



**Group Members
International**

Changing The World Though The Voice Of Community

Company Overview

Website:	http://www.GroupMembersInternational.com/
Email	bizdev@GroupMembersInternational.com
Phone	(860) 565-6100
Location	Southbury, CT
Founded	2006
Full-time Employees	3 - Consultants
Designers	2 and outsourced service providers
Developers	1 – in house
Technologies	LAMP Architecture (Linux, Apache, MySQL, PHP)
	Mootools, Ajax, Java-Script, HTML, CSS
Architecture	Secure Customized/Modified Open Source Core Technologies
Functionality	Modular Plug-ins and Components

Service Providers

Veratad Tech	Age and Identification Verification
SourceFuse	Platform Development Services
ShopCartUSA	Shopping Engine
Fliqz	Video Platform Technology
RochenHost	Platform Hosting – Hardware – Storage - Bandwidth
yBrant Tech	Outsourced Platform Development Services
Shirt Magic	Branded Promotional Product Engine
Edge Services	Staffing Services
MarketingWorks	Marketing and Traffic Generation Services

Product Information

Product Name	GMI Community Platform
Versions	1.0, 1.1, 1.2, 2.0, 3.0
Date Product Went Live	April 2007
Number of Deployments	5
Scalability	Unlimited users and connections
Tailoring	Each Platform and Communities have the look and feel of their existing brand identity.
"White Label" Detractions	no GMI branding
Network Ownership	Each Community is a business subsidiary of GMI and has its own management team
Deployment Time	6 weeks to 90 days depending on customizations
Deployment Process	Each Community has a dedicated Community Manager who works with senior management to designs a set of deliverables unique to the success of each community
Customers	Private Distribution

<http://www.GroupMembersInternational.com>

Platform Applications -- Proof Of Concept Communities

Argolinx	Community for the followers of the "Laws of Attraction"
Rightcosm	Christian Community
DebateOurFuture	Online Debate Community
AngelEmployees	Business Community
GrownUpsOnline	Community for Grown Ups
Social Shopping	Social Shopping Community

Revenue Generation

The platform features multiple revenue generation programs. Revenue is not based on a pure advertising publisher model and GMI endeavors to develop alternatives to advertising.

Advertising	Contextual Advertisements
Subscriptions	As needed, subscriptions for premium functionality.
Premium Services	Featured listings.
Branded Products	Apparel, Target marketing per group and/or community demographic
Social Shopping	Integrated social shopping engine with wish lists and product recommendations. Group shopping.
Branded Micro Sites	Advertisers can purchase and created a targeted micro-community within each community.
Feature Sponsorships	Paid sponsorships for featured content.
Data Mining	User information is verified to be true and accurate. Can be sold for target marketing.
Email Marketing + Lists	User information is verified to be true and accurate. Can be sold for target marketing.
3rd Party Service Providers	Paid special offers promoting related services to each community
Custom Profiles	Basic profile layout is free. Custom layouts can be purchased.
Custom Groups	Basic profile is free, Custom layout and functionality can be purchased.
Classified Ads	Free classified ads, premium ads for a fee.
Opt-in Newsletter Marketing	Advertisers can purchase space in eZines and newsletters.
Custom Logo and Avatar	Graphic services for a fee.
Custom WebPages	Basic site builder is free, custom WebPages for a fee.
Events	Live events
Polling and Surveys	Yes
Employment Listings	Featured listings

Moderation Systems

Proprietary Moderation Systems

Community Responsibility Age and Identification Verification System (AIVS) As no member is anonymous to the staff, all members can	Age and ID Verification is the First Line of Defense in creating an Internet Safe Environment. The Identity Verification process protects the community by holding the members of responsible for their actions and behaviors. Through Age and ID Verification, members are not aliased or anonymous to the management of each community. Every username is related to a verified person in our databases. The sum of the 1st and last digit of a social security number provides a unique method of solving many identity fraud issues while staying well within compliance of federal privacy regulations.
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be held accountable and responsible for their actions.	Veratad and GMI are not an aggregator of data and do not collect, store, sell, or share data. The system responsibly compares the user's registration form entries against public data resources to provide an answer to the age and identity query. While much of the world devises complex and expensive identity solutions that are intrusive to the customer and is resource intensive, this non-intrusive age and identity authentication is a method of checking on the members registration age without asking too much information. When integrating the system, the developer has kept the customers privacy, ease of use, and low impact on resources, in-mind. No credit card or credit information is required to use the system. The Age and ID verification system currently works only for residents of the United States and Canada. The system will be expanded to European residents in the near future.
Self-Moderation Personal Content Block System - (PCBS)	(PCBS) Each user can moderate the viewable content based on their individual value system. Using this system, the value systems of each member as an individual need not infringe on the value system of any other individual member. Content still deemed to be offensive to individuals after the previous forms of moderation have taken place, can simply be cloaked from viewing by a button that blocks a selected content item from the social community member's individual profile. All other community members can still view the content until they have made the choice to block the content for themselves. This system enables the user to moderate content for their own personal value system while not infringing on the value system of any other individual member.
Pre-Moderation.	Limited: GMI platforms enable the automatic approval of content, and has chosen to enact penalties for content that knowingly violates the Terms of Use, Privacy Policies, and Copyright Infringement Notification.
Post-moderation.	GroupMembersInternational has a team of post-moderators who react to content violations and have the authority to delete and move content with impunity. GroupMembersInternational has also enabled every member of the community to act as post-moderators through proprietary moderation systems.
Reactive-moderation.	GroupMembersInternational has provided a link to a report form at the bottom of every webpage. It is the duty of our community and in the interest of member participation that we encourage our members to report content that is in violation of our Terms of Use and Privacy policies
Distributed-moderation	GroupMembersInternational has implemented a system of user content ratings. User ratings are counted with stars, numbers, karma, and thumbs up, thumbs down choices for member submitted content. We also have supplied our members with a commenting system for immediate reviews of user submitted content.
Paid moderation.	The paid moderator staff is identified in various ways throughout the community platform. Members know when, and who, is logged on the site at any given moment and each is accessible by the private messaging system. Moderators are then rated by the community and can be held responsible for their moderation activities.
Federal and State Regulatory Compliance	
Compliance	SSN Act Compliant, SSNPA Compliant, Customer Privacy Act Compliant DPPA Compliant, FCRA Compliant, Graham Leach-Bliley Act Compliant COPA Compliant, COPPA Compliant

Copyright Infringement Compliance	All posted and uploaded content of any kind remain the property of the member who submitted said content. GMI acts as the Internet Service Provider (ISP) as set force on the terms of the DMCA and OCILLA copyright acts. GMI does not pre-approve member content and may not be aware of copyright infringement until notified. On notification, GMI claims Safe Harbor and will follow procedures set forth per the terms of the DMCA and OCILLA copyright acts. GMI has a designated Copyright Agent for notice of claims of copyright infringement and takedown notices.
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Platform Features

Storage and Bandwidth	Unlimited
User Limits	None
Network Statistics	Per Platform
Community Availability	Closed or Open
Application Programming Interface (API)	Yes, Per Community
Network Privacy Settings	Yes
Extensive Ad Management System	Yes
OpenID Support	Yes
Multilanguage Support	Yes
Users Importing	Yes
Developer Community	Yes
Extensive Structural Control	Yes, per community platform

User Features -- 130+

Profiles	Yes
Profile Customization	Yes
Member Portraits/Avatars	Yes
Friends	Yes
Variety of Relationship Types	Yes
Groups	Yes
Photos	Yes
Music/Audio	Yes
Videos	Yes
Forums/Message Boards	Yes
Blogging	Yes, per user
Group Blogging	Yes
Articles	Yes
Messaging	Yes
Chat	Yes
System-wide Messaging	Yes
RSS Imports	Yes
RSS Exports	Yes
Search	Yes

Transportable Widgets	Yes
Wikis	Yes
Tagging	Yes
Events/Calendar	Yes
File Sharing	Yes
Updates about Other Members	Yes
Reviews	Yes
Ratings/Karma	Yes
Email Notification Settings	Yes
Instant Messaging	Yes
Polls	Yes
Invitations	Yes
Guestbook	Yes
Webpage Builder	Yes
Directories	Yes
Q and A's	Yes
News	Yes, Digg Type
Classified Ads/Marketplace	Yes
Datebook	Yes
CRM	Yes
Phone Book/Contacts	Yes
File Repository	Yes, with permission settings
Personal Journal/Diary	Yes
Events	With online registration
Calendar	Yes, personal and group
Live Video w/chat	Yes, for a fee
Webinars	Yes, for a fee
Polling and Surveys	Yes
Employment Listings	Yes
Elections	Yes, community and group leaders
Content Blocker	Yes, per user