



OVERVIEW:

JoeOnTheMove.com is a new concept in the online market. Until now there have been classifieds sites which focus on major cities, and social networking sites which focus on furthering already established networks of people. JOTM will blend the positive features of these types of sites with an extremely targeted environment that enables connections between military service members and their families.



Free classifieds section that focus on specific military bases

Online (VOIP) phone lets users make calls home for FREE

Internet forums provide local connections

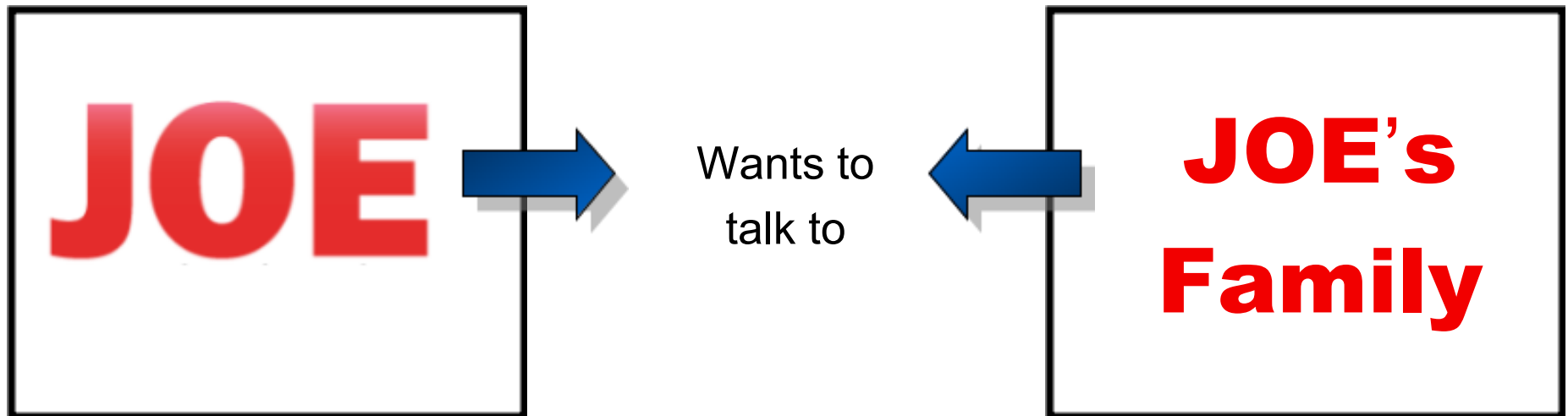
Local Resource Guide

JOTM GOALS:

- Provide 24/7, 365 day-a-year VOIP calls to the USA for soldiers (In turn, connect families, and boost moral)
- Be VOIP vendor of choice for charitable organizations
- Serve as the ideal venue for brands looking to support troops and reach an extremely targeted military audience.



CURRENT CALLING CARD EXPERIENCE:



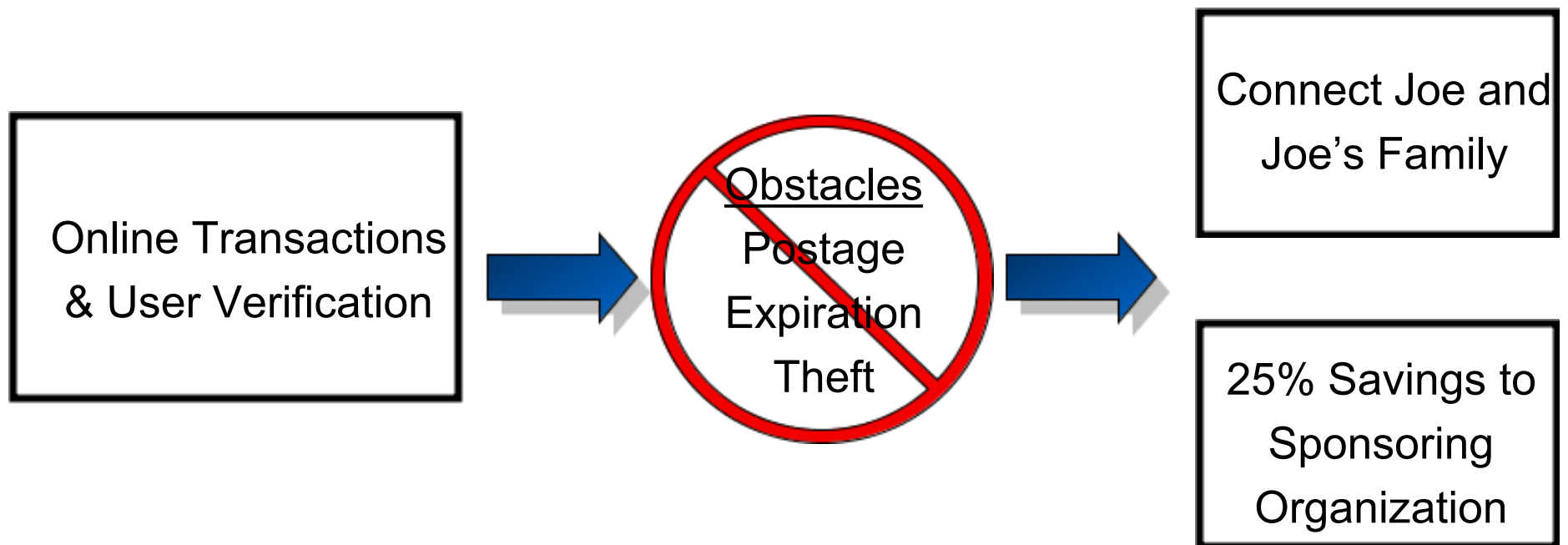
- Buying 15 to 23 cents per minute calling cards for Joe*
- Expiration
- Theft
- Long lines – can sometimes take hours for a 5 minute phone call



*Rates Based on Military Exchange Prepaid Calling Cards

**Snopes.com

JOTM EXPERIENCE:



Reach Your Exact Demo:

JoeOnTheMove.com requires service-members to verify accounts with a military e-mail address.

During registration they users also provide gender & date of birth allowing your brand message to be served to the perfect audience everytime.



Photo Credit:

<http://www.flickr.com/photos/soldiersmediacenter/3379472935/sizes//>



DISPLAY MEDIA:

Banners can link
or serve as
awareness ads
for sponsorship.

Sponsors can
place banners
within their own
media channels.

The screenshot displays the JOEMove.com website interface. At the top, the logo features a blue kangaroo silhouette with the word "Beta" in red and "JOEMove.com" in large red and blue letters. Below the logo, the tagline "Serving the Military, their Families and their Communities" is visible. The page includes a "Choose your Region" dropdown menu, a "Login" button, and a "Help the troops call home" button. A calendar for April 2009 is shown on the left, indicating "0 event(s) today" and "All Upcoming Events". A "Top Supporters" section features a banner for the "Department of Veterans Affairs of the UNITED STATES" with silhouettes of soldiers. Below this banner, two boxes labeled "Sponsor" are shown. The right side of the page displays a list of "AFGHANISTAN" locations and a sidebar with various links and categories.

VIDEO SPONSORSHIP:

Sponsor video messages.

JOTM users see 30second video from the call sponsor prior to being connected with their family.

The screenshot displays the JOEMove.com website. At the top, the logo features a blue kangaroo with the word "Beta" in red and "JOEMove.com" in red and blue, with the tagline "Serving the Military, their Families and their Communities". Below the logo, it says "Choose your Region" and "Wednesday, 29 April, 2009".

On the left side, there is an "EVENT CALENDAR (0)" for April 2009, showing a calendar grid. Below the calendar, it states "0 event(s) today" and "All Upcoming Events". There is a "Post Event" button and a "SEARCH" section with a text input field and a "GO" button. A vertical menu on the left includes links for HOME, ABOUT US, CONTACT US, POST AD, POST EVENT, MILITARY & OTHER, and USEFUL LINKS.

The main content area is titled "To stay in touch for free" and prompts users to "Just input the 10 digit number below to call". It features a blue button labeled "Enter Phone Number Here" and a green button labeled "Start free call". Below this is a large video player with a black screen and a white ":30" overlay, indicating a 30-second video. The video player has a progress bar at the bottom showing "0:00 / 0:30".

On the right side, there is a list of countries and states, each preceded by a small American flag icon. The list includes: AFGHANISTAN, GERMANY, GREECE, GREENLAND, IRAQ, ITALY, JAPAN, KUWAIT, KYRGYZSTAN, PORTUGAL, SOUTH KOREA, SPAIN, TURKEY, UNITED KINGDOM, ALABAMA, ALASKA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, DELAWARE, FLORIDA, GEORGIA, HAWAII, IDAHO, and ILLINOIS.

Social Support:

- Custom user generated profile
- Users can say “Thank You” to sponsors for providing the call
- Sponsors can create photo galleries & blogs to utilize their profile in all corporate advertising.

The screenshot shows the JOEMove.com website, which is dedicated to supporting the military. The header features a blue kangaroo logo with the word "Beta" in red, followed by the site name "JOEMove.com" in large red and blue letters, and the tagline "Serving the Military, their Families and their Communities". Below the header, there is a "Choose your Region" section with the date "Tuesday, 28 April, 2009". A "Login" button is visible on the left, and a "Help the troops call home" button is on the right. The main content area is divided into several sections: an "EVENT CALENDAR (0)" for April 2009, a "SEARCH" bar with a "GO" button, and a "Post Event" button. A large image of a military medal is displayed, with the location "Folsom, CA" and a star icon. To the right of the medal, it says "Call Sponsored: 3". Below the medal, there are sections for "About Me:" (I support the troops), "A Message To The Troops:" (Thanks for serving our country), and "A Message From The Troops:" (Thank You so much for making it possible for our family and others like us to connect with those we care about overseas). A navigation menu on the left includes links for HOME, ABOUT US, CONTACT US, POST AD, POST EVENT, MILITARY & OTHER USEFUL LINKS, PARTNER SITES, FORUMS, and FREE PHONE CALLS. On the right, there is a list of countries and states: AFGHANISTAN, GERMANY, GREECE, GREENLAND, IRAQ, ITALY, JAPAN, KUWAIT, KYRGYZSTAN, PORTUGAL, SOUTH KOREA, SPAIN, TURKEY, UNITED KINGDOM, ALABAMA, ALASKA, ARIZONA, ARKANSAS, CALIFORNIA, COLORADO, CONNECTICUT, DELAWARE, FLORIDA, GEORGIA, HAWAII, IDAHO, ILLINOIS, and INDIANA.

RECAP WHY JOTM?:

By working with JoeOnTheMove.com, organizations are able to accomplish their advertising mission while reaching an employed, recession-proof, group of individuals with disposable income all while supporting a good cause which can be leveraged in civilian marketing campaigns.

ADMIN.

MARKETING

Reduced Call
Costs
-25%

Paperless
Transactions

Extremely
Targeted
Messaging

Banner
Sponsorships

Video
Sponsorships

Social Network
Profiles

NEXT STEPS/PROPOSAL:

- 350,000 Minute Sponsorship of 1000 lines for 24 Hours at \$.05/Min
- Setup Profile Page
- Upload Creative, Photos, Video



Contact Us

1(888) 300-6177

Free Phone Calls For Soldiers – www.causes.com/joeonthemove

JoeOnTheMove – www.joeonthemove.com

More Facebook group quotes – <http://bit.ly/9QkapL>

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