and lifestyle, People Media's niche sites bring together large communities of people with unparalleled scale and focus.

People Media is owned by Match.com, an operating business of IAC. People Media operates 27 individual websites, reaching nearly 4 million unique users per month. Its portfolio includes six of the Top 50-ranked personal websites, as cited by comScore. These sites include www.BlackPeopleMeet.com and www.SeniorPeopleMeet.com, the top dating communities for their respective categories.

Spark Networks

Spark Networks is a publicly traded leading provider of online personals services in the United States and internationally. Spark Networks notes that it has been “helping people make connections and foster meaningful relationships since 1997”. Spark Networks is a collection of specialized dating web sites that combine technology and a commitment to customer happiness, in order to provide a “fun and convenient meeting point” for millions of likeminded singles each year. Fittingly, Spark Networks went public On Valentine’s Day 2006, trading on the American Stock Exchange under the ticker symbol “LOV”.

Spark Networks established itself in 1997 with the introduction of JDate, now the leading online personals website amongst Jewish singles. Driven by the success of JDate, the company went on to launch a variety of online personals websites and now operates a network of religious, ethnic, special interest and geographically targeted online singles communities including, among them: Spark, BlackSingles.com, ChristianMingle, and LDS Mingle. Spark Networks’ collection of specialized websites work under the premise that the base site, JDate for example, a site for Jewish singles, provides an initial connection or compatibility amongst all users on the site. Users can then “screen” potential dates before meeting them. Spark Networks claims that this helps save time and increase the likelihood of successful matches. Spark Networks also claims to open users up to a wider range of potential companions due to the original connection made by the specific website.

Other Sites

Some examples of other dating/meeting websites include: Zoosk, AdultFriendFinder (public), compatible partners, planetromeo, gleeden.com, okcupid.com, parship.com, plentyoffish, shakemyworld.com, spraydate.com, jdate.com, speeddate.com, true.com. All of these websites use a matching, screening, or search process similar to the others mentioned previously and all claim some sort of niche/exclusivity within the online dating realm. All of these websites attempt to create communities of likeminded people in an attempt to promote success. Zoosk is an especially interesting dating website as it works in conjunction or “leaches” off of social networking sites like Facebook and Myspace and allows the information posted on social networking sites to create matches based on many social factors. Zoosk is a clear indication of the growing cross-over between strictly social networking and online dating websites, especially with the increasing popularity and “internet dominance” of Facebook.

Beyond the traditional/specifically focused online dating sites, there are many other successful social networking websites with an emphasis on meeting/dating, specifically Facebook, one of the world’s most valuable and successful social networking websites. Facebook has a focus on meeting and displaying relationship statuses but its main focus is putting the overall college life (originally now focused on broader audience) and social scene completely online. Originally however, Facebook was launched (in 2004) to help college students meet and facilitate relationships and meeting. Facebook originally was Harvard exclusive but quickly moved to a

larger scale. As of January 2011, Facebook has more than 600 million active users. . Instead of a dating focus, users may create a personal profile, add other users as friends and exchange messages add photos, and display their interests and join common interest user groups, organized by workplace, school, or college, or other characteristics. Unlike Subscriber fee based online dating websites, Most of Facebook's revenue comes from advertising. Microsoft is Facebook's exclusive partner for banner ads. Facebook while valued at larger amounts than many online dating websites does not nearly bring in as much revenue.

Student Online Dating

Josh Weinstein the founder of CollegeOnly.com, the combination of his two previous ventures: GoodCrush and RandomDorm, was one of the first to specifically target a refined or college community. RandomDorm is chat roulette like service that is specific to college students and requires an @.edu email address for registration, similar to Facebook's origins.

GoodCrush.com is a website that allowed uses to enter up to 5 crushes on campus, listing the crushes' email addresses. The crush is then notified and asked to enter their crush to see if there is a match. Only if there is a match is contact made between the two and the identities are revealed. He also co-founded CollegeGovs, a listserv for student body presidents, as he served as Princeton's President of the Undergraduate Student Government and was awarded the 1901 Medal as the senior that has done the most for Princeton. Josh graduated from Princeton in the summer of 2009 with a degree in East Asian Studies. Josh's senior thesis website, Photocracy.org, generated 100,000 votes in one just one month. Photocrazy.org was a website for crowd-sourced photo-sorting. He wanted to analyze conceptions and perceptions of national identity in and between China, Japan, and the United States.

Target Market

Market Description

The target market is Penn State Students with an @psu.edu email addresses. DatePsu.com will originally focus on students at the main campus, University Park, in State college Pennsylvania. The 19 outside or branch commonwealth campuses are located in: Abington, Altoona, Berks, Beaver, Delaware County, Dubois, Eerie, Fayette, Greater Allegheny, Harrisburg, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Schuylkill, Shenango, Wilkes-Barre, Worthington Scranton, and York.

The market is also comprised of Graduate students within the age range of 18-25 as well as recent Penn State alumni, within 6 months after graduation while their PSU access accounts remain active and have not been terminated, within the mandatory age range. Professors and other Penn State employees with @psu.edu email addresses will not be allowed to register for the site unless within the mandatory age range through birthdate verification.

Market Size and Trends

The current (Fall 2010) total enrollment at University Park (Main Campus) is 44,817, of which 38,594 are enrolled as undergraduate students. There was a decrease in Penn State's University Park enrollment between 2009 and 2010 of 0.03% total and 0.09% undergraduate. (PSU Factbook)

Despite this fact admissions/enrollment in 2011 are expected to be up, by about 400 students, reverting back towards the normal yearly (5 and 10 year averages) enrollment growth numbers. This is due largely in part to state and federal budget cuts that have left Penn State seeking more admissions and tuition money.

In 2009, total enrollment at University Park was 44,832, of which 38,630 were enrolled as undergraduates, representing a 1.63% and 1.69% increase respectively in terms of population growth from 2008. Over the past 5 years University Park has experienced 5.41% in aggregate over the period or 1.06% per annum enrollment growth in undergraduate students and 4.74% in aggregate over the period or 0.93% per annum enrollment growth. Over the past 10 year University Park's total enrollment has grown 10.47% in aggregate or approximately 1.00% per annum, while undergraduate enrollment growth total for the period was 12.17%, or an annual CAGR of 1.16%. (PSU Factbook)

The current (Fall 2010) total enrollment at the 19 commonwealth campuses is 33,977, of which 32,295 are enrolled as undergraduate students. Contrary to Penn State's University Park enrollment between 2009 and 2010 increased 1.28% in total and 1.52% in undergraduate enrollment year over year growth. Penn State Continues to expand its branch campuses even when University Park's enrollment was down in 2010. In 2009, total enrollment at the commonwealth campuses was 33,549, of which 31,813 were enrolled as undergraduates,

representing a 0.47% and 0.78% increase respectively in terms of population growth from 2008. Over the past 5 years the Commonwealth campuses have experienced 9.25% in aggregate over the period or 1.78% per annum enrollment growth in undergraduate students and 7.41% in aggregate over the period or 1.44% per annum enrollment growth. Over the past 10 year the Commonwealth Campuses' total enrollment has grown 6.76% in aggregate or approximately 0.66% per annum, while undergraduate enrollment growth total for the period was 4.30%, or an annual CAGR of 0.42%. (PSU Factbook)

The current (Fall 2010) total enrollment at Penn State (all campuses) is 87,309, of which 77,179 are enrolled as undergraduate students. This represented an increase in Penn State's enrollment between 2009 and 2010 of 0.17% total and 0.43% undergraduate. In 2009, total enrollment at Penn State was 87,163, of which 76,852 were enrolled as undergraduates, representing a 0.76% and 1.03% increase respectively in terms of population growth from 2008. Over the past 5 years Penn State has experienced 4.29% in aggregate over the period or 0.84% per annum enrollment growth in undergraduate students and 6.10% in aggregate over the period or 1.19% per annum enrollment growth. Over the past 10 year Penn State's total enrollment has grown 7.43% in aggregate or approximately 0.72% per annum, while undergraduate enrollment growth total for the period was 10.29%, or an annual CAGR of 0.98%. (PSU Factbook)

Going forward Penn State expects to grow either consistently with historical averages or at an accelerated pace. With a constantly changing (every four years) but steadily increasing market size which makes Penn State an ideal market of both size and characteristics.

Target Customers

DatePsu.com target customer base is any Penn State student with a Penn State email/access account, within the age range of 17-25 who are looking for any of the following: friends, relationships, hook ups, parties/fun, networking; with people who are compatible to them based upon our matching principles. DatePsu.com is looking for all students, regardless of if you want a long term relationship or a one night stand. We do not discriminate and are open to any student of any gender, sexual orientation, race, etc.

While we are open to any Penn State student, we have focused in on an "Ideal Customer". The ideal customer would be a student who is an average to heavy Internet or Facebook user, outgoing, honest, communicator (word of mouth advertiser of services they use), single, and looking for a relationship.

It takes a while to build a customer base within a new market, especially being the first to enter. Initially DatePsu.com is going to target female users, under the belief that "Bring the girls and the Boys will follow," -Anonymous student survey response. This sentiment was established within the survey. DatePsu.com will also target influential groups of people, such as Greek Life

members, local news like the Daily Collegian, blogs/college information websites like CollegeHumor.com, and campus clubs and organizations like Thon. DatePsu.com will not only target these members and register them, but also use them to influence the rest of Penn State's campus, who have identified that these groups are a common place for them to find out about new website services such as DatePsu.com. DatePsu.com believes this will allow for the maximum number of students and keep a constant buzz going about DatePsu.com, similar to that of LionMenus.com, which becomes a staple food source for many Penn State students almost immediately after coming to Penn State as a freshman.

Market Readiness

Most College students, specifically 80% of Penn State students spend approximately 2-5 hours online, based upon market self-conducted market research. There is currently no targeted online dating community for Penn State, and most PSU students do not currently use online dating services. Many students expressed interest in using an online dating service if it was specific to Penn State. Given this potential demand, no supply, and the already heavy Internet/social networking use by college students creates a Market ready to go/perfect for an online meeting/social networking or dating website.

“Adults aged 18-24 view the Internet as an electronic playground- a place to play, socialize, and meet others” (Lange, 2005).

Strategic Opportunities

While this website is not affiliated with Penn State, every PSU student has an email address and access account which in turn makes them a potential customer of DatePsu.com. Keeping DatePsu.com local and focused on the Penn State and surrounding State College Communities will enable the company to partner with local businesses and other services, attempting to target the Penn State student base. This will allow DatePsu.com to create an identity within the Penn State Community. Eventually, other Campus specific websites set up similarly in other college communities could be added to the company's (Clionsky Online Holdings) portfolio of websites.

Competition

Competition SWOT

There are many successful companies within the online dating and social networking realm. These include: Facebook, Myspace.com, Match.com, eHarmony.com, Spark Networks, People Media, Zoosk.com, and many others. Within online dating, Eharmony.com and Match.com make up the largest portion of registered online dating users, accounting for roughly 35 million members and over \$500 million in revenues. The worldwide online dating industry is currently valued at over \$4 billion dollars with over a billion dollars of revenue coming from the United States alone.

Competitions' Strengths

Many of the successful competitors have already established themselves as successful and operating online dating services. Many have comprehensive marketing plans, costing them millions of dollars each year, along with large teams of programmers, designers, and other Technology professionals, psychology and relationship experts, advertising deals and partnerships, a large registered user base, an international following, and most importantly in the case of eHarmony and Match.com a recognizable brand name known by almost everyone, regardless of being a user of internet dating or not, which helps them to drive new registration/users.

Also, in the case of Successful websites like Zoosk.com, eHarmony, and Match.com, these companies have created many successful relationships, providing the ultimate in customer satisfaction (as consumers who want to find love/matches actually find them), and have thus lead to more registered users and greater growth. Their individual matching platforms/formulas for success have worked out for some companies and ultimately if a service is known to work well it will continue to generate new business.

Competitions' Weaknesses

Most of the reputable established online dating services operate on a national level, trying to get as many singles as possible in any location. Also, they do not target college students specifically, and if they do, it is on a national level or filled with robots or “bots”/fake accounts. There are very few campus specific websites, with an actual presence within a school’s community. For example, when searching Penn state on some of these nationalized college love websites, either very few results or results that look “too good to be true” are displayed. This makes it hard for people to relate and find people within their local college community, which is their ultimate goal in using such an online service. Also, most of the competition focuses on finding true love and a serious long term relationship, which is not necessarily what college aged users are looking for. This is partly due to necessity (time, etc.) as well as lifestyle choices. This creates a clear issue in the type of user that is initially targeted.

Notably, there are many stigmas and bad feelings expressed towards online dating, as it is often the butt of many jokes. Online dating is often considered desperate and creepy since it is open to everyone and there are very few metrics to truly monitor/guarantee accuracy of the information/members “registered”. However, it has established itself as a multi-billion dollar industry and with the increased awareness of technological changes and trends; especially online usage, dating and meeting in this fashion is becoming less weird and desperate, and becoming more of the norm.

Competitions’ Opportunities

Competitors could benefit greatly from attempting to restore confidence in their websites as well as counter the negative stereotypes of stigmas attributed to the online dating industry. This could be done through removing fake/spam accounts or bots, and decreasing the affiliated/partner websites; refraining from cross referencing registered users across the whole network, which gives the perception of more users. Also, by opening up localized chapters with a community presence as more and more users join from that area would create a sense of security and increase success rates.

Keeping up with new technologies, such as video/webcam capabilities and phone applications can give some of these companies a new edge when a new specialized feature is created. Also, further analysis of online dating success/trends along with the psychology of relationships will allow these sites to continue to adjust their back end matching software and platforms, creating more successful matches and ultimately more registered users and revenue.

How to Compete

Here at DatePsu.com, we thoroughly believe that we have to stay one step ahead of the competition at all times. The business is centered on the consumer/customer, or the Penn State students. Revenue will follow. Students check networking sites like Facebook, every day, multiple times a day. Advertising that is seen by a group of even a couple hundred people daily is valuable, let alone Penn State’s large market size. The business model is set up to get as many happy registered users as possible and target local businesses who will want to market directly to these students. Thus, student satisfaction is our goal at all times in an attempt to snowball into a popular meeting, social networking, and dating website here in the Penn State Community.

There will be no real significant costs or barriers to entry, beyond that of producing an operational website and back end system (approximately \$5,000) and the potential stigmas that may exist within the Penn State community regarding online dating. There is no real time constraint placed upon DatePsu.com either, as IT professionals could have an operational beta website running in only a couple weeks.

DatePsu.com prides itself for being the true pioneer in the Penn State and specifically targeted campus community market. Since the internet creates endless possibilities, new competitors could easily follow suit. Being the first in the market place, along with having a catchy name and adequate marketing plan, should create a nice market position for DatePsu.com. DatePsu.com will also partner with many local business and restaurants to create a name for itself around the community, which will only increase its popularity and success.

Truly being able to compete with the national and potential local (copycats) services, DatePsu.com implements the “**Four Steps to Success**”.

1. Get rid of Stigmas: Tailoring the site specifically to Penn State students will take a lot of the “creepiness” out of the online dating process. Students are reluctant to use online dating because of that “open to everyone” factor.
2. Marketing: Many times today, especially on the internet, the advertising is not relative to us as, students. For example, when searching for something within Penn State, like Penn state scheduler, for example, the advertising on the side (The website’s bread and butter in many cases, like Google and other search engines) will be tailored to educational needs not current students. The ads are for online or post-secondary education for profit companies attempting to lure students with claims of getting an MBA from an “accredited” University. This is also easily seen in television and other advertising mediums.
Plain and simple, advertising is not localized or targeting the right consumers; All advertising will be local and to the point. DatePsu.com will grow and claim its place in the market through constant community interaction and involvement.
3. Cutting Edge: DatePsu.com will always use the most up to date technologies in conjunction with its matching/dating services. This includes webcam, voice capabilities, mapping, and more. This will keep DatePsu.com one step ahead of its competitors.
4. Maintaining Principles: DatePsu.com will maintain its principles based upon closed college campus communities. These communities are so large that many times there is someone out there just like you, whom, you will unfortunately never get to meet. DatePsu.com makes that meeting, and many others possible. We will always strive to stay true to our founding principles and a customer first attitude.

DatePsu.com SWOT

Strengths

This localized online dating community will exclusively target Penn State Students, which represents a pretty large community of over 70,000+ but is very localized and compact, especially at University Park main campus. This makes marketing, especially by Word of Mouth and with flyers and other advertisements, very easy to accomplish as there is only a small area (campus + downtown) that needs to be targeted. This also allows for partnerships with local restaurants and targeting advertisements on the website.

Since Penn State is so large, it can be quite cumbersome to meet people and this website makes it much easier and creates better relationships since they are based on more than physical attractions. College users are heavy internet/social network users, as today's generation of college student are truly "Children of the Internet Age." Currently, there is no such service in the Penn State Community and it is definitely apparent that there is adequate demand and market size to launch such a service.

There are low barriers to entry and a very low cost associated with creating DatePsu.com and making it fully operational. Launching a functional website will also only take a couple of weeks, making the process somewhat simple if outsourced to the right professionals. Also, being a free service, most students are more inclined to participate. Very few students pay for online services and websites and if that was the situation in this case many potential members would most likely be deterred.

Weaknesses

Due to the fact that Penn State, is a large community of somewhat likeminded students/individuals on the most basic principal that all our part of the Nittany Lion Family. Because of this, as well as the age, and nature of the socialness established in college, it is often times very easy to meet new people here at Penn State. This may detract from the need of using an online website or service to meet new people to potentially date, as you can do it through other means like Greek Life, parties, class, etc. Even if you do not know everyone, you are constantly surrounded by new people and faces which at least naturally creates this opportunity without having to seek it elsewhere.

There is clearly less of a need for college students to settle down and find that one true love, which also detracts from the need of finding a "good match". Many students are looking to have fun and simply find attractive people to have a good time with, and not settle down on something more serious based on similarities and complementing personalities. There are also many stigmas associated with online dating, such as being somewhat "creepy" in nature, which will be hard to get students to look past.

Opportunities

There is currently a great opportunity within the Penn State community for an exclusively targeted dating website as no such websites currently exists. If successful in the Penn State community, this business model could easily be implemented at other major and populous universities within the Big Ten and rest of the country.

Since this is a localized dating community, a lot of revenue opportunity exists in the form of localized advertising and partnership. Also, the sheer size of Penn State and the fact that there are

between 10,000 and 15,000 new students to the Penn State community every year creates a constant source of new potential customers.

Threats

Lack of demand in an online dating community created by many factors, including societal stigmas and environmental factors, is ultimately the biggest threat. Also, competition from the national leaders or another student stepping into the market/space prior to DatePsu.com or concurrently would also pose huge threats to DatePsu's success.

Operations

Nature of Success

The success of DatePsu.com will be almost entirely reliant on new registered students and maintaining the current registered students throughout their student career here at Penn State. Advertising sales and prices that can be charged for ads will be directly correlated to the number of registered users and the frequency of their visits to the site. The business model is set up in a way that more registered users visiting more frequently equates to more users and higher ad revenues and the cycle continues until reaching a plateau level of participation or very slowly growing, similar to that of Penn State's overall population. Since the website provides services for free, localized Penn State advertising/partnerships will be the only source of income. Long term, the website/domain, along with its base of registered users could be sold for monetary gains as well.

Success can also be measured in terms of customer satisfaction. The purpose of this website is to provide a successful online dating community within the Penn State community and by providing quality matches in a safe environment that lead to successful relationships would ultimately be considered success by DatePsu.com.

Competitive Edge

DatePsu.com provides a free online dating community targeting specifically college students at Penn State University. Currently there are no other substantial online dating competitors strictly for college students within localized campuses, especially Penn State. The service is completely free and takes many of the stigmas out of online dating due to the completely localized and specific market. Other online competitors are open to everyone, target older individuals, are filled with fake accounts, robots, and spam, and do not have connections to the localized community or campus through partnerships and advertising.

Overcoming Issues/Problems

Many college students do not have large disposable incomes and do not normally pay for most internet websites and services, both out of preference and necessity. Because of this, DatePsu.com is a completely free service. This makes it very imperative that the company focuses on creating advertising sales and local profitable partnerships and generating revenue other ways. Many websites today operate under a similar fashion, giving free information or service to its user in exchange for advertising placed strategically on the webpage.

Technical issues and problems have the potential to arise, but, most of this will be outsourced to a server/hosting company along with the domain registrar's free built-in services. Constant monitoring of the website along with proper weekly maintenance should keep the site running at

all times and at adequate speeds. Selecting a server/host with the correct technical specifics is crucial to making sure that DatePsu.com is able to handle thousands of users registered using the website on a daily basis. If the website does crash or go offline, a one page warning will be displayed until the operational site can be launched live once again. Proper response time for any offline crashes is within an hour.

Supply and Distribution

DatePsu.com operates as a service oriented company based on the Internet. DatePsu.com has no formal inventory beyond promotional and marketing materials such as t-shirts, flyers, coupons, etc. as well as the customer information which will be maintained through a computer database. The “distribution” of DatePsu.com’s services will take place online when student daters are matched with other customers based upon similarities in their profile questionnaires.

Order Fulfillment (Matching Process)

The dating/matching process used by DatePsu.com will follow these steps:

1. The customers will sign up for their free DatePsu.com profile/account by using their @psu.edu email address/access account.
2. Each student will then be sent a confirmation link to their @psu.edu account and will then be able to complete registration/enter their personal information
3. A questionnaire will be filled out by each student with personal questions about themselves along with their ideal companion, on the basis of what they are looking for, their interests, and personality characteristics.
4. A match will be made based upon a percentage threshold of 50% compatibility based upon DatePsu.com’s backend matching system. Certain characteristics are weighted and scores are created based upon a mix of who they are/what they are looking for.
5. Any registered student/user on DatePsu.com will be able to look at other’s profiles within a certain matching threshold (approximately 50% or more) and also be able to create advanced searches within this field to narrow down their choices.
6. Contact can then be made to the match and see if there is mutual interest. Users have the option to ask the match out on dates, promotional date nights, message, chat, etc.
7. Each week an email alert will be sent with your top five new matches along with your top five best matches overall. Matches can be deleted and removed from future searches by simply clicking the “creeper” or block user button.
8. Users can post videos, pictures, tweets, songs, and other multimedia in creating their own personal space within the dating community
9. Crush Search allows users to enter email addresses of their crushes on campus. An email will be sent to the crush asking them to join and enter their crushes. They will be notified they were somebody’s crush but no personal information will be given unless a match is made on both ends.

Customer Service and R&D

To ensure that all customers are receiving the best possible service and quality matches, along with feeling safe within the online dating community, DatePsu.com will provide an opportunity for feedback after each match notification, monthly, and at the user's discretion on the 'Contact Us' page. There will be five short questions along with a response box that users can provide any feedback, questions, concerns, etc. The response box will not only assist us in adding technology, services, and features that the users want, but also in making sure customers are happy at all times and have their thoughts heard. An automatic response will be sent after every customer service response along with a personalized follow up email with a detailed response to the customer's concern.

Technology

Website Timeline

Initially, DatePsu.com will only operate as an informational "opt-in" website, allowing those interested to provide their email addresses to receive more information and be the first of the 500 beta participants. There will be some information, specifically dating stats along with survey results from "real Penn State students" so users can learn more about the mission of DatePsu.com. After promotions, positive survey results, and adequate results from the website designer and developer the operating site will be launched in beta form. After one-half semester of successful beta testing, the site will be launched live to everyone within the Penn State network with an @psu.edu email account within the ages of 18-26.

Matching System

The backend matching system will be based off of simple math algorithms similar to those used by match.com and eharmony.com. The matching system used by DatePsu.com will rank certain characteristics and similarities, mostly what the person is looking for and the types of things they currently enjoy doing based upon market research studies testing the effectiveness of certain characteristic compatibilities amongst college students. For example, social situations and the short term are much more prominent in college students lives as opposed to the hoping to get married mentality. Matches will be based on an aggregate average system which awards points for responses and weights certain categories higher than others by certain multiples (1, 1.1, 1.2, etc.). The total is then averaged and matches are considered to be anyone within 50% of your score (25% on either side). The best matches will be highlighted and displayed first.

Outsourced IT

The website design and development will be outsourced, through the consultation of the IT team, to freelance professionals. The hosting and maintenance will be maintained by a third party hosting company, HostingGator.

Special Features

DatePsu.com targets college students specifically, who have a very active social life and also use social networking and the internet many hours a day; and thus, DatePsu.com will capture this niche market through many special features that capture both of these ideals. First, are the Facebook and mobile applications. These applications will not only allow users to use DatePsu.com while on Facebook or their mobile device, but also carry additional functionalities for Facebook. For example, “PeopleIPartyWith”, will scan through events, photographs you were tagged in, and groups you are in and find people you are not currently friends with but are in the same or a similar social scene. This could be used to find parties, coordinate parties, easily invite people to events and groups, and keep in better touch with the people you “Party” with.

College students are definitely looking for love, but only if it happens. Often times college aged students are just looking to have fun and be wild and crazy. DatePsu.com will allow you to find other people that are in the same boat. There are also some unique features, like an option that would allow you to search people that come up and almost completely unlike the user. The saying opposites attract would truly be trusted in that case. While we do not stand behind those matches and users must agree to search said profiles, this option is available. There will also be a college only chat roulette that matches you to what you are looking for, or, if that is unavailable, the general queue.

Not surprisingly, college students are also somewhat concerned about their privacy so unique privacy measures will be taken. The “Creep Button” is a one button block that will block your account from any user you do not want to talk to you. Users can set customized privacy settings to their liking. However, it is always recommended to be open, honest, and communicate in this community if looking to get our top matches. Lastly, there is a feature for any user who may be a little shy or hesitant. If you are indeed a match but do not want to make the first move, you can have us do the asking for you in many different ways, including flowers, dinner, or even just a simple email. We can even send a suggestion email if the user’s privacy settings allow it.

Revenue Generation

Initially, the main source of income for DatePsu.com will come in the form of advertising revenue. Within 6 months DatePsu.com expects live promotions and local partnerships to outpace advertising revenue. In the long run this should again reverse and if up to 35% of the campus can be captured advertising revenue will be the cash cow of the website.

Advertising Sales

DatePsu.com will only use local state college businesses and services located near campus or downtown. This will ensure that the users are surrounded by things that are useful to them and also that the advertisers get their targeted audience. A system similar to lionmenus.com will be used, however, in this case there is no per transaction fee and just a monthly charge for advertising space as specified below in the Advertising Sales section. Ads will be provided or

created at a small fee and charges increase based upon the number of registered users taking in to account active vs. inactive so retailers get a great value. There will be no spam,

Strategic Partnerships

DatePsu.com will partner with bars, restaurants, clothing stores, retailers, flower shops, and any other date related business in providing DatePsu.com's customers will a benefit (coupon, free sample, free item, discounted gift certificate). Such promotions will be generating profit both for DarePsu.com by up-charging the "wholesale"/discounted price paid directly to the business. Such promotions could include date nights, singles nights, speed dating, free dinner for two's, discounted dinner for two, etc. These partnerships will help to lead to advertising revenue if partners chose to purchase advertising space, but ultimately, DatePsu.com's logo and name will be on every promotional and marketing item distributed or seen by the public.

Franchising

DatePsu.com's long term goal is to become the dominate player in the college campus specific online dating communities in the largest colleges and universities across America. Expansion will first take place in the Big Ten and then continue to the largest Universities by enrollment and per capita population in the college campus vicinity. Franchising will be available to students or other potential owners within the specific campus community.

Privacy Policy/Terms of Use (See Full in Appendix)

DatePsu.com will not sell or provide any of the information the customer provides to any outside party or non-registered member of the specific campus community. All information provided to the website can be seen by other DatePsu.com members unless otherwise specified by the member providing the information. Privacy controls can be maintained by the user to keep certain aspects private, and can leave out any undesired information, although this may impact their match results.

Any registered user using DatePsu.com agrees to any of the terms specified in the full Terms of Use located in the Appendix. At any time if any user would like to discontinue using this site their profile can be deleted and removed from the system or listed as inactive. Also, additional preferences, such as receiving communications from DatePsu.com, can be toggled by registered users.

Marketing Plan and Strategy

Company Messages

DatePsu.com wants all Penn State students to know that they can be cool, calm, and confident when it comes to dating. DatePsu.com also wants students to know that this is a private restricted dating community, only for PSU students. This creates better matches and relationships are proven to be more successful when they are based upon common interests or similarities. DatePsu.com also wants its customers to know that no matter what they are looking for, something fun, or something serious, DatePsu.com has it all. This will portray an image of a fun safe place where students can go to meet new people very similar to them whom they may have not gotten a chance to meet otherwise, simply because of Penn State's massive size. There are plenty of great people out there and DatePsu.com allows those great people to get noticed by people "who have yet to realize" they are interested.

Slogans

"Whether you want to be tied down, or just hook up; DatePsu.com has what you're looking for. FREE"

"Penn State's Number One FREE Online Dating and Meeting Place"

"Ever have that nagging girlfriend or boyfriend? Constantly going through your phone, fighting, and causing drama and stress in your life? Well, DatePsu.com has other Penn State singles just like look, looking for real down to Earth people looking for a healthy fun relationship. Check us out today! PS. we're 100% FREE all the time."

"School is stressful enough. Take the stress out of dating and find your perfect companion, right here on Penn State's campus; without pinching your pennies either, our service is FREE."

"DatePsu.com, an online dating community exclusively for Penn State students, taking the "creepy" out of online dating, one successful FREE Penn State student match at a time. Matches are happening every day, see who's out there looking for you or find your crush's with our innovator classmate crush finder application!"

"Here at DatePsu.com we have exactly what you're are looking for in a safe PSU Private online environment, regardless of if you want a long term relationship or a one night stand."

"Want to find your Crush? No really... if you have that special boy/girl you admire from afar, possibly in a class or you pass walking around campus on a regular basis, visit DatePsu.com for Free today and we'll see if they have a crush on you with our Crush Finder."

"Does it seem like everyone has a boyfriend/girlfriend these days? Well we have thousands of other Penn State students similar to you looking for that special someone. Are you there Special match? Visit DatePsu.com and find your matches around campus FREE."

“Are you too busy to find a good date? Then we have the answer for you, DatePsu.com, a FREE Penn State restrictive online dating community that matches you with other Penn State students who share similar interests and characteristics as you. A perfect match, actually near campus, is really only a click away.”

Market Positioning

DatePsu.com is a new, contemporary, private dating website appealing to the female and male college aged (18-26) demographic in the Penn State community.

- Product: An online service that matches Penn State and potentially other students in the future with matches based upon similarities in an attempt to make dating easier through an online website medium.
- Price: DatePsu.com will be free to the customer. Revenue generation comes into Advertising Sales prices (see Financials Section).
- Place: This website will initially be exclusive to Penn State University but will eventually expand to other Big Ten universities.
- Promotion: Various near campus and interactive promotions and events will take place throughout the downtown State College area.

Marketing Methods, Techniques, and Vehicles

Due to the fact that the target market is college aged students, contemporary media will be used for promotion and marketing, while still focusing on continue to spread the word of mouth advertising. DatePsu.com believes that anything with DatePsu.com's logo on it is good advertising and promotion, especially if it can be date or socially related.

Revenue generation is directly related to the number of registered users, so gaining new members and gaining a deeper penetration within the Penn State market is crucial to the success of DatePsu.com.

In order to gain new customers as well as hold on to old customers,

DatePsu.com will constantly be advertising and running live promotions. Many of these promotions will be formed through partnerships with local businesses and restaurants and may often times create free promotion and generate a profit for DatePsu.com.

Multiple times a month promotions will occur in order to keep customers happy and to generate interest from new users. Special promotions and discounts also lend itself to customer satisfaction and creating an added value. A true added benefit for joining the site should definitely help to entice new members. Promotions and marketing will be done through one of the following mediums:

- Free T-shirts- sponsored ads to recover costs of T-shirts with DatePsu.com and slogan

- YouTube videos/commercials- Funny, college themed dating videos and commercials, such as fighting with a girlfriend/boyfriend in public or because of a text or Facebook message, etc.
- Flyers- In classrooms, on campus, in stores and restaurants off of campus with DatePsu.com logo and slogan. Thousands printed monthly
- Restaurant/Bar nights and partnerships- Many bars and restaurants offer nice sales percentages if you have a totally themed night or bring traffic into their place of business. Strategic partnerships with local businesses in the State College area would allow for such profitable promotional activities. This could include things like “Singles Nights” or speed-dating events at bars or restaurants. Also, giving out free coupons, free samples, or discounted gift certificates is another way to not only drive traffic to DatePsu.com and initiating the matchmaking process, but also to the local businesses involved.
- First Date Free- DatePsu.com will provide dinner or lunch for two after successfully signing up, finding a match, and receiving confirmation that your match would like to go to dinner/lunch with you
- Facebook- Facebook Applications, event pages, group page, fan page and constant status and twitter updates about online dating and specifically DatePsu.com will take place on a daily basis. Other multimedia content will always also be spread through Facebook.
- Dater’s card- Exclusives like special cards with grouped restaurant discounts will be given to everyone that registers for the site. Being a free service as well as giving away something free should definitely drive traffic, especially in the college market.

Market Research and Surveys

Premise

Since there were no major or legitimate localized college dating services, the local community and campus was surveyed in order to figure out if there was an overall demand for the service and if so, how to specifically tailor this service to perfectly fit the target market. The purpose of this research is to get a better understanding of the way college students approach relationships and the integration of social networking in college students' everyday lives. The survey also focused on language and habits both on and offline dealing with social networking and dating. Also, another goal of the survey was finding out where students found information and which groups of people were influential to them in terms of learning about new services and products around campus.

Procedures/Statistical Relevance

Penn State students of all ages were given two surveys, approximately 30 questions in length. The survey collected was only given online, through SurveyMonkey.com. The survey was distributed and collected online through Facebook, as social networking users within the Penn State network were the target audience. With an approximate population of 40,000 students, to be statistically accurate, with a 95% confidence and .05 error level, 270 surveys needed to be completed by Penn State students. Given a very low participation rate, of only about 10% in online surveys, approximately 2700 students should have been contacted about participating. The survey turned out to be more efficient, and only 1500 students had to be invited via Facebook to take this survey. This speaks volumes about the willingness to help out amongst the Penn State community along with the power of Facebook as a marketing and information collecting tool. Given the confidence and error levels of this data, it can be considered representative of the overall Penn State community and I would expect the 95% "correct" data to happen exactly the same 95% of the time.

Online Usage Survey

1. Are you a Penn State Student or Penn State Alumni?

☐ YES ☐ NO

Your Age: _____

Semester Standing: _____

Sex(Circle One): Male Female

2. On average, how much time do you spend online per day?

☐ 30 mins or less ☐ 1 hour ☐ 2-3 hours ☐ 4-5 hours ☐ 6+hours

3. What do you typically use the internet for? (check all that apply)

☐ Checking email ☐ Facebook/social networking ☐ class assignments
☐ news/research ☐ games ☐ shopping ☐ video/YouTube
☐ movies(Netflix)/television ☐ blogs ☐ dating ☐ gambling
☐ making money ☐ photo-sharing/editing ☐ chat rooms
☐ college info websites (i.e. college humor.com) ☐ other _____

4. Which Social Networking sites do you use? (check all that apply)

- ☐ Facebook ☐ MySpace ☐ Twitter ☐ YouTube ☐ LinkedIn
☐ Chat Roulette ☐ Xanga ☐ other _____
5. Do you currently or have you paid to use social networking websites or other online services?
☐ YES ☐ NO
6. If Yes, which types of services or websites? (check all that apply)
☐ Email ☐ Social networking ☐ news/research ☐ games
☐ video/YouTube ☐ movies/television ☐ blogs ☐ dating
☐ photo-sharing/editing ☐ other _____
7. Could you please list a couple of specific such online services/websites

8. Do you use campus specific websites, like Lionmenus.com?
☐ YES ☐ NO
9. Are you more inclined to use websites/ online services if you know they are campus specific?
☐ YES ☐ NO ☐ Indifferent
10. Where do you find out about new online media or services (i.e. viral video) check all that apply?
☐ Greek Life ☐ Roomates ☐ Floormates ☐ Friends (same college)
☐ friends (from other universities) ☐ Facebook ☐ Professors ☐ News
☐ blogs/forums ☐ college info websites (i.e. college humor.com)
☐ campus organizations/clubs ☐ other _____
11. Where do you learn about services/businesses near Penn State's campus? (check all that apply)
☐ Greek Life ☐ Roomates ☐ Floormates ☐ campus organizations/clubs
☐ Facebook ☐ Professors ☐ News ☐ blogs/forums ☐ Friends
☐ College info websites (i.e. college humor.com) ☐ other _____
12. Where do you hear about PSU specific online services like LionMenus.com? (check all that apply)
☐ Greek Life ☐ Roomates ☐ Floormates ☐ campus organizations/clubs
☐ Facebook ☐ Professors ☐ News ☐ blogs/forums ☐ Friends
☐ College info websites (i.e. college humor.com) ☐ other _____
13. Please rank each group/person by how influential they are to you. (1=most influential)
☐ Greek Life ☐ Roomates ☐ Floormates ☐ Friends (same college)
☐ friends (from other universities) ☐ Facebook ☐ Professors ☐ News
☐ blogs/forums ☐ college info websites (i.e. college humor.com)
☐ campus organizations/clubs
14. Would you or do you currently use online dating sites/services?
☐ YES ☐ NO
15. If so, which? (check all that apply)
☐ Zoosk ☐ Eharmony.com ☐ Match.com ☐ JDate
☐ university/college dating site ☐ other _____
16. If not, why not? (check all that apply)
☐ Creepy ☐ Open to everyone ☐ easy to meet people other ways
☐ online dating is desperate ☐ not looking for serious relationship ☐ don't need to
☐ I do not want to ☐ other _____
17. Would you use an online dating service if it was specific to Penn State's campus?
☐ YES ☐ NO ☐ Possibly
18. Online Dating Sites are very successful with older singles, why do you think this is? (check all that apply)
☐ greater need ☐ maturity level ☐ less stigmas
☐ looking for serious relationship ☐ I don't know ☐ other _____

19. Of the 40,000+ students at PSU, about how many of them do you know their name?
 ___ <50 ___ 50- 100 ___ 100-200 ___ 200-300 ___ 400-600 ___ 600+
20. Would you like to meet/know more people?
 ___ YES ___ NO ___ Indifferent
21. To what extent does Facebook/Social Networking Sites impact your life?
 ___ Always Connected ___ Usually Connected ___ Sometimes Connected ___ Never Connected
22. Approximately what percentage of your internet usage is devoted specifically to Facebook/Social Networking?
 ___ 100% ___ 90% ___ 75% ___ 50% ___ 25% ___ 10% or less
23. Do you use Facebook and other social networking sites and applications on your mobile phone?
 ___ YES ___ NO
24. How would you describe your online voice/impact?
 ___ Very loud (always posting/tweeting etc.) ___ Somewhat loud (multiple posts a week)
 ___ Somewhat Quiet (respond to friends/bday's) ___ Very quiet (rarely use social networking)
25. To what extent do you friend/look at profiles of complete strangers on Facebook?
 ___ A lot ___ Often ___ Sometimes ___ Rarely ___ Never
26. Do you ever communicate with strangers on social networking websites through chat, messages, wall posts, etc.
 ___ YES ___ NO

How would You describe yourself (Check all that apply)?

___ friendly ___ outgoing ___ funny ___ creative ___ sensitive ___ open
 ___ intelligent ___ career-oriented ___ active ___ partier ___ motivated ___ shy
 ___ sociable ___ strong ___ responsible ___ confident ___ mature
 ___ selfish ___ independent ___ energetic ___ positive ___ negative
 ___ helpful ___ well rounded ___ strong-minded ___ serious ___ average
 ___ other _____

Any additional Comments about Online Usage/Social Networking in College Life or Dating:

Results

Are you a Penn State Student or Penn State Alumni?		
Answer Options	Response Percent	Response Count
Yes	93.9%	275
No	6.1%	18

Responses by Sex		
Answer Options	Response Percent	Response Count
Male	38.9%	114
Female	61.1%	179

Semester Standing		
Answer Options	Response Percent	Response Count
Freshman	6.3%	17
Sophomore	22.9%	62

Junior	22.5%	61
Senior	48.3%	131

On average, how much time do you spend online per day?		
Answer Options	Response Percent	Response Count
30 mins or less	0.0%	0
1 hour	4.8%	14
2-3 hours	49.5%	145
4-5 hours	32.4%	95
6+hours	13.3%	39

What do you typically use the internet for? (check all that apply)		
Answer Options	Response Percent	Response Count
Checking email	98.3%	288
Facebook/social networking	98.6%	289
class assignments	88.1%	258
news/research	71.7%	210
games	22.9%	67
shopping	43.3%	127
video/YouTube	65.2%	191
movies(Netflix)/television	39.2%	115
blogs	18.1%	53
dating	1.7%	5
gambling	3.8%	11
making money	4.8%	14
photo-sharing/editing	20.8%	61
chat rooms	2.7%	8
college info websites (i.e. college humor.com)	21.2%	62
Other (please specify)	4.4%	13

Which Social Networking sites do you use? (check all that apply)		
Answer Options	Response Percent	Response Count
Facebook	98.0%	287
MySpace	2.7%	8
Twitter	42.7%	125
YouTube	70.6%	207
LinkedIn	31.7%	93
Chat Roulette	2.0%	6

Xanga	0.7%	2
Other (please specify)	3.4%	10

Do you currently or have you paid to use social networking websites or other online services?		
Answer Options	Response Percent	Response Count
Yes	7.5%	22
No	92.5%	270

Do you use campus specific websites, like Lionmenus.com?		
Answer Options	Response Percent	Response Count
Yes	84.9%	247
No	15.1%	44

If Yes, which types of services or websites? (check all that apply)		
Answer Options	Response Percent	Response Count
Email	39.3%	11
Social networking	32.1%	9
news/research	32.1%	9
games	21.4%	6
video/YouTube	21.4%	6
movies/television	39.3%	11
blogs	3.6%	1
dating	3.6%	1
photo-sharing/editing	7.1%	2
Other (please specify)	14.3%	4

Where do you find out about new online media or services (i.e. viral video) check all that apply?		
Answer Options	Response Percent	Response Count
Greek Life	7.8%	19
Roomates	72.8%	177
Floormates	18.9%	46
Friends (same college)	91.4%	222
friends (from other universities)	70.4%	171
Facebook	89.7%	218
Professors	18.5%	45
News	37.0%	90
blogs/forums	17.7%	43
college info	16.0%	39
websites(i.e. collegehumor.com)	26.3%	64

Are you more inclined to use websites/ online services if you know they are campus specific?		
Answer Options	Response Percent	Response Count
Yes	49.1%	144
No	6.1%	18
Indifferent	44.7%	131

campus organizations/clubs	16.0%	39
Other (please specify)	2.9%	7

Where do you hear about PSU specific online services like LionMenus.com? (check all that apply)		
Answer Options	Response Percent	Response Count
Greek Life	6.9%	16
Roomates	57.9%	135
Floormates	20.6%	48
campus organizations/clubs	29.2%	68
Facebook	49.4%	115
Professors	11.6%	27
News	17.6%	41
blogs/forums	3.0%	7
Friends	75.5%	176
College info websites (i.e. college humor.com)	4.7%	11
Other (please specify)	5.6%	13

Would you or do you currently use online dating sites/services?		
Answer Options	Response Percent	Response Count
Yes	7.4%	18
No	92.6%	224

If not, why not? (check all that apply)		
Answer Options	Response Percent	Response Count
Creepy	52.0%	117
Open to everyone	22.2%	50
easy to meet people other ways	53.8%	121
online dating is desperate	41.8%	94
not looking for serious	20.0%	45

If so, which? (check all that apply)		
Answer Options	Response Percent	Response Count
Zoosk	16.7%	3
Eharmony.com	61.1%	11
Match.com	55.6%	10
JDate	11.1%	2
university/college dating site	38.9%	7
Other (please specify)	5.6%	1

relationship		
don't need to	55.6%	125
I do not want to	50.7%	114
Other (please specify)	4.9%	11

Would you use an online dating service if it was specific to Penn State's campus?		
Answer Options	Response Percent	Response Count
Yes	7.1%	17
No	47.1%	112
Possibly	45.8%	109

Online Dating Sites are very successful with older singles, why do you think this is? (check all that apply)		
Answer Options	Response Percent	Response Count
greater need	64.0%	151
maturity level	41.5%	98
less stigmas	35.2%	83
looking for serious relationship	70.3%	166
I don't know	8.9%	21
Other (please specify)	5.1%	12

Of the 40,000+ students at PSU, about how many of them do you know their name?		
Answer Options	Response Percent	Response Count
<50	3.4%	8
50- 100	14.4%	34
100-200	33.5%	79
200-300	24.6%	58
400-600	15.7%	37
600+	8.1%	19
Other (please specify)	0.4%	1

Would you like to meet/know more people?		
Answer Options	Response Percent	Response Count

Yes	68.8%	163
No	4.6%	11
Indifferent	26.6%	63

To what extent does Facebook/Social Networking Sites impact your life?		
Answer Options	Response Percent	Response Count
Always Connected	32.5%	77
Usually Connected	51.5%	122
Sometimes Connected	15.2%	36
Never Connected	0.8%	2

Approximately what percentage of your internet usage is devoted specifically to Facebook/Social Networking?		
Answer Options	Response Percent	Response Count
100%	1.3%	3
90%	4.7%	11
75%	29.1%	68
50%	36.3%	85
25%	23.1%	54
10% or less	5.6%	13

Do you use Facebook and other social networking sites and applications on your mobile phone?		
Answer Options	Response Percent	Response Count
Yes	65.7%	155
No	34.3%	81

How would you describe your online voice/impact?		
Answer Options	Response Percent	Response Count
Very loud (always posting/tweeting etc.)	10.5%	25
Somewhat loud (multiple posts a week)	43.9%	104
Somewhat Quiet (respond to friends/bday's)	42.2%	100
Very quiet (rarely use social networking)	3.4%	8

To what extent do you friend/look at profiles of complete strangers on Facebook?		
Answer Options	Response Percent	Response Count
A lot	0.9%	2
Often	10.6%	25
Sometimes	35.7%	84
Rarely	40.9%	96
Never	11.9%	28

Do you ever communicate with strangers on social networking websites through chat, messages, wall posts, etc.		
Answer Options	Response Percent	Response Count
Yes	14.1%	33
No	85.9%	201

Other comments

“Initially as Freshman and Sophomore I used Social Networking to try and find friends specifically girls to try and hook up with. But as I got older found it easier to approach the people in public, for me social networking in the use of dating is dead and now I just use it to stay connected with old friends.”

“Not being on Facebook is asking to not existing in our generation.”

“facebook = life”

“I wish there was a way to connect to girls similar to me without having to buy them drinks at the bar with the risk of them not wanting to date me and then having to possibly text them night in and night out to see if they would want to hang out and then deal with the result of that if it's not positive.”

How would You describe yourself (Check all that apply)?		
Answer Options	Response Percent	Response Count
friendly	92.4%	219
outgoing	71.3%	169
funny	76.4%	181
creative	47.7%	113
sensitive	45.6%	108
open	61.6%	146
intelligent	82.7%	196
career-oriented	57.4%	136
active	62.4%	148
partier	43.0%	102
motivated	69.6%	165
shy	14.8%	35
sociable	75.9%	180
strong	41.8%	99
responsible	75.5%	179
confident	65.4%	155
mature	66.7%	158

selfish	11.0%	26
independent	71.7%	170
energetic	46.0%	109
positive	65.8%	156
negative	6.3%	15
helpful	60.8%	144
well rounded	73.0%	173
strong-minded	54.4%	129
serious	27.0%	64
average	12.7%	30
Other (please specify)	0.4%	1

Dating and Relationship Survey

- Are you a Penn State Student or Penn State Alumni?
☐ YES ☐ NO
Your Age: _____
Semester Standing: _____
Sex(Circle One): Male Female
- Are you currently in a relationship?
☐ YES ☐ NO ☐ I wouldn't quite call it that
- If so, for how long?
☐ 1-3 months ☐ 3-6 Months ☐ 1 Year ☐ 1-2 years ☐ 3+years
- If so; Do you consider your partner Mr./Mrs. Right or Mr./Mrs. Right Now?
☐ Mr./Mrs. Right ☐ Mr./Mrs. Right Now
- What is Your Facebook Relationship Status?
☐ Single ☐ In a Relationship ☐ Open Relationship ☐ Unlisted/Hidden ☐ Other
- How many relationships have you been in while in College? (1 week or longer)
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5+
- How long did your longer relationship while in college last?
☐ 1-3 months ☐ 3-6 Months ☐ 1 Year ☐ 1-2 years ☐ 3+years
- On Average How Long Do Your Relationships Last (All Past Relationships)
☐ 1-3 weeks ☐ 1-3 Months ☐ 3-6 Months ☐ 1 year ☐ 1-2 years
- Are You Looking for a Long Term Relationship while in College?
☐ YES ☐ NO ☐ If it happens, it happens
- What are you looking for? (Check All that Apply)
☐ Long Term Relationship ☐ Short Term Relationship ☐ Friend with benefits
☐ Hookup ☐ Platonic Friend ☐ other _____
- Do you think you will find your future husband or wife while here at PSU (in college)?
☐ YES ☐ NO
- Do You Consider Yourself conservative when it comes to dating and relationships?

- ___YES ___NO
13. What initially attracts you to the opposite Sex?
 ___Physical features ___Personality
14. Most Important Characteristics/Factors for a Relationship?
 ___Similar personality's ___physical attraction ___Combination
 ___other _____
15. Most important physical attribute in the opposite sex?
 ___Face ___Body ___Smile ___Eyes ___Hair Color/Style
 ___other _____
16. What Personality Traits Are you Attracted to in the Opposite Sex? (check all that apply; please star most important)
 ___friendly ___outgoing ___funny ___creative ___sensitive ___open
 ___intelligent ___career aspirations ___popularity ___drinker/smoker ___similar
 ___other _____
17. How Picky do you consider yourself when choosing relationship partners?
 ___ very picky ___somewhat picky ___a little picky ___not picky at all
18. How do you attract members of the opposite sex?
 ___Physical features ___Personality ___other _____
19. How Forward are you when approaching the Opposite Sex?
 ___ very forward/outgoing ___somewhat forward ___a little shy ___very shy
20. Would you be more inclined to date someone knowing they have many common interests and characteristics?
 ___YES ___NO ___other _____
21. Do you Think Relationships are more successful if you know more about the person from the beginning?
 ___YES ___NO ___other _____
22. Which things in common are important for you within a relationship?
 ___Religion ___Interests ___Hobbies ___clubs/orgs ___activities
 ___what you're looking for in a relationship ___common friends ___personalities
 ___both attractive ___social interests (partying, drinking, etc.) ___other _____
23. With your Current Dating Patterns, do you find it difficult to find people similar/compatible to you?
 ___very difficult ___somewhat difficult ___somewhat easy ___very easy
24. Where do you normally meet people you date? (Check all that apply, star most common)
 ___Frat/Greek life ___Class ___Bar ___Other Party ___Online
 ___club/student organization ___campus ___blind date ___through friend
 ___already a friend ___Dorm/Residence ___other _____
25. Are you normally in a social situation (i.e. party) when meeting/approaching the opposite sex
 ___YES ___NO ___Socially, but not drunk
26. Are you comfortable approaching a complete stranger in a non social situation (i.e. not drunk)
 ___YES ___NO ___Only if they are very attractive
27. Do You consider Penn State Main's Campus of over 40,000 students overwhelming?
 ___ very overwhelming ___a little overwhelming ___not at all overwhelming
 ___you enjoy meeting/seeing all of the new faces
28. How easy do you think is it to meet new people here at Penn State?
 ___very easy ___somewhat easy ___not as easy as you would think ___difficult

29. How Open about your relationship are you with your friends (how much information do you share)?

___closed off ___somewhat open: no dirty details ___share most stuff
___very open: every last juicy detail ___other _____

30. How much information about your relationship do you share online?

___closed off ___somewhat open: no dirty details ___share most stuff
___very open: every last juicy detail ___other _____

31. Check all the words that come to mind when thinking about college dating/relationships?

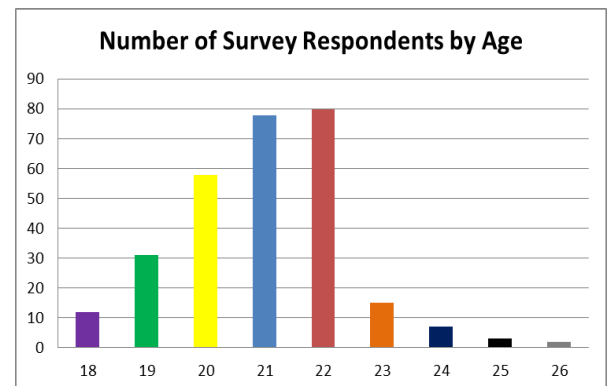
___love ___drama ___hooking up ___marriage ___soul-mate
___fun ___one night stand ___DTF ___sex
___girlfriend/boyfriend
___serious ___other _____

Any additional Comments: _____

Results

College Dating and Relationships Survey Results

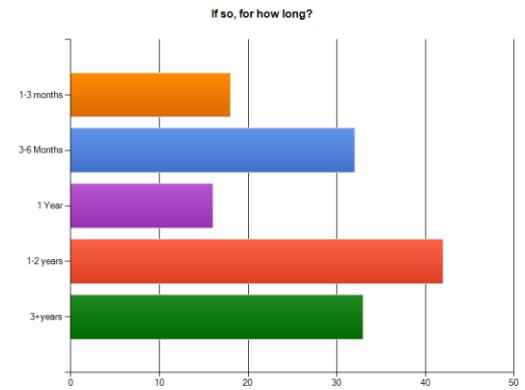
Are you a Penn State Student or Penn State Alumni?		
Answer Options	Response Percent	Response Count
Yes	93.1%	269
No	6.9%	20



Semester Standing		
Answer Options	Response Percent	Response Count
Freshman	6.4%	17
Sophomore	21.9%	58
Junior	21.9%	58
Senior	49.8%	132

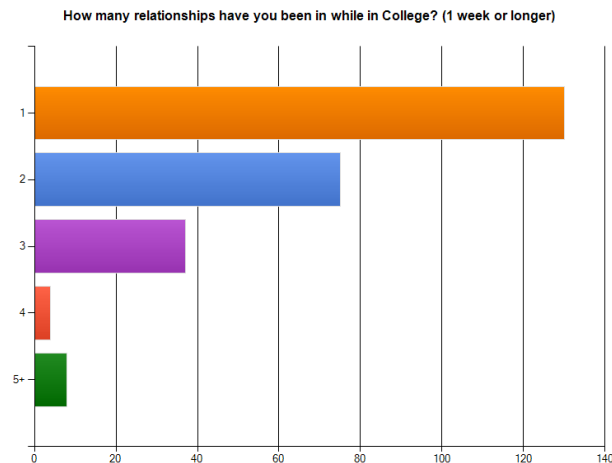
Responses by Sex		
Answer Options	Response Percent	Response Count
Male	35.9%	103
Female	64.1%	184

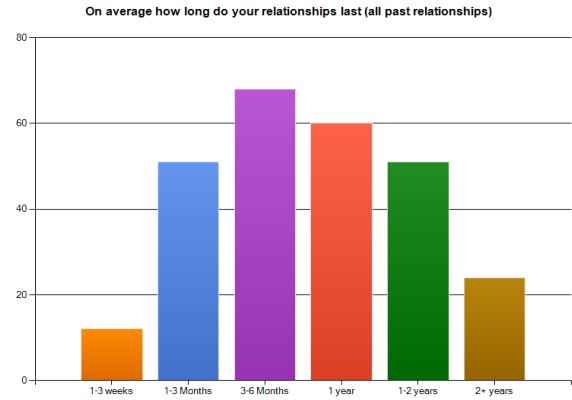
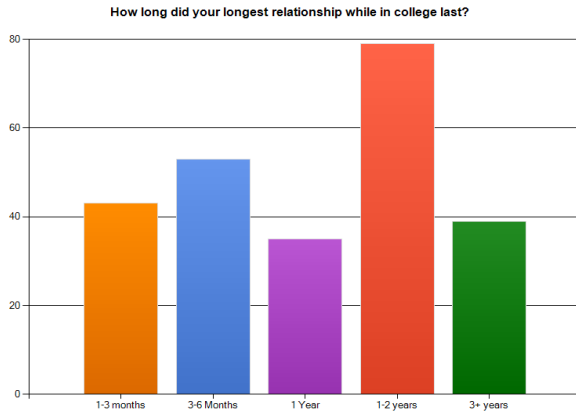
Are you currently in a relationship?		
Answer Options	Response Percent	Response Count
Yes	39.4%	113
No	49.8%	143
I wouldn't quite call it that	10.8%	31



If so; Do you consider your partner Mr./Mrs. Right or Mr./Mrs. Right Now?		
Answer Options	Response Percent	Response Count
Mr./Mrs. Right	58.6%	82
Mr./Mrs. Right Now	41.4%	58

What is Your Facebook Relationship Status?		
Answer Options	Response Percent	Response Count
Single	39.9%	115
In a Relationship	26.4%	76
Open Relationship	0.3%	1
Unlisted/Hidden	28.1%	81
Other (please specify)	5.2%	15





Are You Looking for a Long Term Relationship while in College?

Answer Options	Response Percent	Response Count
Yes	23.4%	65
No	10.8%	30
If it happens, it happens	65.8%	183

What are you looking for? (Check All that Apply)

Answer Options	Response Percent	Response Count
Long Term Relationship	76.5%	208
Short Term Relationship	47.8%	130
Friend with benefits	40.1%	109
Hookup	42.3%	115
Platonic Friend	37.9%	103
Other (please specify)	4.0%	11

What initially attracts you to the opposite Sex?

Answer Options	Response Percent	Response Count
Physical Features/Attraction	58.8%	164
Personality	35.1%	98
Other (please specify)	6.1%	17

Most Important Characteristics/Factors for a Relationship?		
Answer Options	Response Percent	Response Count
Similar personality's	12.9%	36
physical attraction	1.1%	3
Combination	80.6%	224
Other (please specify)	5.4%	15

Most important physical attribute in the opposite sex?		
Answer Options	Response Percent	Response Count
Face	48.0%	134
Body	14.0%	39
Smile	20.8%	58
Eyes	13.6%	38
Hair Color/Style	0.4%	1
Other (please specify)	3.2%	9

Do you think you will find your future husband or wife while here at PSU (in college)?		
Answer Options	Response Percent	Response Count
Yes	43.0%	116
No	57.0%	154

How Picky do you consider yourself when choosing relationship partners?		
Answer Options	Response Percent	Response Count
very picky	44.2%	123
somewhat picky	47.5%	132
a little picky	7.9%	22
not picky at all	0.4%	1

How Forward are you when approaching the Opposite Sex?		
Answer Options	Response Percent	Response Count
very forward/outgoing	14.7%	40
somewhat forward	41.9%	114
a little shy	38.6%	105
very shy	4.8%	13

How do you attract members of the opposite sex?		
Answer Options	Response Percent	Response Count
Physical Features	18.3%	50
Personality	67.8%	185
Other (please specify)	13.9%	38

What personality traits Are you attracted to in the Opposite Sex? (check all that apply)		
Answer Options	Response Percent	Response Count
friendly	89.9%	250
outgoing	74.8%	208
funny	91.4%	254
creative	36.3%	101
sensitive	39.9%	111
open	58.6%	163
intelligent	91.4%	254
career aspirations	64.4%	179
popularity	11.5%	32
drinker/smoker	10.8%	30
similar	50.0%	139
Other (please specify)	4.0%	11

Do you Think Relationships are more successful if you know more about the person from the beginning?		
Answer Options	Response Percent	Response Count
Yes	72.5%	198
No	22.0%	60
Other (please specify)	5.5%	15

With your Current Dating Patterns, do you find it difficult to find people similar/compatible to you?		
Answer Options	Response Percent	Response Count
very difficult	10.9%	29
somewhat difficult	46.4%	124
somewhat easy	34.8%	93
very easy	7.9%	21

Where do you normally meet people you date? (Check all that apply)		
Answer Options	Response Percent	Response Count
Frat/Greek life	13.3%	35

What Personality Trait is most important in the Opposite Sex?		
Answer Options	Response Percent	Response Count
friendly	24.1%	67
outgoing	11.5%	32
funny	16.9%	47
creative	0.0%	0
sensitive	3.2%	9
open	7.9%	22
intelligent	18.0%	50
career aspirations	3.6%	10
popularity	0.4%	1
drinker/smoker	0.0%	0
similar	10.4%	29
Other (please specify)	4.0%	11

Class	44.3%	117
Bar	25.4%	67
Other Party	38.6%	102
Online	0.8%	2
club/student organization	36.0%	95
campus	28.8%	76
blind date	0.4%	1
through a friend	74.6%	197
already a friend	50.4%	133
Dorm/Residence	15.5%	41
Other (please specify)	6.1%	16

Which things in common are important for you within a relationship? (check all that apply)		
Answer Options	Response Percent	Response Count
Religion	21.2%	58
Interests	89.4%	244
Hobbies	42.5%	116
clubs/orgs	8.1%	22
activities	42.9%	117
what youre looking for in a relationship	80.2%	219
common friends	31.5%	86
personalities	82.1%	224
both attractive	31.5%	86
social interests (partying, drinking,etc.)	64.5%	176
Other (please specify)	1.8%	5

Are you normally in a social situation (i.e. party) when meeting/approaching the opposite sex		
Answer Options	Response Percent	Response Count
Yes	61.5%	166
No	14.1%	38
Socially, but not drunk	24.4%	66

Are you comfortable approaching a complete stranger in a non social situation (i.e. not drunk)		
Answer Options	Response Percent	Response Count
Yes	63.1%	171
No	33.6%	91
Only if they are very attractive	3.3%	9

Do You consider Penn State Main's Campus of over 40,000 students overwhelming?		
Answer Options	Response Percent	Response Count
very overwhelming	3.0%	8
a little overwhelming	29.4%	79
not at all overwhelming	25.7%	69
you enjoy meeting/seeing all of the new faces	42.0%	113
How easy do you think is it to meet new people here at Penn State?		
Answer Options	Response Percent	Response Count
very easy	41.6%	112
somewhat easy	34.6%	93
not as easy as you would think	22.7%	61
difficult	1.1%	3

How Open about your relationship are you with your friends (how much information do you share)?		
Answer Options	Response Percent	Response Count
closed off	5.9%	16
somewhat open: no dirty details	30.1%	81
share most stuff	46.8%	126
very open: every last juicy detail	14.5%	39
Other (please specify)	2.6%	7

How much information about your relationship do you share online?		
Answer Options	Response Percent	Response Count
closed off	64.4%	174
somewhat open: no dirty details	31.5%	85
share most stuff	2.6%	7
very open: every last juicy detail	0.7%	2

Other (please specify)	0.7%	2
------------------------	------	---

Check all the words that come to mind when thinking about college dating/relationships?		
Answer Options	Response Percent	Response Count
love	50.4%	136
drama	54.8%	148
hooking up	78.5%	212
marriage	12.2%	33
soul-mate	12.2%	33
fun	82.2%	222
one night stand	43.0%	116
DTF	31.9%	86
sex	72.2%	195
girlfriend/boyfriend	73.7%	199
serious	35.9%	97
Other (please specify)	1.9%	5

Other comments

“For me, college is a time to grow as an individual, have fun with clubs/orgs, and be independent. I know that when I'm ready for a boyfriend (after college) I'll be open to it, but right now that's not something I'm looking for, and honestly, right now a boyfriend would be more of a hassle to me than a good thing.”

“college dating is either a joke because people don't want to get serious and just want to hook up or its really serious... on the level of thinking about marriage serious”

“I'm too young and have too much school ahead of me to think about getting married any time soon”

“should have not been in a relationship the first 2 yrs of college, should have had "fun" freshman and sophomore yr, not quite slut it up but not have to worry about everything i do because of a bf.”

“I DO NOT have a high opinion of dating relationships at Penn State. I did date and eventually marry a fellow PSU alumnus, but I did not go about it in the usual way. I've heard enough of my friends' social dating grievances to know that it is the last thing in the world I'd want for myself. Therefore, I deliberately sought to defy the dating/sexual relationship trends that my peers set. Now, when my husband and I are together, I am not haunted by a sexual past that I regret. And since we share the same standards, neither is he.”

“I have been dating my boyfriend for 6 years, not your typical relationship.”

Specifications

As previously mention within the Operations and Marketing sections, DatePsu.com will be detailed in such a way to appeal to the average college student, in terms of language, technology, and even advertising, given their needs, attitudes, patterns, habits, and lifestyles.

Conclusion

While there is a not clear lack of demand for a strictly online dating community at Penn State, it appears clear that most students do feel that a whole website devoted to such a service is not necessary. Facebook can potentially be used to dating but most students do not appear to need or want to date online that way. Penn State students find it easy to meet people in social and academic situations. However, Penn Students do place a lot of value in personality and trait similarities amongst successful relationships. Also, it seems that many would potentially use an online dating service if “everyone else were doing it”. Socially, there is definitely a demand for a connection and party website or Facebook Application extension in the local area with localized marketing, connecting similar people and people you attend events or are tagged in photos with. Also, it is very clear that large groups like Thon groups and Greek Life are very influential on campus, so promotions within Greek Life would be necessary to truly make a site go viral and see similar success to Lionmenus.com on Penn State’s campus.

Financials

Assumptions

- \$18,000 of Owner's Equity
- During the first 12 months cash sales are not projected to be very significant in comparison to the cost of promotion/marketing. Gradually as more registered users the more advertising revenue that will be generated. Advertising revenue peaks from August-May, with a lower summer rate.
- Expenses incurred include promotional costs and marketing.
- Website design and development cost \$5500

Cash Flow Projections

- Expect to Earn approximately \$1,500 from advertising sales and break even from promotional costs offset by promotional profits. (1500x12=18,000)
- Expect to spend close to 10,000 just in marketing costs within the first year, plus the \$5,500 for the original website construction. (15,500)
- This equates to a first year profit of \$2,500

Advertising Sales

DatePsu.com Ads Used			
Ad Name	Size in Pixels	Location	#
Leaderboard	728x90	above Title	1
Banner	468x60	Top	1
Banner	468x60	Bottom	1
Button/Block	120x90	Side	4
Small Square	120x60	Below Buttons	6
Total			13

Revenues per Registered Users			
Registered Users		Total/mo.	Total
0-1000		\$112.00	\$1,344.00
1000-3000		\$123.46	\$1,481.52
3000-5000		\$136.23	\$1,634.73
5000-7500		\$150.47	\$1,805.58
7500+		\$166.35	\$1,996.26
Total		\$688.51	\$8,262.09

DatePsu.com Advertising Sales per Registered User				
Registered Users	Type	Price/month	#	Total
0-1000	Leaderboard	\$28.00	1	\$28.00
1000-3000		32.20	1	32.20
3000-5000		37.03	1	37.03
5000-7500		42.58	1	42.58
7500+		48.97	1	48.97
0-1000	Banner(T)	\$20.00	1	\$20.00
1000-3000		22.40	1	22.40
3000-5000		25.09	1	25.09
5000-7500		28.10	1	28.10
7500+		31.47	1	31.47
0-1000	Banner(B)	\$14.00	1	\$14.00
1000-3000		15.40	1	15.40
3000-5000		16.94	1	16.94
5000-7500		18.63	1	18.63
7500+		20.50	1	20.50
0-1000	Button	\$8.00	4	\$32.00
1000-3000		8.64	4	34.56
3000-5000		9.33	4	37.32
5000-7500		10.08	4	40.31
7500+		10.88	4	43.54
0-1000	Small Square	\$3.00	6	\$18.00
1000-3000		3.15	6	18.90
3000-5000		3.31	6	19.85
5000-7500		3.47	6	20.84
7500+		3.65	6	21.88

Sources & Uses of Funds

18k invested capital + *Company Credit card if necessary*

Start-Up Capitalization		
	Amounts	% of Total
Sources:		
Owner Injection (cash equity)	\$18,000	100.0%
Injection from Outside Investor	\$0	0.0%
Funding from Commercial Source	\$0	0.0%
Total Funds Available		
	\$18,000	100.0%
Uses:		
Working Capital	\$10,475	58.2%
Remodeling/Leashold*	\$0	0.0%
Equipment**/Computers**	\$0	0.0%
Inventory	\$0	0.0%
Unsecured loan	\$0	0.0%
Misc. Office supplies/equipment	\$500	2.8%
Website Design/Development	\$5,000	27.8%
Server/IT Hosting Costs	\$75	0.4%
Promotional Items/Marketing	\$1,500	8.3%
Employees	\$250	1.4%
Other	\$200	1.1%
Total Funds Used		
	\$18,000	100.0%

* No Physical Office Location

** Two computers and desk salvaged for free

*** 8.99 registry fee + 4.95/month hosting fee ~ \$75

Start Up Balance Sheet

Assets

Current Assets

Cash On Hand	\$10,475.00
Accounts Receivable	
Promotional Items	\$1,500.00
Prepaid Expenses	\$5,325.00
Marketable Securities	
Inventory	
Other	\$200.00
Total Current Assets	\$17,500.00

Long Term Assets

Office Equipment	
Other	\$500.00
Total Long Term Assets	\$500.00

Total Assets	\$18,000.00
---------------------	--------------------

Liabilities

Current Liabilities

Short Term Debt	
Accounts Payable	
Current Maturities of Long-Term Debt	
Income Taxes Payable	
Other	
Total Current Liabilities	\$0.00

Long-Term Liabilities

Long-Term Debt less current maturities	
Other Long Ter Liabilities	
Total Long-Term Liabilities	\$0.00

Total Liabilities	\$0.00
--------------------------	---------------

Net Assets	\$18,000.00
-------------------	--------------------

Shareholders' Equity

Common Stock	0
Additional Paid-In Capital	\$18,000.00
Retained Earning	
Other	
Total Shareholders' Equity	\$18,000.00

Total Liabilities and Shareholders' Equity	\$18,000.00
---------------------------------------------------	--------------------

Management and Organization

Owner

Current the sole owner of DatePsu.com is Clionsky Online Holdings, a soon to be incorporated LLC owned by Brian Clionsky. Other domains currently owned by Clionsky online holdings are dtfpsu.com, psudtf.com, psuhookup.com, dtfuniversity.com, and datingpsu.com. Clionsky online holdings is looking to expand into other markets as well and looks to have a full portfolio of websites either fully or partially owned operating by the start of 2012.

Brian A. Clionsky- Founder/CEO

Brian A. Clionsky is a Finance Major in the Schreyer Honors College at Penn State University. Prior to founding Clionsky Online Holdings and DatePsu.com Brian A. Clionsky pursued many other entrepreneurial pursuits, including knock-off authentic sports jerseys, food and candy, vending machines, an ATM, and plans for a clothing store in the near future. Brian has been involved with many other websites, including Bullishbankers.com, a stock market valuation, report, and research website.

Consultants/ Advisory board

Currently DatePsu.com has two private individual consultants on the technology side of the business that will be paid based upon their set rates on an hourly basis and a percentage of the overall technology costs. DatePsu.com is currently receiving free consulting services from the State College and Penn State partnered branch of the SBDC. My mentor and consultant at the SBDC was Linda Feltman

Jim R. Regan

Jim R. Regan a 21-year old student of Finance at Penn State University, and started blogging for profit in October of 2007. Jim has owned several big businesses, an investment research firm, a “get paid to” company, managed a \$4.5 million dollar mutual fund, sold and repurchased online businesses for monetary gains and helped hundreds of people just like you make their own blogs and start to see profits roll in. Jim R. Regan is the owner of JRR Enterprises and the administrator of jimvesting.com, a very popular “make money online” blog and many other online websites under the control of JRR Enterprises. JRR Enterprises also can create and design blogs and simple websites and consult in larger backend projects.

Daniel S. Butvinik

Daniel S. Butvinik is an electrical engineering major who has held internships with many prominent companies, including Videon, IBM, and Microsoft. Dan has always been interested in programming, design, and creating websites. His most recent project was eejobs.org as well as multiple android and Facebook applications.

The SBDC

The SBDC at Penn State was founded in 1997 to meet the needs of entrepreneurs in Centre and Mifflin counties. The Penn State SBDC is one of eighteen Small Business Development Centers in Pennsylvania and is an accredited affiliate of the national network of Small Business Development Centers. The Penn State SBDC provides free, confidential consulting services to individuals looking to start or grow a small business. In addition, the SBDC offers a full roster of specialized educational programs covering many business topics. From helping aspiring entrepreneurs turn ideas into businesses, to helping small firms grow, to providing the information that every businessperson needs to make critical decisions.

Linda Feltman

Linda Feltman has worked with the Penn State SBDC as the senior business consultant since April 1999. Prior to joining the SBDC staff, over the course of twenty years, she was involved in several small business start-ups as a principal or owner. She has authored a column for Pennsylvania Magazine since 1992, specializing in bed and breakfasts and profiles of interesting people and places, and is the author of several books related to same. She has been an adjunct faculty member in Penn State's College of Communications since 2005 and teaches COMM 493 Entrepreneurship in the Information Age. Linda was the recipient of the 2008–09 College of Communications Deans' Excellence Award for Outstanding Faculty Associate. Currently she is the adviser for a new Penn State student organization called Happy Valley Communications, a student-run public relations firm that assists other student-run organizations with publicity. Linda is a 1976 graduate of Penn State, earning a bachelor's degree with a major in advertising. Prior to that, she attended the University of Montreal (Canada) and the College of Dupage, Glen Ellyn, Illinois. She studied abroad in 1976 attending the University of Manchester (England) through a Penn State program. Although she enjoys living in her adopted state of Pennsylvania, she occasionally visits the Chicago suburb where she grew up to reconnect with family and friends.

Advisory Board

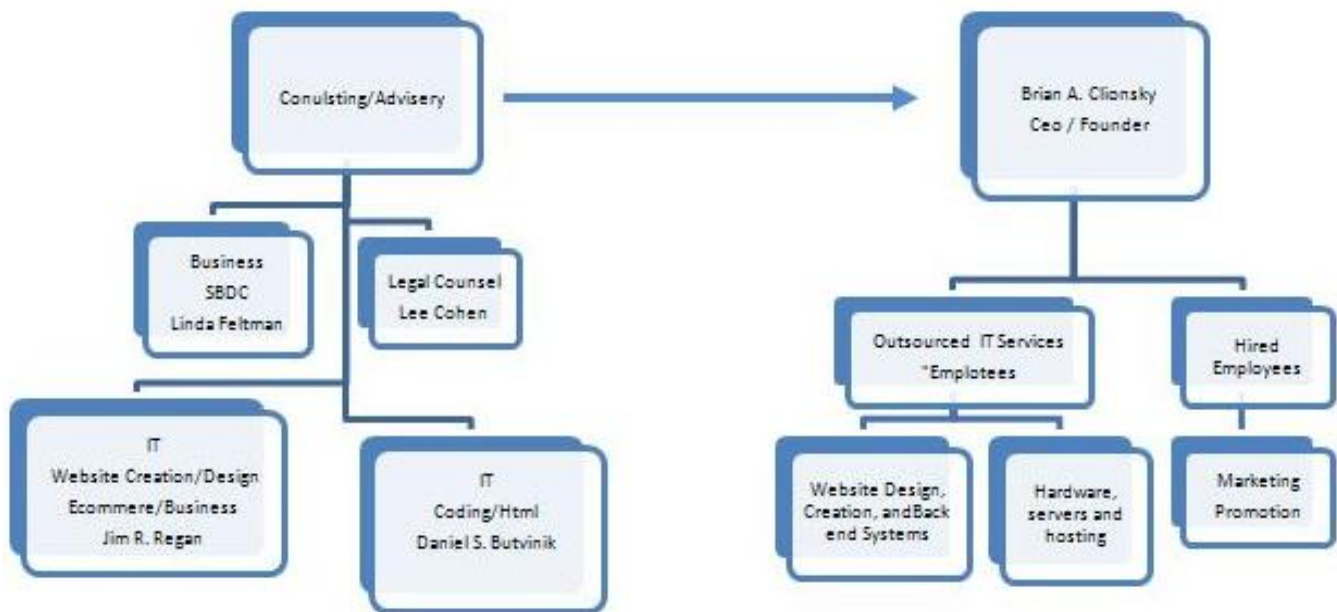
An informal advisory board will be formed once the website is up and running. The advisory Board will meet up to four times a year and will also stay in contact with the CEO (and potentially other managers at a later date) on a regular basis. The advisory board will be made up of DatePsu.com's current consultants as well as some other Penn State alumni and trusted business associates.

The Board's objective will be to provide guidance and advice but will not have a voting share or any controlling share of the business. They will be compensated for their time based upon their own personal rates.

Legal Counsel

Free advisory legal Counsel will be provided by Lee Cohen, an attorney in the Harrisburg area and cousin of Brian Clionsky. DatePsu.com will originate all legal documents, such as privacy policy, terms of use, and incorporation documents. All documents will be reviewed by Lee Cohen and his associates.

Management Structure



Ownership breakdown

Currently there is only one owner of DatePsu.com. Clionsky Online Holdings in the controlling corporation owned by Brian Clionsky.

New Partners/Owners

DatePsu.com and Clionsky Online Holdings welcome the opportunity for new partial owners/partners and upon graduation of Brian Clionsky will be looking for a website operating and offering a substantial chunk of ownership in return for running the website and helping coordinate promotions.

Human Resource Planning/Outsourcing

Organization/ HR Planning

Workforce Analysis

It should be relatively easy to hire student staff for both operations and promotions at DatePsu.com. Given the population characteristics and the fact that there will always be college students looking for jobs provides an ample and willing workforce. Also, brand ambassador and promotional work are very popular among college students and college towns nationwide and specifically here at Penn State. There is a very large student workforce at Penn State and a large number of students will be selected for DatePsu.com employment, but only employed on a per job basis, depending upon the student's schedule and DatePsu.com's needs.

Website development and design will all be outsourced to either student IST interns (IST majors are required to complete an internship in order to graduate and many student start-up's have been partnered with an IST student completing this requirement. The IST department will even list the internship and provide an intermediary means of communication.

Job Description/ Needs

Web Designer/Developer: The web Design and Development will be outsourced to competitively priced professionals based upon the opinions of the IT consultants, Jim Regan and Dan Butvinik, if they chose not to do the development/design work themselves. The freelance designer will only be hired in the start up process. The developer will also be hired then but maintained in order to provide for technological advancements and development of the functional website.

Manager/Admin: The manager will be responsible for all basic office tasks and keeping a close watch on the website. Also, the manager/admin will coordinate with the promotions manager about the week/month's events in order to adequately plan and hire promotion interns. The administrator will also watch over the web design/development aspect that is outsourced in accordance to the vision of the owner.

Promotions Manager: Promotion Manager will be in charge of creating creative promotions, following through with promotions, and hire student interns to help and organize these promotions. The promotions manager will be in charge of maintaining the intern schedule and efficiently managing the promotions budget

Interns: Promotion (Brand Ambassadors)/Office: Promotion interns and office interns will be given tasks by the manager and promotions manager based upon the need. Promotions interns will only be hired/employed on a need be basis, but office interns will work up to five days a week, a couple hours day. Office Interns will be in charge of keeping up with the database and

promotion interns will maintain Twitter, Facebook, and other social networking promotional tools. Office Interns will be responsible for selling advertising space on the website as well as maintaining this relationship/database of local business and advertising partners.

Organization Design

The owner will originally serve as administrator but eventually a new manager/administrator will be hired. At that point, owner will collaborate with administrator/manager on a weekly basis outlining a daily plan for the week and then again each month for a basic plan/strategy for the upcoming month. The manager/admin will coordinate with the promotions manager about the week/month's events in order to adequately plan and hire promotion interns. The software and servers will also be managed by a third party but the administrator must work to get the website's status operational besides schedules maintenance periods.

Employee Turnover

DatePsu.com will likely experience a high turnover rate due to the relatively fast turnover (graduation) of the student population and semester breaks and school related activities. Intern positions will be filled, "new" each semester: fall, spring, and each of the summer sessions. Due to high turnover and potential availability issues, DatePsu.com will "select" a large number of students and employ them based upon a per job basis and match between a student's schedule and DatePsu.com's needs.

This unique and innovative employment structure could possibly be franchised for other college campus specific websites. All schedules will be made online, matches job availability to employee availability. Employees sign up, scan/attach paper work/ and can then select to work certain jobs. Students who worked in the past get preference. Employees will have two unexcused absences from a scheduled job before being fired and will lose any past "tenure" with the company. Students are paid on a per job basis; only for the work they complete, not just what they sign up for.

Recruitment / Placement

Recruitment

For all hired/on campus position and interns, DatePsu.com will hire Penn State or on campus students and use a variety of recruitment methods. All employees must be over the age of 18, legal residents of the United States, and attend the college campus affiliated with the website. All students are eligible to apply for intern and brand ambassador positions, but only Junior and senior semester standing students will be considered for manager positions. Given the nature of the Business, a strong will to succeed and outgoing personality are key traits to a DatePsu.com employee. Also, past sales, promotions, marketing, or brand ambassador experience is a plus.

Screening

Each job candidate will be required to submit a cover letter and resume in applying online through our website, or through Penn State's career services for all positions. Potential candidates will be given a phone screening based upon their submitted documents and personal message in the cover letter. Following the phone interview, a face-to-face interview may be requested.

Past experience is a large indication of how a potential intern will perform at DatePsu.com. Checking references as provided by the employee may be used in order to confirm information presented in the resume/cover letter as well as for character reference purposes.

Training, Performance, and Review System

New Employee Training

Initially, managers will be trained extensively on all aspects of the business by the owner. New interns will be trained by managers in a one hour session prior to their employment. For promotional interns, new interns will be scheduled in blocks so training sessions are minimized. In many cases, training can be done on the job/during the promotion. Since the interns do not directly serve the customers many of the training will be done on the basis of need to know or when the situation arises.

Performance Appraisal

Twice a year the administrator will receive performance appraisals from the owner and judged upon numerous criteria, including website operation, registered users, success of promotion, efficiency, growth, communication, and thoroughly completed assigned projects. The administrator will review the promotional manager's work twice a semester. Promotional managers will be hired for semester lengths. Interns will be provided immediate feedback by the promotions manager after completing a promotional task and either asked to continue working with the DatePsu.com team or paid and thanked for their time. If not asked back, an employee's profile will be deleted on the employment schedule database.

Plan for Improvement/Future Hiring

While Interns do not have an opportunity to improve, managers will be given one opportunity after a poor review to pick up their performance. The reviewing manager or owner will attempt to work on a plan to improve and adequately use the employee's skill set. If the manager does not follow this plan or does not pick up their improvement before the next performance appraisal the manager will be terminated either before or during the next review. Clionsky Online holdings and DatePsu.com will follow a strict one strike policy before termination.

Full semester positions are available to managers and further extension of this employment will be offered after the second performance appraisal of the semester. Interns will be allowed to continue scheduling jobs on the promotional intern schedule online if there performance is

deemed adequate or better by the promotions manager. DatePsu.com will constantly be hiring new interns and managers as needed.

Compensation and Benefits

Compensation

Web Designer/Developer: The web Design and Development will be outsourced and paid on a per job/freelance basis. This will be based upon a predetermined set cost.

Manager/Admin: The manager will be a semester long position that will be compensated with college credit granted through Penn State's Career Development and not compensated through a salary

Promotions Manager: Since promotions manager is a full time position, students will be paid in college credit since these positions will be filled through the Career Services and IST departments and are semester long commitments.

Interns: Promotion (Brand Ambassadors)/Office: Promotion interns and office interns will be paid on a per job/hour basis, only for the work they complete. Interns will receive anywhere from \$9.00-\$15.00/hr depending on the particular task/promotion. In the case of half/full day events, a lump sum will be paid.

Benefits

Initially employees will not be offered benefits or insurance.

Communication management

DatePsu.com has an open door policy in terms of employee and management interaction.

DatePsu.com expects managers and interns to adequately express their concerns and interns are allowed to come to either managers or the owner about any issue. Upon the completion of employment, DatePsu.com will survey each employee to try to make the process more efficient, practical, worthwhile, and enjoyable for the employee.

Personal Record Management

All records and private documentation, including 1-9 eligibility forms, performance reviews, and employee records will be kept in a secure location both in hard copy and electronic form. Only the owner will be allowed to access these files only on a need basis.

Company Goals & Milestones

Starting-up

DatePsu.com's first and primary goal is to have a working and operational website by August 2012. This will allow for a good transition period into a new semester with new students. This will be contracted out to a freelance designer/developer and should have no problem being created within a month's time frame. Once an operational website is complete, DatePsu.com will hire a promotional intern/manager as well as start seeking out advertiser and local business partners.

Concurrently, a beta test group will attempt to be established to test the features and services of the website. This beta group will consist of up to 500 students and run until November 2011. At this time, DatePsu.com will start promoting and marketing to all of the students on Penn State's campus. During the first year DatePsu.com is looking to grow a customer base of registered user who visit the site daily and/or use our Facebook app when on Facebook. The first year goal is to have 1500 registered users and regain the costs of creation and marketing promotions through our strategic partnerships and localized online advertising.

Long Term Goals

DatePsu.com plans to spend two years at Penn State until reaching a plateau so to speak in terms of registered users. DatePsu.com believes this number to be around 18,000 registered users. At this time, DatePsu.com will look to expand and franchise to other 11 universities in the Big Ten.

The company will use the experience gained from Penn State's campus in translating to a much faster and simpler method at other schools. The website and domain will either be sold to an individual with a monthly royalty in advertising fees. If no local student or owner can be found, DatePsu.com will hire student interns at these universities for promotional purposes and to spread the word and operate the website ourselves.

The company plans to keep a stronghold on the localized college campus niche, keeping customers happy and feeling safe in their own localized campus. Continued expansion to other major US colleges and Universities will follow the Big Ten expansion. Expansion can be done very rapidly as operating a website is very simple along with finding the promotional interns.

Also, the back end stuff like the domain will be purchased by Clionsky Online Holdings in advance. The websites will then just be tailored in terms of the school name, locale, advertisers, and colors, but the base system and overall look of the website will be the same from school to school.

Exit plan

Ideally, after expanding and gaining a large number of registered college students within localized communities across the nation, DatePsu.com would be bought out by a larger company. Being purchased would be highly contingent upon having a large base of registered user who regularly use the website and see the localized marketing/advertisements.

Large website corporations and affiliate programs, such as PeopleFinder, eHarmony, or Match.com could all be potential suitors, as well as outside investment groups or funds. Also, since the college student market is a focus for many large companies marketing efforts, this website has a strong possibility of being bought out by a company looking to market to the college market more effectively and localized.

Risks

There are many substantial risks involved with the creation of DatePsu.com. First, other college websites or competitors like goodcrush.com, collegeonly.com, crushu.com, and collegedaters.com. Also, there are national competitors like eharmony.com and match.com. DatePsu.com needs to beat out the competition, by providing a real local dating community and truly focusing on that niche market. Given the nature and features of DatePsu.com and being campus specific, DatePsu.com believes it can compete and surpass its competitors.

The second risk has to do with timing. DatePsu.com needs to be ready and operational at the beginning of the fall semester and promotions/marketing must also be timed appropriately to reach as large of an audience as possible. The seasonal nature of college campuses, fall, spring, and partially full in the summer, along with breaks in the winter, could make maintaining a large base of registered active users hard to maintain. Continued use of marketing and promotional tools will be necessary to maintain customers and keep them active, along with recruiting new customers and users.

Another major risk is the financial aspect of the business. If the company does not meet its sales and profit goals, or fails to achieve a profit, expansion will drastically be delayed and the business model will have to be adjusted accordingly. Since promotional expenses will continue to pile up, maintain constant sales revenue will be key to remaining operational. The company will look to diversify through the use of paid sponsors and profitable “free” promotions and partnerships.

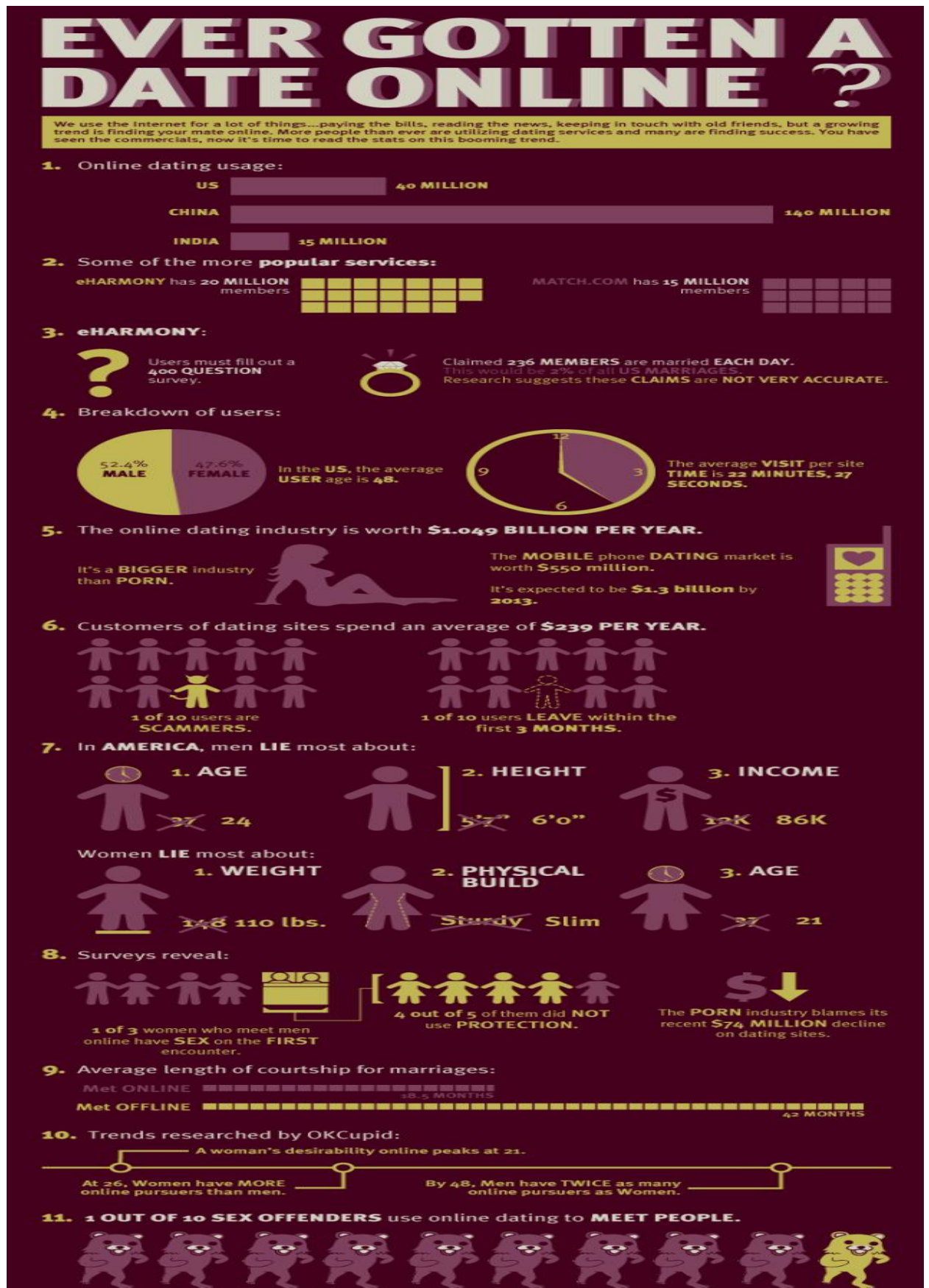
Bibliography

- "Ad Revenue Report A Supplemental Guide to the 2nd Annual Premium Publisher Conference." *Improve Digital*. PubMatic, 8 Oct. 2009. The Pennsylvania State University. Web. 26 Mar. 2011.
- "Advertising." *Facebook*. Facebook, 2011. Web. 26 Mar. 2011.
<www.facebook.com/advertising>.
- Ariely, Dan. "Online Dating Sites Make People Seem More Superficial." *The New York Times* 12 July 2010. The Pennsylvania State University. Web. 26 Mar. 2011.
- Bialik, Carl. "Marriage-Maker Claims Are Tied in Knots: Online Dating Sites Say Hordes of People Ultimately Marry, but Their Methods Have Plenty of Hitches of Their Own." *The Wall Street Journal Online* 29 July 2009. The Pennsylvania State University. Web. 26 Mar. 2011.
- Bourgeault, Gary. "College Students Behaviors and Preferences." *The @lpha Marketer*. N.p., 2006. Web. 26 Mar. 2011.
- Coleman, Martin D. "Sunk Cost and Commitment to Dates Arranged Online." *Springer Science + Business Media* 10 Feb. (2009): 45-54. *EBSCOHost*. Web. 10 Mar. 2011.
- "County Demographics and Statistics." *Innovation Park at Penn State*. Penn State University, 2007. The Pennsylvania State University. Web. 26 Mar. 2011.
<<http://www.innovationpark.psu.edu/about/demographics>>.
- "Cyber Relationship Motives: Scale Development and Validation." *Social Behavior and Personality*. 3rd ed. Vol. 38. N.p.: Society for Personality Research, 2010. 289-300. The Pennsylvania State University. *ProQuest Sociology*. Web. 26 Mar. 2011.
- Feltman, Linda. Personal interview. Mar. 2011.
- "eHarmony." *eharmony*. eharmony Labs, 2011. Web. 26 Mar. 2011. <www.eharmony.com>.
- "Ever Gotten a Date Online?." *USA Today*. USA Today, Sept. 2009. The Pennsylvania State University. Web. 26 Mar. 2011.
- Glasser, Carol L., Belinda Robnett, and Cynthia Feliciano. "Internet Daters' Body Type Preferences: Race and Ethnic and Gender Differences." *Sex Roles*. 2009th ed. N.p.: Springerlink, n.d. The Pennsylvania State University. *EBSCOHost*. Web. 26 Mar. 2011.

- Hopkins, Michael S., and Leslie Brokaw. "Matchmaking With Math: How Analytics Beats Intuition to Win Customers." *MIT Sloan Management Review* 52.2 (2011): 35-42. *EBSCOHost*. Web. 10 Mar. 2011.
- "Hoover's North America." *Hoovers*. A D&B Company, 2011. *The Pennsylvania State University*. Web. 26 Mar. 2011. <www.hoovers.com>.
- Houran, James, and Rense Lange. "Expectations of Finding a 'Soul Mate' with Online Dating." *North American Journal of Psychology*. 3rd ed. Vol. 38. N.p.: North American Journal of Psychology, n.d. The Pennsylvania State University. *EBSCOHost*. Web. 26 Mar. 2011.
- Houran, James, Rense Lange, P. Jason Rentfrow, and Karin H. Bruckner. "Do Online Matchmaking Tests Work? An Assessment of Preliminary Evidence for a Publicized 'Predictive Model of Marital Success'." *North American Journal of Psychology* 6.3 (2004): 507-26. *EBSCOHost*. Web. 10 Mar. 2011.
- IES National Center for Educational Statistics*. N.p., Mar. 2007. The Pennsylvania State University. Web. 26 Mar. 2011.
- "Igniting Relationships." *Spark Networks*. Spark Networks, 2011. Web. 26 Mar. 2011. <<http://www.spark.net/default.htm>>.
- Kim, Mikyoung, Kyoung-Nan Kwon, and Mira Lee. "Psychological Characteristics of Internet Dating Service Users: The Effect of Self-Esteem, Involvement, and Sociability on the Use of Internet Dating Services." *CYBERPSYCHOLOGY & BEHAVIOR* 12.4 (2009): 445-49. *EBSCOHost*. Web. 10 Mar. 2011.
- "Love at first byte: Online-dating sites have made it easier for people to click with one another. But they still leave something to be desired." *The Economist* 29 Dec. 2010. The Pennsylvania State University. Web. 26 Mar. 2011.
- "Match.com." *Match.com*. IAC/InterActiveCorp, 2011. Web. 26 Mar. 2011. <www.match.com>.
- Penn State Factbook- University Budget Office: General Penn State Information*. Penn State University, 2010. The Pennsylvania State University. Web. 26 Mar. 2011. <<http://www.budget.psu.edu/FactBook/GeneralInfo/GeneralInfoTableOfContents.aspx>>.
- "Purchasing Facebook Application Installs." *Ad Parlor*. Ad Parlor, 2011. Web. 26 Mar. 2011. <<http://www.adparlor.com/PDFs>>.
- Regan, Jim. "Thirty Day Blog- 'The Thirty Day Blog System'." *Jimvesting.com*. Jimvesting.com, 2010. Web. 9 Apr. 2011.

- Regan, Jim. Personal interview. 27 Mar. 2011.
- Stevens, Sarah B., and Tracy L. Morris. "College Dating and Social Anxiety: Using the Internet as a Means of Connecting to Others." *CYBERPSYCHOLOGY & BEHAVIOR* 10.5 (2007): 680-88. *EBSCOHost*. Web. 28 Mar. 2011.
- Tierney, John. "Hitting It Off, Thanks to Algorithms of Love." *The New York Times* 22 Nov. 2010. The Pennsylvania State University. Web. 26 Mar. 2011.
- Valkenburg, Patti M., and Jochen Peter. "Who Visits Online Dating Sites? Exploring Some Characteristics of Online Daters." *CYBERPSYCHOLOGY & BEHAVIOR* 10.6 (2007): 849-52. *EBSCOHost*. Web. 10 Mar. 2011.
- Violino, Bob. "The Buzz on Campus: Social Networking Takes Hold." *Community College Journal* June (2009): 79-85. *ProQuest*. Web. 10 Mar. 2011.
- Waldorf, Greg, and Joe Light. "Head of Dating Site eHarmony Seeks Something Long-Term." *The Wall Street Journal Online* 22 Nov. 2010. The Pennsylvania State University. Web. 26 Mar. 2011.
- Weinstein, Josh. "Josh Weinstein Bio." *The Huffington Post*. N.p., 2010. Web. 18 Apr. 2011.
- Worthman, Jenna. "Looking for a Date? A Site Suggests You Check the Data." *The New York Times* 12 Feb. 2011. The Pennsylvania State University. Web. 26 Mar. 2011.
- Yurchisin, Jennifer, Kittichai Watchravesringkan, and Deborah B. McCabe. "AN EXPLORATION OF IDENTITY RE-CREATION IN THE CONTEXT OF INTERNET DATING." *Social Behavior and Personality* 33.8 (2005): 735-50. *EBSCOHost*. Web. 10 Mar. 2011.

Appendix





Penn State Fact Book

University Budget Office



[Penn State Budget](#)

[Penn State Tuition](#)

[Fact Book](#)

[Common Data Set](#)

[Appropriation Request](#)

[Public Accountability](#)

Historical Enrollment by Location

Total University	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
+University Park	40,571	40,828	41,445	41,795	41,289	40,709	42,789	43,041	44,112	44,832	44,817
+Commonwealth Campuses	32,575	32,461	32,775	32,279	31,326	30,231	31,632	33,149	33,393	33,540	33,977
Great Valley	1,613	1,687	1,579	1,464	1,305	1,286	1,319	1,238	1,033	948	795
Dickinson School of Law	544	541	601	646	638	592	621	675	643	617	630
College of Medicine	644	649	675	738	748	769	791	815	818	817	800
PA College of Technology	5,323	5,538	5,963	6,255	6,358	6,537	6,569	6,682	6,510	6,409	6,290
Total	81,270	81,704	83,038	83,177	81,664	80,124	83,721	85,600	86,509	87,163	87,309
World Campus	0	0	0	0	0	0	4,697	5,009	6,104	7,138	8,524
Total Including World Campus	81,270	81,704	83,038	83,177	81,664	80,124	88,418	90,609	92,613	94,301	95,833

Undergraduate	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
+University Park	34,406	34,539	34,829	35,002	34,824	34,637	36,612	36,815	37,988	38,630	38,594
+Commonwealth Campuses	30,249	30,310	30,509	29,880	29,009	28,009	29,561	31,135	31,568	31,813	32,295
Great Valley	0	0	0	0	0	0	0	0	0	0	0
Dickinson School of Law	0	0	0	0	0	0	0	0	0	0	0
College of Medicine	0	0	0	0	0	0	0	0	0	0	0
PA College of Technology	5,323	5,538	5,963	6,255	6,358	6,537	6,569	6,682	6,510	6,409	6,290
Total	69,978	70,387	71,301	71,137	70,191	69,183	72,742	74,632	76,066	76,852	77,179
World Campus	0	0	0	0	0	0	2,730	2,580	3,069	3,712	4,634
Total Including World Campus	69,978	70,387	71,301	71,137	70,191	69,183	75,472	77,212	79,135	80,564	81,813

Graduate/Medical/Law	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
+University Park	6,165	6,289	6,616	6,793	6,465	6,072	6,177	6,226	6,124	6,202	6,223
+Commonwealth Campuses	2,326	2,151	2,266	2,399	2,317	2,222	2,071	2,014	1,825	1,727	1,682
Great Valley	1,613	1,687	1,579	1,464	1,305	1,286	1,319	1,238	1,033	948	795
Dickinson School of Law	544	541	601	646	638	592	621	675	643	617	630
+College of Medicine	644	649	675	738	748	769	791	815	818	817	800
PA College of Technology	0	0	0	0	0	0	0	0	0	0	0
Total	11,292	11,317	11,737	12,040	11,473	10,941	10,979	10,968	10,443	10,311	10,130



Penn State Fact Book

University Budget Office



[Penn State Budget](#)

[Penn State Tuition](#)

[Fact Book](#)

[Common Data Set](#)

[Appropriation Request](#)

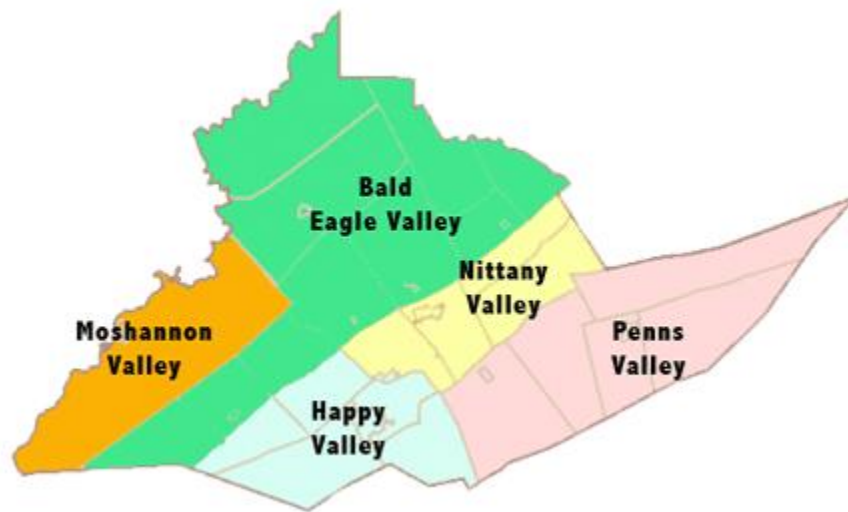
[Public Accountability](#)

Fall to Fall Enrollment Comparison 2010 and 2009

	2010	2009	Change
University Park			
University Park Campus	44,034	43,998	36
Study Abroad	212	234	(22)
Off-campus Programs	278	294	(16)
Outreach Enrollments	293	306	(13)
+Total University Park	44,817	44,832	(15)
+Commonwealth Campuses	33,977	33,540	437
Great Valley	795	948	(153)
Dickinson School of Law	630	617	13
+College of Medicine	800	817	(17)
PA College of Technology	6,290	6,409	(119)
Total	87,309	87,163	146
World Campus	8,524	7,138	1,386
Total Including World Campus	95,833	94,301	1,532

- Note(s):
- The Penn State Dickinson School of Law operates on a unified basis with campuses at University Park and Carlisle. The Dickinson School of Law reflects counts at both locations including those primarily in residence at University Park.
 - World Campus reflects counts of students enrolled for each calendar year starting 2006.
 - School of Nursing is included with the College of Health and Human Development prior to 2008.

Centre County/Happy Valley Population Statistics



Population by Region

Township	Population
Happy Valley	86,244
Nittany Valley	23,722
Bald Eagle Valley	16,052
Penns Valley	11,793
Moshannon Valley	6,847
Centre County Total	144,658

Source: Centre County Planning Office, 2007; U.S Census Bureau

Townships in Happy Valley

Township	Population
College Township	9,201
Ferguson Township	16,407
Halfmoon Township	2,964
Harris Township	4,696
Patton Township	13,101
State College Borough	39,893

Source: Centre County Planning Office, 2007; U.S Census Bureau

Townships in Happy Valley

Township	Population
College Township	9,201
Ferguson Township	16,407
Halfmoon Township	2,964
Harris Township	4,696
Patton Township	13,101
State College Borough	39,893

Source: Centre County Planning Office, 2007; U.S Census Bureau

Percent of Total Population

Age Range	Percent of Population
Ages 0-14	13.3%
Ages 15-19	12.2%
Ages 20-34	31.4%
Ages 35-49	17.9%
Ages 50-64	14.1%
Ages 65+	11.1%

Source: U.S Census Bureau 2006

Sex	Percent of Population
Female	48.8%
Male	51.2%

Source: U.S Census Bureau 2005

Race	Percent of Population
White	91.3%
Asian	4.6%
Black/African American	3.0%
American Indian/ Alaskan native	0.2%
Native Hawaiian/ Pacific Islander	0.1%
Hispanic/Latino Origin	1.9%

Source: U.S Census Bureau 2005

PRIVACY POLICY

Last Updated: April 13, 2010

Clionsky Online Holdings (the “Company”) respects your personal privacy and is committed to adhering to federal and state privacy laws and industry guidelines in order to protect you and your identity. This privacy policy (“Privacy Policy”) describes how we handle the personal information that you provide to us on DatePsu.com, dtfPSU.com, PSUdtf.com, psuhookup.com, dtfuniversity.com, and datingpsu.com (the “Web Site”). This Privacy Policy applies only to the Web Sites, not to any other Company, affiliate or third-party sites that may be accessible from here.

Please be sure to read this Privacy Policy before using, submitting, or uploading information and material to the Web Sites. By using or accessing the Web Sites, you are accepting the practices described in this Privacy Policy. The Company reserves the right to occasionally update this Privacy Policy. At such time, the Company will also revise the “last updated” date at the beginning of the Privacy Policy. We recommend that you periodically review this Privacy Policy, especially before you provide any personally identifiable information.

After reading this Privacy Policy, which is incorporated into and is a part of the Web Site’s Terms of Use, you will know: Web Sites,

- 1) What information the Company collects from you
- 2) How the Company uses and may disclose information obtained through the Web Site
- 3) Demographics, Surveys and Targeted Promotions
- 4) What choices you have about how the Company treats your information
- 5) How the Company protects your privacy
- 6) What the Company does about children visiting the Web Site
- 7) How you can contact the Company

1. INFORMATION THE COMPANY COLLECTS FROM YOU

Active Information Collection

Like many other Web Sites, we actively collect information from our visitors both by asking specific questions on the Web Sites and by permitting you to communicate directly with us via e-mail. Some of the information that you submit during the registration process or while accessing the Company’s services may be personally identifiable (that is, information that can be uniquely identified with you, such as your name, business name, address, phone number, fax number, e-mail address, etc.). Also, if the Company offers its goods or services for sale through the Web Sites, and you place an order for such goods or services, you may be required to provide

personally identifiable information and financial information, such as credit card or PayPal account information.

When you visit the Web Sites, we will not collect any personally identifiable information about you unless you provide it to us voluntarily. However, to access certain portions of the Web Sites, you will be required to provide such information. If you choose to register with the Web Sites, during the registration process you will be asked for personal information, most of which is required in order to complete the registration. We will inform you which information is optional. Further, we may ask you for personally identifiable information for use in password verification. If you opt not to register with the Web Sites, you still can visit the Web Sites, but you may not be able to make a purchase or access the Company's registration-only content. Please also see Section 3 below regarding Demographics, Surveys and Targeted Promotions for further information regarding the Company's information collection practices.

We may provide you with a service that enables you to invite your contacts to visit the Web Sites. If you elect to use this service, we will request certain information from you so that we can reach out to your contacts. We will then send each contact an e-mail containing an invitation from you to visit the Web Sites. The Company will keep such information so that the Company can send your contact the invitation and any applicable reminders, allow you to see your invitation, establish your connection with your contact if your contact accepts your invitation, and evaluate the Company's invitation service. Your contact can request that we delete his or her information from our database by sending us an e-mail message at bac5099@psu.edu

When you utilize the Web Sites, we may collect and retain any and all information related to such usage (including, without limitation, information related to worlds you have marked favorite, other users that you marked favorite, search inquiries you have entered, applications you have added, events you have attended, messages you have sent, and your previous and subsequent profile). We use this information in accordance with this policy. Please note that when you modify your information (e.g., revising your profile or changing affiliations), we may retain both the old and the modified information to use, including to assist you in viewing or reverting back to your previous information.

The Company may also collect information about you from other sources and use such information to supplement your profile and provide you with a more customized experience. Such sources may include, without limitation, periodicals, blogs, other users on the Web Sites, instant messaging services and Web Sites.

PASSIVE INFORMATION COLLECTION

As you navigate through a Web Site, certain information can be passively collected (that is, gathered without you actively providing the information) using various technologies and means, such as navigational data collection. Like most Web Site operators, we track IP addresses, use

both session and persistent cookies, and assign Internet tags. Our system also automatically gathers information about the areas you visit on these Web Sites and collects operational information about the technology you use, such as your browser, type of computer, operating systems, Internet service providers and the domain name of the Web Site from which you linked to our Web Sites.

In addition, when you view the Web Sites, we may store some information on your computer. This information will be in the form of a cookie or similar file and will help us in many ways. For example, cookies allow us to tailor the Web Sites or an advertisement to better match your interests and preferences. Most Internet browsers enable you to erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored. Please refer to your browser instructions or help screen to learn more about these functions. The Company does not collect personally identifiable information automatically, but we may tie information collected automatically to your previously submitted personally identifiable information.

The Web Sites pages may contain electronic images known as web beacons—also referred to as single-pixel gifs—that permit the Company to count users who have visited those pages and for other related Web Sites statistics—(e.g., recording the popularity of certain Web Sites content and verifying system and server integrity). Web beacons are not used to access your personal information on the Web Site; they are solely used to compile aggregated statistics concerning the use of the Web Sites. Web beacons collect only a limited set of information including a cookie number, the time and date of a page view, and a description of the page on which the web beacon resides.

We passively collect information to understand what areas of the Web Sites are most popular, which areas may require improvement and what technologies are being used by our visitors. This information helps us to update and improve the Web Sites and provide you with relevant advertising and links. We also use this information for security purposes, to detect and to block security breaches and to provide you with a safe online environment.

2. HOW THE COMPANY USES AND MAY DISCLOSE INFORMATION OBTAINED THROUGH THE WEB SITE

Except as otherwise stated, we may use information collected via these Web Sites to improve the content of our Web Sites, to customize the Web Sites to your preferences, to communicate information to you (if you have requested it), for our marketing and research purposes, and for any other purpose specified. In addition, we may make full use of all information acquired through these Web Sites that is not in personally identifiable form.

If you provide personally identifiable information to these Web Sites, we may combine such information with other actively collected information, unless we specify otherwise at the point of collection.

We may disclose personally identifiable information you provide via these Web Sites to third parties, but only:

(A) to carefully selected third parties who have made offers that may be of interest to you, provided you have consented to such offers, in which case we will require such third parties to agree to treat it in accordance with this Privacy Policy;

(B) to contractors we use to support our business (including, without limitation, technical support), in which case we will require such third parties to agree to treat it in accordance with this Privacy Policy and use it for the same purposes;

(C) in the event of a sale, merger, liquidation, dissolution, reorganization, assignment, or other transfer of the Company or the business of these Web Sites to which the information relates, in which case we will require any such buyer to agree to treat it in accordance with this Privacy Policy or terms substantively similar hereto; (D) to respond to law enforcement requests, subpoena, or where required by applicable laws, court orders, or government regulations;

(E) in situations involving threats to the physical safety or mental well-being of any person or potentially involving fraud or illegal activity in connection with or through the Web Site; or

(F) The Company primarily uses your profile information to display it to you for your viewing and editing and to display it to others who are permitted to view it by your privacy settings. If your privacy settings allow it, other Web Sites users may be able to add content to your profile (e.g., Facebook connect). Further, through your privacy settings, you will be able to select which networks of Web Sites users will have access to the profile information you provide. To enable your contacts and crushers to find you, your name, networks, and profile picture will be accessible in search results across the Web Sites network and may be accessible to third-party search engines.

Your contact and financial information (including, without limitation, your billing, shipping and e-mail addresses and credit card number or PayPal account information) will be used for the purposes for which you supplied it to us (e.g., registering with the Web Sites, processing orders, etc.), to send you related notices or promotional materials and to respond to your comments or requests for information. If you direct comments to us or you request information from us, we may ask you to verify where you are accessing the website so that we can be assured that the response or information we provide is appropriate for that geographic location. We may also enhance or merge personally identifiable information with data obtained from third parties for the same purposes.

The Company does not otherwise distribute to third parties your personally identifiable information. The Company, however, will have no liability for disclosure of information obtained due to errors in transmission or the unauthorized intervention of third parties.

The Company may provide aggregate statistics about customers; sales, online traffic patterns and related information to reputable third parties, but these statistics will not include any personally identifiable information.

You acknowledge that the Company may rent, sell, or otherwise share any information (other

than your personally identifiable information) with third parties for purposes unrelated to these Web Sites, including as set forth in Section 3. If you do not want your information to be shared, you should contact us at bac5099@psu.edu as described in Section 4.

The Web Sites may feature advertising. In such event, some of our advertisers may display ads on the Web Sites that solicit, or contain technology to collect, information about our users. This information is collected and used by our advertisers, and is outside of our control. If you have any questions about a banner advertisement, you should contact the responsible advertiser directly.

3. DEMOGRAPHICS, SURVEYS AND TARGETED PROMOTIONS

If you choose to register with the Web Sites, then during the registration process and at other points in the Web Sites (e.g., voluntary surveys) you will also be asked for demographic and other information. Specifically, you may be asked to answer demographic questions (e.g., “What is your gender?”) and questions regarding your lifestyle and personal preferences (e.g., “Where do hang out?”). You are not obligated to answer such questions. The Company will de-identify and/or aggregate such information before sharing it, so that you will not be identified as an individual to such third parties. If you elect to answer such questions, your answers may be shared with third parties and you may be provided with relevant advertising and links based on such answers. The Company believes that the foregoing will improve your interaction with the Web Sites, enabling you to access people, advertising, products and services that are relevant to your interests.

We may use all of the information we collect to tailor the Web Sites, products and services, including by providing targeted advertising. We believe that this benefits you, as it provides you with access to products, services and ads that are more likely to correspond to your needs and interests. Based upon our analysis of the information we have collected, the Company determines your likely needs and interests, and it endeavors to show you people, advertising, products and services that match those needs and interests. However, we do not identify you as an individual to the advertiser or third party product/service provider unless you otherwise consent.

4. CHOICES YOU HAVE ABOUT HOW THE COMPANY USES YOUR INFORMATION

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

You may view and modify the personal information you have provided to us by logging in to the Web Sites and clicking on the “Account Settings” link (or other comparable link). If you have forgotten your password, once you have tried to log in and failed, you can click on the “Forgot Password” link (or other comparable link) to reach a page on which you can submit your e-mail address or username. Your password then will be e-mailed to you.

You may also send us an e-mail message at bac5099@psu.edu to request access to, correct or delete any personal information that you have provided to us. Should you elect to have your

information deleted, we will also delete your user account. However, we may retain all content and non-personally identifiable data you submitted.

If you do not wish us to collect cookies, you may set your browser to refuse cookies, or to alert you when cookies are being sent. If you do so, please note that some parts of this site may then be inaccessible or not function properly.

If you do not wish us to share your personal information with unaffiliated or non-agent third parties, please tell us at bac5099@psu.edu. You also may opt out of having your e-mail address used for promotional purposes by the Company. This opt out does not apply to information provided to the Company as a result of a product (including, service) purchase, product service experience or other transactions. If you no longer wish to receive information or promotional materials from us by e-mail, you may opt out of receiving these communications. We offer two methods for such opt-out choices. If we have sent you a promotional e-mail, you may send us a return e-mail asking to be omitted from future e-mail distributions. You also may send us an e-mail stating your request addressed to optout@datepsu.edu.

You can always choose whether you want to receive e-mail information from us other than the e-mail informing you of the completion of user registration, correction of user data, or change of password. You can do this by logging in to the Web Sites and managing your subscription settings. You can always update and/or correct your personal information or cancel your user account registration.

5. HOW THE COMPANY PROTECTS YOUR INFORMATION

We work hard to protect your personal information. We use both technical and procedural methods to maintain the integrity and security of our databases, including the use of firewalls.

However, you should keep in mind that no Internet transmission is ever completely secure or error-free. Although we may permit you to restrict access to certain of your information through your privacy settings, we cannot guarantee that such security measures are impenetrable. We are not responsible for any evasion of security measures incorporated into the Web Sites. Accordingly, we cannot guarantee that content you post on the Web Sites will only be accessed by authorized persons, and we cannot guarantee the security of your account information.

When you post or share information (e.g., personal information, photographs, videos and comments) with third parties using the Web Sites, such information may be shared with other Web Sites users in accordance with your privacy settings. Please remember that all such posting and sharing of information is done at your own risk, that such information may become publicly available, and that the Company cannot control the actions of persons with whom you choose to share your information. Any personally identifiable information or personally sensitive data that you disclose through the communities, forums, message boards, chat rooms, or other public online forums hosted on these Web Sites, if any, may be collected and used by others. You understand and acknowledge that, even after removal, copies of content may remain viewable in cached and archived pages or if other users have copied or stored your content. We recommend caution when giving out personal information to others in such public online forums.

The safety and security of your information also depends on you. If you have access to password-protected features, never share your password with anyone else, notify us promptly if you believe your password security has been breached, and remember to log off of these Web Sites before you leave your computer.

These may contain links to other Web Sites operated by third parties that may be of interest to you. We cannot control these third party sites, which may collect personal information from you. When you follow a link and leave these Web Sites, you do so at your own risk. To ensure protection of your privacy, always review the privacy policies of the sites you visit when linking from these Web Sites. The Company makes no representations or warranties with respect to the availability, ownership, or legality of any such linked sites, or for the content, advertising, products, or other materials available through such sites or resources.

6. WHAT THE COMPANY DOES ABOUT CHILDREN VISITING THE WEB SITES

The Web Sites are intended solely for users who are thirteen (17) years of age or older. Any registration by, use of, or access to the Web Sites by anyone under 17 is unauthorized, unlicensed and in violation of these Terms of Use. By using these Web Sites, you represent and warrant that you are 17 years of age or older.

We will not knowingly collect personally identifiable information from Web Sites visitors under 17 years of age, and we will delete accounts held by individuals that we learn are under 17 years of age. We encourage parents and guardians to talk to their children about their use of the Internet and the information they disclose online. If a child has provided us with personally identifiable information, a parent or guardian of that child may contact us via e-mail at bac5099@psu.edu if they would like this information deleted from our records. We will use reasonable efforts to delete the child's information from our databases. Additionally, parents and guardians of children under 17 years of age can delete their child's account.

7. HOW YOU CAN CONTACT THE COMPANY

If you have submitted personally identifiable information through the Web Sites or an interactive advertisement, or if someone else has submitted your personally identifiable information through the Web Sites or an interactive advertisement, and you would like to have that information deleted from our marketing databases, please contact us via e-mail at bac5099@psu.edu. We will then use reasonable efforts to remove your personally identifiable information from our files. You also may contact us to request the personally identifiable information that the Company has collected about you through the Web Sites or interactive advertisements. The Company will use reasonable efforts to supply you with this information and correct any factual inaccuracies in this information.

If you have any questions, comments or concerns about this Privacy Policy or the information practices of these Web Sites, please contact us at:

DatePsu.com
332 W Nittany Ave
State college, pa 16801

TERMS OF USE

Welcome to DatePsu.com!

DatePsu.com, dtfPSU.com, PSUdtf.com, psuhookup.com, dtfuniversity.com, and datingpsu.com (the “Web Sites”) are Web Sites provided to you by Clionsky Online Holdings (the “Company”). Where appropriate, the term the “Company” refers both to the Company and its affiliates. All users of the Web Sites are subject to the following terms and conditions of use, (“Terms of Use”). DatePsu.com or the Company is neither endorsed by nor affiliated with any school, college, or university.

Please read these Terms of Use carefully before accessing or using any part of these Web Sites. By accessing or using these Web Sites, you agree that you have read, understood and agreed to be bound by these Terms of Use, as amended from time to time, as well as the Company Privacy Policy, which is hereby incorporated into these Terms of Use. If you do not wish to agree to these Terms of Use, do not access or use any part of these Web Sites and do not access the services provided by these websites.

The Company may revise and update these Terms of Use at any time without notice by posting the amended terms to these Web Sites. Your continued use of these Web Sites means that you accept and agree to the revised Terms of Use. If you disagree with the Terms of Use (as amended from time to time) or are dissatisfied with these Web Sites, your sole and exclusive remedy is to discontinue using these Web Sites and the services provides by these sites. It is your responsibility to regularly check the Web Sites to determine if there have been changes to these Terms of Use and to review such changes.

These Web Sites contain user-generated content, information, promotional materials, and links to third-party Web sites, including links to third-party merchants. As discussed in further detail below, you use these Web Sites at your own risk, and the Company is not responsible for third-party content, services or events described herein. You are solely responsible for any content you submit, post, transmit through, or link from the Web Sites, and you, not the Company, have full responsibility for the legality, reliability and appropriateness of any such content. Further, the Company is not responsible for the conduct, whether online or offline, of you or of any other user of the Web Sites.

As described in the Privacy Policy, these Web Sites collects information on use of the Web Sites as well as other personal information, survey responses and other demographic information. We use this information to improve the Web Sites, tailor advertising and promotions, and otherwise work with our service providers and partners to provide products and services to you.

The Company reserves the right to change any and all content and other items used or contained in the Web Sites and any services offered through the Web Sites at any time without notice.

ELIGIBILITY

Membership and use of these Web Sites are void where prohibited. The Web Sites are intended solely for users who are eighteen (17) years of age or older with an @psu.edu access/email account. Any registration by, use of, or access to the Web Sites by anyone under 17 is unauthorized, unlicensed and in violation of these Terms of Use. By using these Web Sites, you represent and warrant that you are 18 years of age or older, and currently a registered student with an @psu.edu email account. The Company will delete accounts held by individuals that the Company learns are under 17 years of age.

REGISTRATION / USER ACCOUNTS

Some services of the Web Sites may permit or require you to create an account.

(a) You must have access to a registered and working @psu.edu email and access account. An email confirmation link will be sent to the address and upon following a link registration will be complete. Registration will not be continued if attempting to use a non @psu.edu email to register or an email deception/mirror naming service.

(b) You agree to provide true, accurate, current and complete information during the registration process for any account, and to keep the information current through updates. You may not impersonate any person or entity or misrepresent your identity, including by using another person's account information. We may suspend or terminate your account for any failure to comply with these Terms of Use, any terms related to any service offered through the Web Sites or for any reason whatsoever, or for no reason. Notwithstanding the foregoing, you acknowledge that the Company does not guarantee the accuracy of any information submitted by any user, including account information about the user.

(c) Accounts on the Web Sites are protected by a username and password. You are fully responsible for all activities conducted through your account. You are responsible for maintaining the confidentiality of your username and password and for any use of your username or password to gain access to your account and your account information. If you disclose your username or password to any other person, it is at your own risk.

(d) You do not own the account you use to access the Web Sites, and you do not own any data the Company stores on its servers. You understand and agree that you have no ownership rights in your account. Notwithstanding your ownership of your user generated content as described below, the Company may cancel your account and delete all content associated with your account at any time, and without notice, if we deem that you have violated the terms of this agreement, or for any other reason. Accordingly, you are solely responsible for maintaining your own copies of any content or data you may submit to the Web Sites. The Company assumes no liability for any information removed from our Web Sites for violating these terms.

(e) The Company does not recognize the transfer of accounts or profiles. You may not purchase,

sell, gift or trade any Web Sites account or profile, or offer to purchase, sell, gift or trade any account or profile, and any such attempt shall be null and void.

USER CONDUCT

You agree to use the Web Sites only for lawful purposes:

(a) You represent, warrant and agree that no materials of any kind submitted through your account or otherwise posted, transmitted, or shared by you on or through the Web Sites will violate or infringe upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary rights, or contain libelous, defamatory or otherwise unlawful material.

(b) You specifically agree not to upload, post, transmit, share, store or otherwise make available on the Web Site:

material that is, or may be, protected by copyright, without permission from the copyright owner; material that is defamatory, indecent, obscene, harassing, violent, threatening, invasive of another's privacy, harmful to minors in any way, or otherwise objectionable; material that is pornographic, sexually-explicit, or includes links to material that is pornographic or sexually-explicit; material that harasses, degrades, intimidates or is hateful toward an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age, or disability; material that involves commercial activities or sales (including, but not limited to, material regarding contests, sweepstakes, bartering, or advertising); material, including any video footage, artwork, or photographs, other than those of a personal nature that: (i) are of you or your friends, (ii) are taken by you or your friends, or (iii) are original art or animation created by you or your friends; any private information of any third party, including, but not limited to, addresses, Social Security numbers and credit card numbers, with the exception of phone numbers and e-mail addresses for private crush-related purposes only; material that contains software viruses, corrupted data, or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment; content that would constitute, encourage or provide instructions for a criminal offense, violate the rights of any party, or that would otherwise create liability or violate any local, state, national or international law; material that employs misleading e-mail addresses, forged headers or otherwise manipulated identifiers in order to disguise the origin of the content; or material that, in the Company's sole discretion, constitutes "spam," a chain letter, or the like.

(c) You further specifically agree not to do any of the following:

Use the Web Sites to violate the legal rights (including the rights of publicity and privacy) of others or to violate the laws of any jurisdiction; register for more than one user account or register for a user account on behalf of an individual other than yourself; impersonate any person or entity, or falsely state or otherwise misrepresent yourself, your age or your affiliation with any person or entity; use or attempt to use another's account, service or system without authorization from the Company; solicit personal information from anyone under eighteen (18) years of age or

solicit passwords or personally identifying information for commercial or unlawful purposes; intercept or attempt to intercept electronic mail not intended for you; post irrelevant content or repeatedly post the same or similar content; restrict or inhibit use of the Web Sites by others; collect information about others (including e-mail addresses) without their consent for third-party services or communication; obscure or efface the banner advertisements on your personal profile page, or any Web Sites page, through any means; engage in any automated use of the Web Sites, including, without limitation, using scripts to send comments or messages or to post content; download a file or software or include in a message any software, files or links that you know, or have reason to believe, cannot be distributed legally over the Web Sites or that you have a contractual obligation to keep confidential (notwithstanding its availability on the Web Site); place an unauthorized commercial promotion on your profile or any other Web Sites page, or accept payment or anything of value from a third party in exchange for your performance of any commercial activity; intimidate, stalk, or harass another; or engage in any other conduct that, in the sole judgment of the Company, restricts or inhibits anyone's use or enjoyment of the Web Sites, or which, as determined by the Company, may harm the Company or users of the Web Sites or expose them to liability.

(d) Additionally, you specifically agree not to send chain, commercial, promotional, bulk or junk communications to other Web Sites users through the unauthorized use of the Web Sites. The Company reserves the right to restrict the number of communications that you may send to other Web Sites users in any twenty-four (24) hour period and to charge you a reasonable fee for each such unauthorized communication you send through the Web Sites.

(e) Your failure to comply with the provisions of (a), (b), (c) or (d) above may result in the suspension or termination of your access to the Web Sites and may expose you to civil and/or criminal liability.

USER-GENERATED CONTENT

(a) You understand that the Company is not responsible for content made available through the Web Sites and that, under these Terms of Use, content that is offensive, indecent, inaccurate, misleading, or otherwise objectionable may not be made available on the Web Sites. Any content and/or opinions uploaded, expressed or submitted to a message board, blog, videos, chatroom or any other publicly available section of the Web Sites (including password-protected areas), and all articles and responses to questions, other than the content provided by the Company, are solely the opinions and responsibility of the person or entity submitting them and do not necessarily reflect the opinions of the Company.

(b) The Company reserves the right, but does not assume any responsibility, to (1) remove any material posted on the Web Sites that the Company, in its sole discretion, deems inconsistent with the foregoing commitments, including any material the Company has been notified, or has reason to believe, constitutes a copyright infringement, or for any other reason; and (2) terminate any user's access to all or part of the Web Sites without notice. However, the Company can neither review all material before it is posted on the Web Sites nor ensure prompt removal of objectionable material after it has been posted. Accordingly, the Company assumes no liability for any action or inaction regarding transmissions, communications or content provided by third

parties. The Company reserves the right to take any action it deems necessary to protect the personal safety of users of these Web Sites and the public; however, the Company has no liability or responsibility to anyone for performance or nonperformance of the activities described in this paragraph.

(c) You understand and acknowledge that you are responsible for whatever content you submit, post, transmit through, or link from the Web Sites and you, not the Company, have full responsibility for such content, including its legality, reliability and appropriateness.

(d) By uploading or otherwise transmitting material to any area of the Web Sites, you warrant that the material is your own or is in the public domain or otherwise free of proprietary or other restrictions and that you have the right to post it to the Web Sites. Furthermore, by posting content to any part of the Web Sites, you grant to the Company, and you represent and warrant that you have the right to grant to the Company, an irrevocable, perpetual, non-exclusive, transferable, fully paid, worldwide license (with the right to sublicense) to use, copy, publicly perform, publicly display, prepare derivative works of, incorporate into other works, reformat, translate, excerpt (in whole or in part), distribute, and sublicense such content for any purpose, commercial, advertising, or otherwise, on or in connection with the Web Sites, including without limitation for promoting and redistributing part or all of the Web Sites (and derivative works thereof), through any media channels and in any media formats (e.g., web-enabled mobile devices, streaming media), now existing or existing in the future. You may remove your content from the Web Sites at any time. If you choose to remove your content, the license granted above will automatically expire. However you acknowledge that the Company may retain archived copies of your content. The Company does not assert any ownership over your content; rather, as between the Company and you, subject to the rights granted to the Company in these Terms of Use, you retain full ownership of all of your content and any intellectual property rights or other proprietary rights associated with your content.

(e) You acknowledge that some of the content you post to the Web Sites, such as your user profile, will be displayed publicly on the Web Sites along with your name and other personally identifiable information. Some circumstances will enable you to mark certain information as private, including your user profile. Some circumstances will enable you to upload content without personally identifiable information, such as crushes. Accordingly, subject to the use of available privacy features, when you post content to the Web Sites, you acknowledge that you may be attributed as the author of such content. You agree that the Company may edit any list of authors to exclude minute or irrelevant contributions.

(f) THE COMPANY IS NOT RESPONSIBLE FOR THE USE OF ANY PERSONAL INFORMATION THAT YOU DISCLOSE ON OR THROUGH THE WEB SITES. PLEASE CAREFULLY SELECT THE TYPE OF INFORMATION THAT YOU POST ON THE WEB SITES OR RELEASE TO OTHERS.

(g) You acknowledge and agree that the content you post to the Web Sites may be subject to editing by others, including, without limitation, by other Web Sites users.

EVENTS PROMOTED ON THE WEB SITE

Now or in the future, these Web Sites may allow users to upload, post, transmit, share, store or otherwise make available information regarding events. For the purpose of this Section, the term “Events” includes all events, meetings, gatherings, “meetups” or incidents that are promoted or publicized on these Web Sites, whether legally sanctioned or unsanctioned.

Under these Terms of Use, users are only authorized to upload, post, transmit, share, store or otherwise make available on the Web Sites information regarding legally sanctioned Events. The Company reserves the right, but does not assume any responsibility, to (1) remove any material posted on the Web Sites that the Company deems, in its sole discretion, to relate to an unsanctioned Event; and (2) terminate any user’s access to all or part of the Web Sites for posting material relating to an unsanctioned Event. However, the Company can neither review all material before it is posted on the Web Sites nor ensure prompt removal of all material relating to unsanctioned Events after it has been posted. Accordingly, the Company assumes no liability for any action or inaction regarding transmissions, communications or content provided by third parties regarding unsanctioned Events. The Company reserves the right to take any action it deems necessary to protect the personal safety of users of these Web Sites and the public; however, the Company has no liability or responsibility to anyone for performance or nonperformance of the activities described in this paragraph.

Your attendance at, participation in, or involvement in any way with any Event, whether legally sanctioned or unsanctioned, is at your own risk. The Company is not responsible for and does not endorse any Events or the conduct, products, services or practices of any Company personnel, users or third parties involved with events. In no event shall the company be liable for any damages whatsoever, whether direct, indirect, general, special, compensatory, consequential, and/or incidental, arising out of or relating to the conduct of you or anyone else in connection with the use of this web sites, including without limitation, bodily injury, emotional distress, and/or any other damages resulting from (i) attendance at, participation in, or involvement in any way with any event, whether legally sanctioned or unsanctioned, or (ii) communications or meetings with other users of this web sites or persons introduced to you by this web sites.

User Interactions and Disputes

you understand and agree that (i) the company may, but is under no obligation to, become involved if you have a dispute with one or more other users; (ii) you are solely responsible for your interactions with other users of this web site; and (iii) the company makes no representations or warranties as to the conduct of any persons using the web sites. In no event shall the company be liable for any damages whatsoever, whether direct, indirect, general, special, compensatory, consequential, and/or incidental, arising out of or relating to the conduct of you or anyone else in connection with the use of this web sites, including without limitation, bodily injury, emotional distress, and/or any other damages resulting from communications or meetings with other users of these web sites or persons introduced to you by these web sites.

PRIVACY; PROTECTION OF PERSONAL INFORMATION

The Company’s use of your personal information and your responsibilities in connection with protecting your privacy are described in the Company Privacy Policy, which is incorporated by reference into these Terms of Use. By using these Web Sites, you are consenting to have your personal data transferred to and processed in the United States.

SWEEPSTAKES / CONTESTS

The Company may run promotional contests or sweepstakes through the Web Sites from time to time (“Contests”). These Contests are described on the Web pages applicable to such Contests. The Contest rules and regulations, when they appear, should be considered to be part of these terms and conditions.

COMPANY GOODS AND SERVICES

Now or in the future, the Company may offer Company goods for sale through the Web Sites (e.g., merchandise branded with the Company’s logo). Further, the Company reserves the right to charge for access and use of the Web Sites and to change its fees from time to time in its discretion. In the event that you choose to purchase such Company goods or services, you agree to the pricing, payment and billing terms applicable to such goods or services at the time of purchase. All sales are final. All fees and charges shall be billed to and paid for by you in U.S. dollars. You shall pay all applicable taxes relating to use and purchase of any such goods and services through your account.

DEALINGS WITH ONLINE MERCHANTS

If you choose to correspond, participate in a promotion or engage in transactions with any merchant found on or through these Web Sites, including, without limitation, any Event sponsor or organizer, you acknowledge and agree that the Company is not a party to, and will not be responsible for, your interaction with such merchant, including its treatment of your information and the terms and conditions applicable to any transaction between you and the merchant. The terms of your interaction with any merchant are solely between you and such merchant. You agree that the Company will have no responsibility or liability for any loss or damage of any kind that you may suffer as the result of any such interaction or the presence of such merchants on these Web Sites.

LINKS TO OTHER SITES; REFERENCES TO THIRD PARTIES

These Web Sites contain links to other Web sites on the Internet. The Company is not responsible for and does not endorse the content, products, services or practices of any third-party Web sites, including, without limitation, sites framed within these Web Sites or third-party advertisements, and does not make any representations regarding their quality, content or accuracy. Your use of third-party Web Sites are at your own risk. If you decide to leave these Web Sites and access third-party Web sites or to use or install any third-party applications, software or content, you do so at your own risk and you should be aware that these Terms of Use and the Company’s other policies no longer govern. You should review the applicable terms and policies, including privacy and data gathering practices, of any Web Sites to which you navigate from these Web Sites or relating to any applications you use or install from any third-party Web Sites.

LIABILITY OF THE COMPANY

The Company does not assume any liability for the materials, information and opinions provided on, or available through, the Web Sites, whether made available by the Company, Web Sites users, or any other third party (the “Site Content”). Reliance on the Site Content is solely at your own risk. The Company disclaims any liability for injury or damages resulting from the use of

any Site Content.

The Web Sites may be temporarily unavailable for maintenance or other reasons. The Company assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, user communications. The Company is not responsible for any technical malfunction or other problems of any telephone network or service, computer systems, servers or providers, computer or mobile phone equipment, software, failure of e-mail or players on account of technical problems or traffic congestion on the Internet or at any Web Sites or combination thereof, including injury or damage to your computer or to any other person's computer, mobile phone, or other hardware or software, related to or resulting from using or downloading materials in connection with these Web Sites.

Under no circumstances shall the company be responsible for any loss or damage, including personal injury, property injury, or death, resulting from use of the web sites, from attendance at, participation in, or involvement in any way with an event, from any content posted on or through the web sites, or from the conduct of any users of the web sites, whether online or offline.

The web sites, the site content and the services provided on or available through this web sites are provided on an "as is" and "as available" basis, with all faults. Neither the company nor any person associated with the company makes any warranty or representation with respect to the quality, accuracy, or availability of the web sites. Specifically, but without limiting the foregoing, neither the company nor anyone associated with the company warrants or represents that the web sites, the site content or the services provided on or through these web sites will be accurate, reliable, error-free or uninterrupted; that defects will be corrected; that the web sites or the server that makes it available are free of viruses or other harmful components; or that the web sites will otherwise meet your needs or expectations. The company disclaims all warranties of any kind, express or implied, including any warranties of merchantability, fitness for a particular purpose or noninfringement.

In no event will the company or its directors, employees, agents, licensors or contractors be liable to you or to any third person for any damages of any kind, under any legal theory, arising out of or in connection with your use of, or inability to use, the web sites, the site content, any services provided on or through these web sites or any linked site, including any direct, indirect, incidental, special, consequential or punitive damages, including, but not limited to, personal injury, lost profits, lost data, or damages resulting from delay, interruption in service, viruses, deletion of files or electronic communications, or errors, omissions or other inaccuracies in the web sites or the site content or services, whether or not there is negligence by the company and whether or not the company has been advised of the possibility of any such damages. Without limiting the foregoing, you understand and agree that you download or otherwise obtain content or software from or through these web sites at your own discretion and risk and that you will be solely responsible for your use thereof and any damages to your mobile device or computer system, loss of data or other harm of any kind that may result.

Notwithstanding anything to the contrary contained herein, the company's liability to you for any cause whatsoever, and regardless of the form of the action, will at all times be limited to the

lower of the amount paid, if any, by you to the company for your access and use of the web sites, or one hundred U.S. Dollars (\$100 usd).

INDEMNIFICATION

You agree to indemnify and hold harmless the Company and its officers, directors, employees, agents, affiliates, third party information providers, licensors, contractors and others involved in the Web Sites or the delivery of products, services or information over the Web Sites, from and against any and all liabilities, expenses, damages and costs, including reasonable attorneys' fees, arising from or related to (i) any violation by you of these Terms of Use, (ii) your use of the Web Sites or any products, services or information obtained from the Web Site; (iii) any content that you upload, post, transmit, share, store or otherwise make available on the Web Sites, whether the content was created by you or created by a third party, (iv) your conduct in connection with the Web Sites or in connection with other users of the Web Site; or (v) any violation of any law or the rights of any third party.

COPYRIGHT RESTRICTIONS/USE OF CONTENT

The entire contents of these Web Sites (including all information, software, text, displays, images and audio) and the design, selection and arrangement thereof, are proprietary to the Company or its affiliates or licensors and are protected by U.S. and international laws regarding copyrights, trademarks, trade secrets and other proprietary rights. You are authorized only to use the content on the Web Sites for personal use or legitimate business purposes. You may not copy, modify, create derivative works of, publicly display or perform, republish, store, transmit or distribute any of the material on this site without the prior written consent of the Company, except to: (a) store copies of such materials temporarily in RAM, (b) store files that are automatically cached by your Web browser for display enhancement purposes, and (c) print a reasonable number of pages of the Web Site; provided in each case that you do not alter or remove any copyright or other proprietary notices included in such materials. You may not disassemble, reverse engineer or otherwise attempt to discover any code contained in the Web Sites. Neither the title nor any intellectual property rights to any information or material in these Web Sites are transferred to you, but remain with the Company or the applicable owner of such content. Except as expressly authorized by the Company in writing, you may not reproduce, sell or exploit for any commercial purposes (a) any part of these Web Sites, (b) access to these Web Sites, or (c) use of these Web Sites or of any services or materials available through these Web Sites.

TRADEMARKS

The Company name, the Company logo and all related names, logos, product and service names, designs and slogans are trademarks of the Company and/or its affiliates. You may not use such marks without the prior written permission of the Company. All other names, brands and marks are used for identification purposes only and may be the trademarks or registered trademarks of their respective owners.

COPYRIGHT COMPLAINTS

You may not post, modify, distribute, or reproduce in any way any copyrighted material, trademarks, or other proprietary information belonging to others without obtaining the prior written consent of the owner of such intellectual property rights. Under the Company's policy,

your access to the Web Sites may be terminated if you infringe the intellectual property rights of others and will be terminated for repeated infringement.

If you believe that your work has been copied and posted on the Web Sites in a way that constitutes copyright infringement, please provide our Copyright Agent with the following information: (i) an electronic or physical signature of a person authorized to act on behalf of the owner of the copyright interest; (ii) a description of the copyrighted work that you claim has been infringed; (iii) a description of the material that you claim is infringing and a description of where it is located on the Web Site; (iv) your address, telephone number, and e-mail address; (v) a written statement by you that you have a good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; and (vi) a statement by you, made under penalty of perjury, that the above information in your notice is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf. The Company's Copyright Agent for notice of claims of copyright infringement can be reached as follows: bac5099@psu.edu subject: Copyright Claims.

If we remove your work from the Web Sites because of an infringement claim, and you believe that the content that was removed (or to which access was disabled) is not infringing, or that you have the necessary authorization from the copyright owner, the copyright owner's agent, or pursuant to the law, to post and use the content, you may send a written counter-notice containing the following information to the Copyright Agent: (i) your physical or electronic signature; (ii) identification of the content that has been removed or to which access has been disabled and the location at which the content appeared before it was removed or disabled; (iii) a statement, under penalty of perjury, that you have a good faith belief that the content was removed or disabled as a result of mistake or a misidentification of the content; and (iv) your name, address, telephone number, and e-mail address, (v) a statement that you consent to the jurisdiction of the federal courts located in or near Wilmington, Delaware, and (vi) a statement that you will accept service of process from the person who provided notification of the alleged infringement or an agent of that person.

If a counter-notice is received by the Copyright Agent, the Company may send a copy of the counter-notice to the original complaining party informing that person that the Company may replace the removed content or cease disabling access to that content. Unless the copyright owner takes appropriate action, the removed content may be replaced, or access to it restored, at the Company's sole discretion.

In accordance with the Digital Millennium Copyright Act (DMCA) and other applicable law, the Company will terminate your access to these Web Sites if it deems you to be a repeat infringer. The Company may also, in its sole discretion, limit your access to the Web Sites and/or terminate your membership if you infringe any intellectual property rights of others, whether or not there is any repeat infringement.

ACCESS AND INTERFERENCE

You agree that you will not (a) use any robot, spider or other automatic device, process or means to access the Web Sites or to collect information from the Web Sites, (b) use any manual process to monitor or copy any of the material on the Web Sites or for any other unauthorized purpose

without the prior written consent of the Company, (c) use any device, software or routine that interferes with the proper working of the Web Sites, (d) attempt to interfere with the proper working of the Web Sites, (e) take any action that imposes an unreasonable or disproportionately large load on the Company's infrastructure, or (f) use the Web Sites in any unlawful manner or in any other manner that could damage, disable, overburden or impair the Web Sites.

REPORTING IMPROPER CONDUCT

If you become aware of any content that may infringe the copyright or other intellectual property right of a third party or that you believe to be in violation of these Terms of Use, please contact our Copyright Agent as follows: bac5099@psu.edu subject: Copyright Claims. Our failure to act with respect to a breach by you or others does not waive our right to act with respect to subsequent or similar breaches.

TERMINATION

You agree that the Company has the right (but not the obligation) to delete or deactivate your account, block your e-mail or IP address, or otherwise terminate your access to or use of the Web Sites (or any part thereof), immediately and without notice, and remove and discard any content within the Web Sites, for any reason, including, without limitation, if the Company believes that you have acted inconsistently with the letter or spirit of these Terms of Use. You agree that the Company shall not be liable to you or to any third party for any termination of your access to the Web Sites. Further, you agree not to attempt to access the Web Sites after said termination.

GOVERNING LAW; JURISDICTION

These Terms of Use shall be governed in all respects by and construed in accordance with the laws of the State of Delaware, USA, without regard to its conflicts of law principles. With respect to any disputes or claims, you understand that exclusive jurisdiction over any cause of action arising out of these Terms of Use or your use of the Web Sites shall be in the state or federal courts located in or near Wilmington, Delaware. You agree to submit to the jurisdiction of such courts, and you hereby waive all defenses of lack of personal jurisdiction and forum non convenient with respect to venue and jurisdiction in the state and federal courts located in or near Wilmington, Delaware.

COMMENTS AND SUBMISSIONS

The Company welcomes your comments. All comments, suggestions, questions, ideas, or other information sent by you to these Web Sites for internal use by the Company or its advertisers or business partners in response to solicitations on these Web Sites (your "Comments") will become the Company's property and you agree that all intellectual property rights therein are transferred to the Company. The Company thus shall be entitled to the unrestricted use and dissemination of your Comments for any purposes, commercial or otherwise, without acknowledgment or compensation to you. You further understand that any postings, or content submitted for posting, to publicly available portions of the Web Sites are non-confidential for all purposes.

COMPLIANCE

The owner of these Web Sites are based in the State of Delaware, USA. The Company makes no representation that materials in these Web Sites are appropriate or available for use in other

locations. If you access these Web Sites from other locations, you are responsible for complying with local laws.

MISCELLANEOUS

These Terms of Use, as they may be amended from time to time, completely and exclusively state the agreement between you and the Company with respect to the Web Sites, and no other terms that may have been communicated to you orally or in any other manner shall have any force or effect. Any cause of action you may have with respect to the Web Sites must be commenced within one (1) year after the claim or cause of action arises or such claim or cause of action is barred.

If any part of these Terms of Use is unenforceable, the unenforceable part shall be construed to reflect, as nearly as possible, the original intentions of the parties. The other provisions of these Terms of Use shall remain in full force and effect.

The Company's failure to insist upon or enforce strict performance of any provision of these Terms of Use shall not constitute a waiver of the provision. Neither a course of dealing or conduct between you and the Company nor any trade practices shall be deemed to modify these Terms of Use.

CONTACT

If you have any questions, comments or concerns about these Terms of Use, please contact us at:

DatePsu.com

332 W Nittany Ave

State college, pa 16801

Recruitment Email:

Hey Guys,

Sorry to bother all of you with another one of these Facebook survey events, but I am hoping you can all spare ten minutes and take the two surveys located at the links below. I am conducting surveys on college dating/relationships as well as online usage by college students for my Honors Thesis. I would definitely appreciate you taking the time to fill out these surveys.

The purpose of this research is to get a better understanding of the way we as college students approach relationships, our attitudes towards relationships, and the integration of social networking in our everyday lives. While this research is not directly conducted by Penn State's department of Research, it is affiliated with Penn State since it is for the use of my Honors Thesis.

Thanks,
Brian Clionsky

Informed Consent Form:

Introduction/Purpose:

My name is Brian Clionsky. I am a senior undergraduate student in the Schreyer Honors College at Pennsylvania State University. I am conducting a survey as part of my Honors Thesis Requirement. If you are at least 18 years old, you are eligible to participate in the survey.

The survey involves answering some questions about dating and relationships during college and online usage. The purpose of this survey is to help examine college students' thoughts and feelings towards dating, the use of the internet in a college student's life, and the integration of social networking and services.

The survey takes about 10 minutes to complete. The results of my project will be available after April 20, 2011. If you would like a copy of the results of my project or have any questions, please contact me at the email address listed below.

Survey Participation:

Your participation is completely voluntary, and your responses will be completely anonymous. The survey does not ask for your name or email address. You do not have to answer any question you'd rather not answer. There are no consequences if you decide not to complete the survey. You may discontinue your participation at any time during the study. If you quit the survey any time before you click on the "submit" button at the very end, no data will be collected.

Risks:

There are no physical, psychological, or social risks involved in this study.

Contact for questions:

If you have any additional questions about the research, your rights, or the surveys you may contact me, Brian Clionsky, by email at bac5099@psu.edu. Should you have any questions regarding your rights as a human subject, contact the Office of the Vice President for Research at Penn State (<http://www.research.psu.edu/>).

Consent to participate:

By filling out the survey you are consenting to participate.

Please keep this letter for your records. Thank you for your participation

Hoovers: Match.com, LLC

Dallas, TX United States

Company Description

8300 Douglas Ave.

Ste. 800 Dallas, TX 75225, United States

Phone: 214-5769352

Fax: 214-5769350

<http://www.match.com>

If only Romeo and Juliet met on the Internet, maybe things would have turned out differently. Match.com operates one of the world's largest dating Web portals. Through its various dating websites, the company boasts a total of about 1.6 million paying subscribers. Registered members can post a personal profile and browse the site in search of a potential match. Subscribers have access to Match.com's double-blind anonymous e-mail system that allows users to contact one another and flirt. In addition to its flagship site, the company connects with Web-bound singles in about 25 countries via sites in nearly 10 languages. Launched in 1995, Match.com is owned by Internet conglomerate [IAC/InterActiveCorp](#) (IAC).

Under IAC's umbrella, Match.com is paired with Chemistry.com, Singlesnet.com, and other brands under the Match business segment. Match.com and Singlesnet.com are general, subscription-based dating sites, while Chemistry.com is an online matching system that uses in-depth personality assessments and user feedback to bring singles together. Match.com offers access to its services via mobile phone and other mobile devices through its matchMobile service. In addition to subscription services, Match.com generates revenue through advertising on its website.

Match.com was a key factor in parent company IAC's positive earnings in 2010. That year Match.com's revenues grew some \$58 million compared to the prior year, fueled by an increase in the number of demographic segments it reaches through making targeted acquisitions. In 2011 it acquired OKCupid for \$50 million. The advertising-based OKCupid service is free, and targets a younger audience that is less commitment-oriented, focused on finding dates rather than finding a potential mate. The site is the fastest growing dating site in the ad-based category. Match.com made the purchase to compliment its subscription sites, gain more users, and reach a younger audience. It is also counting on users of the ad-based free site to migrate to Match.com's other subscription sites as they age.

Also in 2010 Match.com became the exclusive online dating site on [Yahoo!](#)'s Web portal. The strategic partnership significantly expanded the company's scope -- Match.com had 5 million unique visitors worldwide in the first month of 2010, while Yahoo! Personals had 4 million. Match.com also powers online dating for [MSN](#) in Asia/Pacific, Latin America, and the US.

Internationally, Match.com operates through its 27% stake in [Meetic](#), a European online dating company based in France. Meetic operates sites in about 15 countries in addition to France, including Germany, Italy, Spain, and the UK. In 2010 Match.com formed a joint venture with Meetic, through which it provides personals services in Latin America, including Brazil, Mexico, and Argentina. The previous year IAC sold its Match Europe operations to Meetic.

Previous key acquisitions for Match.com were the purchases of Singlesnet.com and People Media. The company acquired general dating site Singlesnet.com in 2010 to add to its subscriber base. (The site had just over 3 million unique visitors the month before it was acquired.) Match.com purchased targeted dating website operator People Media from [American Capital](#) in 2009 for about \$57 million. The deal added targeted dating sites to the company's holdings, allowing users to focus searches based on common demographic characteristics, such as race, age, or sexual orientation. People Media's more than 25 websites include BlackPeopleMeet.com, SingleParentMeet.com, and SeniorPeopleMeet.com.

Parent company IAC restructured in 2008 and spun off several of its businesses as separate publicly traded companies. Match.com was left untouched. IAC named Greg Blatt CEO of Match.com in 2009. Blatt was EVP and general counsel for IAC for five years before he was tapped to lead Match.com. In 2010 Blatt was promoted to the position of CEO of IAC.

Key Information

D-U-N-S Number	039090894
Subsidiary Status	Yes
Company Type	Subsidiary
Ultimate Parent	IAC/InterActiveCorp (NASDAQ (GS) : IACI)
Ultimate Parent D-U-N-S	175180819
Accountant	Ernst & Young LLP
Employees (All Sites)	425
Employees (This Site)	200
Year of Founding	1995
Primary Industry	Internet Content Providers
Minority Owned/Women Owned	No

Products and Operations

Selected Websites

- BlackPeopleMeet.com
- DownToEarth.com
- Chemistry.com
- IndiaMatch.com
- LoveAndSeek.com
- Match.com

- OKCupid.com
- SeniorPeopleMeet.com
- Singlesnet.com

Competitors

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Classmates Online	--	--	--
craigslist	\$1.20M	--	--
eHarmony.com (Top Competitor)	--	--	--
Facebook	--	--	--
FriendFinder Networks	\$346.00M	--	--
Friendster	\$2.40M	--	--
It's Just Lunch	--	--	--
Lavalife (Top Competitor)	\$9.70M	--	--
LinkedIn	\$243.10M	--	--
Meetup	--	--	--
MySpace	--	--	--
Spark Networks (Top Competitor)	\$40.85M	9.07%	\$5.78M
Together Management Group			

Hoovers: Facebook, Inc.

Palo Alto, CA United States

Company Description

1601 S. California Ave.

Palo Alto, CA 94304, United States

Phone: 650-543-4800

Fax: 650-543-4801

<http://www.facebook.com>

When it comes to social networking, it's wise to put your best face forward. Facebook is the latest star of the online social networking craze. Users post photos and information about themselves and connect with one another through online profiles. The site was launched in 2004 by [Harvard](#) undergraduate Mark Zuckerberg, as an online version of the Harvard Facebook. (The name comes from books of freshmen's faces, majors, and hometowns that are distributed to incoming students.) It began by connecting students, but later opened its service to the general public. [Microsoft](#) powers the site's Web search and provides its search ads. Investors include [Goldman Sachs](#) and investment group Digital Sky Technologies (DST).

Facebook has experienced exponential growth in the past couple of years, enabling it to dominate the social networking world. It officially began to do so in 2009 when it surpassed [MySpace](#) as the most trafficked site of its kind in the US. That year the company announced that it had 300 million active users, tripled from about 100 million in 2008; the figure jumped to 500 million in 2010. To accommodate its growth, it has announced plans to move its global headquarters in California from downtown Palo Alto to a space in Menlo Park that was formerly owned by [Sun Microsystems](#) and [Oracle](#). Facebook will occupy its new home, which covers 57 acres and includes nine buildings with about 1 million square feet, later in 2011.

While the company has seen increases in its revenues and user base, it has also been the subject of controversy from privacy advocates who criticize the way the site shares personal information. In 2010 Facebook rolled out changes to expand its reach across the entire Web, causing users to give away more information to Facebook about who they are and what websites they visit (such as music site [Pandora](#), or [ESPN](#)'s sports site), which Facebook in turn can give to advertisers. In addition, critics had qualms about how difficult it is to "opt out" of new information-sharing features, which in several instances may default to have users unwittingly reveal personal information about themselves to third parties. In response, the company unveiled what it calls simpler privacy controls, including a redesigned privacy settings page.

Continuing to raise concerns about privacy, in 2010 the company launched a location service called Facebook Places. The service allows users to share their physical locations (such as a business or address) online via their mobile devices. While the potential for location-targeted advertising makes Places a big money-making opportunity for Facebook, the fact that it provides an easy way to reveal its users' whereabouts to strangers may also open up the company to more

headaches from privacy advocates and other users who are concerned about giving away too much information.

Previous Facebook enhancements include a redesigned home page in 2009 that focuses on an area called "the stream," which displays constantly updated status postings from users' contacts. And in prior years the company opened up the site to outside applications, such as photo slide shows, games, and quizzes, through the launch of Facebook Platform. Other product launches have included Facebook Chat, Facebook Ads, and Facebook Platform for Mobile. In attempts to gain a global audience, the site has launched in foreign languages such as French, German, and Spanish.

In addition to launching new features, the service is also expanding through acquisitions. In 2009 it purchased FriendFeed (a startup similar to rival [Twitter](#)) that lets users share links and status updates online. Facebook followed up that deal with the 2010 acquisitions of Octazen Solutions (Webmail contacts importer) and Divvyshot (photo sharing). The company has also announced plans to build data centers (central locations that house thousands of computer servers) in order to maintain a technological infrastructure that is fast and reliable. In early 2010 it broke ground on its first custom data center in Prineville, Oregon.

Product enhancements and acquisitions are being financed from periodic infusions of cash made by eager investors. Each round of funding has illustrated Facebook's growing value. The \$200 million in funding that the company received in 2009 from DST represented a nearly 2% equity stake that valued Facebook at about \$10 billion. Private equity firm Elevation Partners purchased \$120 million in Facebook stock in 2010; that deal was reported to value the company at \$23 billion. Next up was Goldman Sachs and another round from DST: In early 2011 Goldman Sachs invested \$450 million in Facebook at a valuation of \$50 billion, while DST added another \$50 million to its stake, which now totals about \$500 million.

Like many Internet success stories, the company has faced the issue of whether to remain independent or to become acquired; it is staying put as a private firm for now, though reports have surfaced that the company is considering a possible public offering in 2012. Since its founding, Facebook has reportedly received buyout offers from heavyweights such as [Yahoo!](#), [Microsoft](#), and [Viacom](#). Eventually, Microsoft acquired a less than 2% stake in Facebook for \$240 million in 2007. Other earlier investors included Hong Kong billionaire Li Ka-Shing (chairman of [Cheung Kong Holdings Limited](#) and [Hutchison Whampoa Limited](#)), Founders Fund, Greylock Partners, [Paypal](#) co-founder Peter Thiel, and [Accel Partners](#).

Key Information

D-U-N-S Number	196337864
Subsidiary Status	No
Company Type	Private
Employees (All Sites)	1,800
Employees (This Site)	800
Year of Founding	2004

Primary Industry [Internet Content Providers](#)
Tradestyle Facebook
Minority Owned/Women Owned No

Products and Operations

Selected Site Features

- Facebook applications
- Events
- Groups
- Notes
- Photos
- Posted items
- Third-party applications
- Facebook pages
- Friends
- Inbox
- Networks
- Profile

Competitors

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Bebo	--	--	--
Classmates Media	\$0.00M	--	--
Classmates Online	--	--	--
craigslist	\$1.20M	--	--
Digg	\$1.50M	--	--
Evite	\$0.13M	--	--
Friendster	\$2.40M	--	--
Google (Top Competitor)	\$29,321.00M	29.01%	\$11,081.00M
LinkedIn	\$243.10M	--	--
LiveJournal	\$2.70M	--	--
Meetup	--	--	--
MySpace (Top Competitor)	--	--	--
TheSquare	--	--	--
Tribe Networks	--	--	--
Twitter (Top Competitor)	\$15.70M	--	--
Yelp	\$0.18M	--	--
YouTube	--	--	--

Hoovers: eHarmony.com, Inc.

Pasadena, CA United States

Company Description

888 E. Walnut Ave.

Pasadena, CA 91101, United States

Phone: 626-795-4814

Fax: 626-585-4040

<http://www.eharmony.com>

Looking to settle down harmoniously? eharmony.com (which does business as eHarmony) is an online service that attempts to match compatible singles who are looking for long-term relationships. The company focuses on helping clients find their "soul mate" by giving them a detailed questionnaire emphasizing compatibility matching and communication. (It has patented its "Compatibility Matching System.") The site counts more than 20 million registered users in all 50 states and 190 countries. eHarmony has operations in the US, Canada, Australia, and the UK. The company was founded in 2000 by Dr. Neil Clark Warren, an evangelical Christian who practiced for years as a clinical psychologist.

eHarmony has the second biggest piece of the online dating pie in the US with a 20% market share, behind [Match.com's](#) 35% share. The company has managed to find success in the crowded space by differentiating itself from its rivals. Unlike social networking sites and other Internet personal services, eHarmony emphasizes privacy, has an "elongated" communication process, and charges higher subscription fees on average. The strategy has resulted in the service's popularity among older, wealthier, and more serious daters.

The company has been expanding beyond its flagship matching service. In 2009 it launched Compatible Partners, a Web dating service for same-sex couples seeking long-term relationships. The move comes after a discrimination claim that resulted in a settlement between eHarmony and the New Jersey attorney general requiring the firm to cater to gay and lesbian singles. In addition, the company operates eHarmony Labs, a relationship research facility, and eHarmony Advice, a relationship advice site.

The venture-backed company includes shareholders such as [Technology Crossover Ventures](#), [Sequoia Capital](#), and Fayez Sarofim & Co., in addition to its founders and employees. Greg Waldorf, a founding investor and long time board member, was appointed CEO in 2006 after Dr. Warren stepped down from the position. Dr. Warren is no longer active in the daily management of eHarmony, but remains the company's chairman.

Key Information

D-U-N-S Number 949112833

Subsidiary Status	No
Company Type	Private
Employees (All Sites)	125
Employees (This Site)	119
Year of Founding	1995
Primary Industry	Internet Content Providers
Tradestyle	Eharmony.com
Minority Owned/Women Owned	No

Products and Operations

Selected Dimensions of Compatibility

- Autonomy
- Character
- Communication style
- Conflict resolution
- Intellect
- Kindness
- Sense of humor
- Values

Competitors

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Classmates Online	--	--	--
Facebook	--	--	--
FriendFinder Networks	\$346.00M	--	--
It's Just Lunch	--	--	--
Lavalife (Top Competitor)	\$9.70M	--	--
LinkedIn	\$243.10M	--	--
Match.com (Top Competitor)	--	--	--
Meetup	--	--	--
MySpace	--	--	--
Spark Networks (Top Competitor)	\$40.85M	9.07%	\$5.78M
Together Management Group	--	--	--

Academic Vita

Brian A. Clionsky

Current Address:

332 West Nittany Ave.
State College, PA 16801

BAC5099@psu.edu

(717) 580-1292

Permanent Address:

1050 Custan Drive
Harrisburg, PA 17110

EDUCATION:**Schreyer Honors College- The Pennsylvania State University**

University Park, PA

Smeal College of Business

Class of 2011

- Candidate for Bachelor of Science in Finance; Minor in Economics
- Recipient of the President's Freshman Award for academic excellence
- Dean's List Fall 2007-Fall 2010
- 2011 George Leland Leffler Scholarship- Awarded to an outstanding graduating senior in Finance

EXPERIENCE:**Citadel LLC**

New York City, NY

Citadel Securities: Investment Banking Summer Analyst

June 2010-August 2010

- Offered full time Investment Banking Analyst position

Credit Suisse

New York City, NY

Asset Management: Alternative Investments- Real Estate Securities Fund

July 2009-August 2009

The Nittany Lion Fund, LLC

University Park, PA

Lead Analyst- Information Technology Sector

November 2008-2010

- Promoted to Lead Analyst for 2009 with full responsibility for managing a nearly \$750,000 sector
- Associate Analyst- Information Technology Sector*
 - Determine buy/sell decisions for all sectors across the \$4.2 MM portfolio of investor assets
 - Selected as a freshman from among 85 applicants via a comprehensive interview process and performance review

Bullish Bankers, LLC (www.Bullishbankers.com)

University Park, PA

Chief Information Technology and Market Analyst/Journalist

August 2008-2009

Citi Smith Barney

Harrisburg, PA

Private Wealth Management

Summer 2008

Capital Blue Cross

Harrisburg, PA

Actuarial Department Intern- Susquehanna Township High School Actuarial Co-Op *Summer 2006-2007*

LEADERSHIP/ACTIVITIES:**Penn State Investment Association (PSIA)**

Fall 2007- Present

- Provide instruction to student analysts on equity valuation and the discounted cash flow process
- Lead sector of PSIA student analysts in developing an investment thesis specific to the industry trends of the IT sector

Smeal Trading Room Intern: FactSet/Morningstar Group

Fall 2009

- Provide instruction to students attempting to learn how to use the trading room software and applications

Nittany Lion Fund THON Fundraising Team

Fall 2008- Present

- Involved in the foundation of a THON team to participate in the efforts to cure pediatric cancer

PriceWaterhouseCoopers xACT Case Competition- First Place

November 2008

Shell Oil Case Competition- First Place

September 2008

Schreyer Honors College Orientation (SHOTIME) Mentor

August 2008

GE Penn State Student Leadership Conference

April 2008

Schreyer Honors College Student Council

Fall 2007- 2009

TECHNICAL SKILLS/INTERESTS:

Bloomberg, FactSet, Reuters, Trade Station, Excel, Word, Access, PowerPoint

Intramural flag football/wrestling/basketball, sports memorabilia collecting, poker, Hebrew