

Initiating Awareness Coverage October 7, 2010

Mimvi, Inc./Mimvi.com/MIMV

(a development stage company)

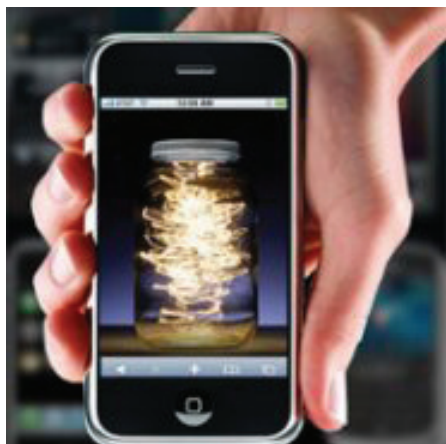
Rating: Speculative Buy

Research Coverage Segment:

The Mobile Internet

Micro-Segment: Mobile Applications

We initiate coverage on Mimvi, Inc, (see disclosure) as a pure-play search, discovery and recommendation engine company and the first of its kind to index the world's mobile applications ("apps") and mobile web apps.



Investment Thesis/Key Investment Points:

Our 18-24 month investment thesis for Mimvi, Inc. is four-fold:

1) The revenue model is simple and Google-like: Monetizing queries and wireless carrier customers via patent-pending search technology featuring Google-like search words and sponsored results PLUS private-label app/content search for wireless carriers who need to fight off Google and Apple taking revenue from their subscribers. Beyond the proven revenue

model of sponsored search results or paid search, Mimvi is positioned to take advantage of the unique and powerful revenue model associated to transactions that happen inside of mobile apps.

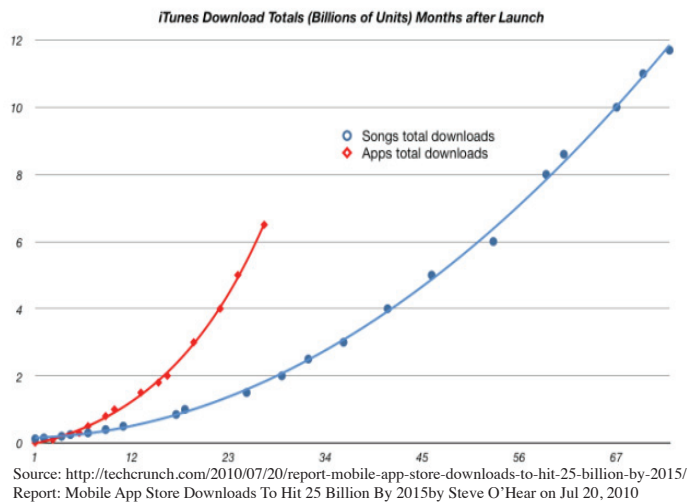
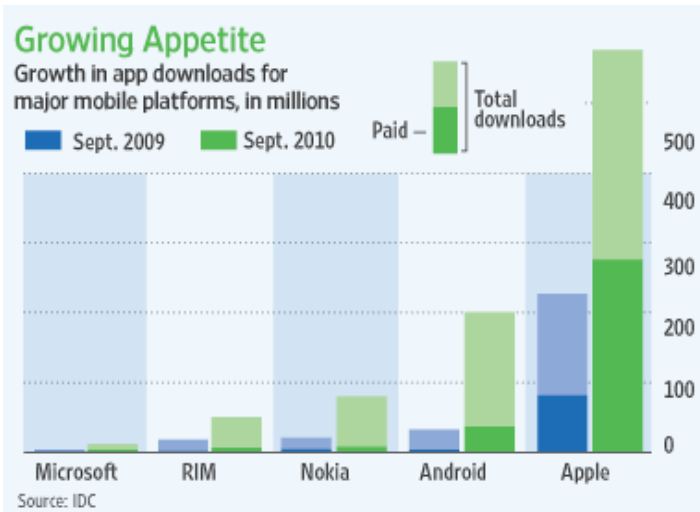
2) The new reality: the mobile application ("app") is the new web-site. Just like the mobile Internet device (smartphone, tablet, Ereader) is the new browser. Using 5X growth rate of the Mobile Internet vs. Desktop Internet, we get to 25 BILLION mobile apps by 2015. This mega-shift in how people interact and use the Internet makes mobile web apps central to the Mobile Internet...which makes an agnostic mobile app search/recommendation central to the entire ecosystem. Mimvi.com is the first to market and has heavy patent pending algorithms and technology to build and retain its mobile app search leadership providing Google like search and Amazon like recommendation engine.

3) Google, Apple nor Microsoft can't lead agnostic mobile app search—inherent conflict. The existential war between Apple and Google means that their mobile app search systems will NEVER help the other system gain market share. Add in \$billion dollar efforts by RIMM, HP/Palm, Nokia and Microsoft to stay relevant and an agnostic mobile app search—ie who has the mobile app best for the specific application regardless of platform—is going to be lead by an agnostic middle man. In plain old search Google is the agnostic search leader—with Android as a major platform on the Mobile Internet they won't be the search leader for multi-platform apps.

4) A strategic acquisition of Mimvi is likely to occur within the next 12-18 months by a major player in the search engine space, mobile application distribution/marketing or carrier services space. NBT Capital, our affiliate, has

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introduced Mimvi to key players for partnerships/ strategic investment and reception has been very strong. Plugging Mimvi.com search and recommendation technology into a large mobile traffic location makes significant strategic sense. In short, in our opinion, someone big needs what Mimvi has NOW and the only question is how much it will cost..



Valuation

Mimvi, Inc. is a pre-revenue company and mid-stage venture capital investment. Their search engine is on-line and gaining more users every day. The company is minimally funded and in our estimation requires at least \$750k-\$1M to complete its product lines and get to revenue/expense balance. They conducted a reverse

merger in July for an OTCBB listing.

\$400,000 was raised at .50 a share in early July. Management is currently seeking additional funding via private placement. The current negative "burn rate" is around \$50k a month.

The value of their patent-pending intellectual property and existing web search technology is significant as measured by the market opportunity they address and strategic value to large mobile traffic organizations. MIMV is currently the only pure-play investment in the mobile application space. With proper equity funding and rapid partnering, shareholders should see significant value created by its business model and ancillary revenue streams.

30M shares outstanding/5M share float

Market Cap: @\$13M dollars

Current Bid: .39

Our estimation is the enterprise and strategic value of a rapid ramp in Mimvi.com query volume, traffic and revenue model would result in private market valuation many times higher than current valuation. There is no guarantee of course this will occur. NBT Research LLC holds restricted shares in Mimvi, Inc.

About Mimvi, Inc.

Mimvi, Inc., and its web-site Mimvi.com is a pure-play app search and recommendation engine. It enables consumers to quickly discover Mobile Apps, Mobile Content and Mobile Products across all devices and platforms, including: Apple's iPhone, Google Android, Blackberry, Windows and Nokia devices.

MIMVI's VALUE PROPOSITION:

MIMVI helps users find mobile apps and websites (including hidden gems) via mobile app search and mobile app advertising better than Google, Apple or other search engines by providing device-agnostic Google-like results,

displaying both app and web search results (nobody currently does this), and offering Amazon like app recommendations, reviews, and rankings. Mimvi's technology is based on proprietary search, recommendation and personalization algorithms developed by its founder Kasian Franks. It was released in July, 2010. Ultimately, Mimvi anticipates significant market share for mobile app and content searches through its unified search platform, enabling people around the world to find relevant Mobile Apps, Mobile Content and Mobile Products—from China through to Europe and beyond.

Mimvi, Inc. is a development stage company working very hard to rapidly ramp it's revenue model and strategic partnership portfolio.

Issues and Trends

NBT Research's strategic vision for the Mobile Internet is simple: just like every company launched web-sites during the rise of the Desktop Internet, mobile apps and mobile web apps have now become the new web-sites. In 1996, around 200,000 web-sites were being indexed. Today it's over 240 million indexed sites. Today around 400,000 mobile apps exist—by 2015 most research indicates over 25 billion apps will be downloaded.

Hundreds of billions of searches will be conducted for relevant mobile apps, mobile content and mobile products annually worldwide. This is the market opportunity Mimvi.com addresses. Books and movies and magazines are turning into applications—it's just easier, faster and richer way to consume content on a mobile digital device.

At the same time, Apple and Google are engaged in gigantic war to dominate the Mobile Internet. RIMM, Nokia, Samsung, LG, HP/Palm and Microsoft all are spending \$billions to NOT be marginalized.

At stake is \$billions in advertising hundreds, \$billions in app sales, internal app transactions

and \$trillions in handset/device sales. Since mobile apps now drive handset (and now tablet) adoption, EACH firm is doing its best to dominate distribution of apps to their users...and AWAY from their competitors.

According the Mimvi founder Kasian Franks:

“Apps drive the sales of smartphones. Our search engine will collect and provide valuable usage data to developers and advertisers; data which will enable developers and advertisers to target their consumers with the right offering at the right time.”

“Mimvi currently has a partner network of 60+ app development companies and we will collaborate very closely with developers, advertisers and enterprise partners to achieve our respective business goals; unify and simplify mobile app search for stakeholders worldwide.”

Mimvi's secret sauce? It's unique patent-pending search engine technology allows consumers to conduct Google-like searches with Amazon-like result recommendations in order to find the apps that work best for their mobile platform – from amongst all available apps in the marketplace or across marketplaces and platforms

The Technology and Business Model

Mimvi's technology is based on proprietary algorithms pioneered by CEO Kasian Franks. It's designed to enable consumer and enterprise users to conduct personalized search, discovery and recommendation requests in order to identify mobile applications that best suit their needs.

Mimvi has proprietary algorithms they are in the process of patenting based on vector space technology.

Vector space algorithms allows Mimvi to compare things based on immense amounts of context, similar to the way a person might recommend something to another friend.

In addition, Mimvi can use other popular methods and data like purchase patterns and popularity ratings, which is likely what Google

will also be using along with Amazon.

Today, Mimvi is the only search engine that supplies recommendations for each search result.

The SeeqPod–Sony Music Connection

The heuristic search algorithms(i.e. exploratory problem-solving techniques that utilize self-educating techniques as the evaluation of feedback to improve performance) used by Mimvi were developed at Mr. Kasian’s last start-up SeeqPod.com.

In turn, SeeqPod’s technology portfolio was originally developed for searching medical research databases at Lawrence Berkeley National Laboratories. The R&D 100 award-winning technologies have broad applicability for identifying hidden patterns in data that are distributed across the Internet, including indexing and finding playable search results for audio, video, podcasts and text.

SeeqPod was acquired by Intertrust, a company formed by Sony and Philips. At its height SeeqPod developed traffic of over 250M unique searches and 50M unique users a month.

“SeeqPod’s technologies are remarkably efficient at finding highly accurate pattern matches over large distributed networks like the Internet,” said Dave Maher, executive vice president and chief technology officer for Intertrust Corporation.

In essence, Mr. Kasian has knowledge and experience in consumer grade search platforms developed for SeeqPod to mobile application search.

As Google and others say openly, indexing mobile apps is “not easy.” Most apps are NOT indexable with traditional Google-like search systems. It takes a complex search system like Mimvi’s to index and then display them in an easy to use and read format.

Just search for “golf apps” on Google and do the same on Mimvi.com...no comparison. On Mimvi.com you get 2175 actual apps. On Google you get 13.8 MILLION links with little context and timely scrolling.

Try ANY search for a specific “app” and you will find the Mimvi experience completely superior to Google, Yahoo or Bing search engines.

Now go to Itunes and search for golf apps on Itunes. What you get is a display of a LOT of apps but ZERO context and description. Almost worthless unless you have lots of time to waste.

In addition, recommendation and discovery systems are virtually non-existent within the worlds mobile app stores. This is one of Mimvi’s key distinguishing factors and barriers to entry for any competitors attempting to offer low grade search experiences. THIS is the #1 strategic and technological advantage of the Mimvi search technology.

• Mimvi Strategic Advantage

1. Mimvi has been designed for the mobile internet versus the desktop internet— completely different worlds
2. Mimvi is the only pure-play technology company whose proprietary algorithms provide search and recommendation for different devices and platforms: iPhone, Blackberry, Android, web apps
3. Google and Apple will not index the other’s mobile apps as this would dilute their market penetration opportunities, running contrary to their mobile strategies
4. Apple suffers from a poor mobile app search experience and is not equipped to offer an organic solution—acquisitions are likely, demonstrated through their Siri purchase
5. Google and Apple do not currently index all of their own mobile apps in their own “app stores”—too difficult for standard indexing technology

Benefit	MIMVI (device agnostic)	Google (Android)	Apple (iPhone)
Mobile Apps included in search results (Apps + Mobile)	YES	NO	NO
Recommendations based on apps already on users' mobile device	YES	NO	NO
Net neutrality and device agnostic	YES	NO	NO
Relevant app recommendations	YES	NO	NO

6. "App Store" experiences for other smartphones (Blackberry & Samsung) app store experience is also sub-standard
7. Recommendation technology remains key in terms of consumer experience and revenue opportunities as we know from companies such as Amazon and Netflix
8. Proprietary technology provides Amazon like vector space recommendations and Google-like search results
9. Brought to you by same proven team who recently sold company assets to SONY CORPORATION
10. Rock star board of advisors to include the former CEO of SONY, early MYSPACE Investor and a famous Fox Business News personality

EXECUTIVE MANAGEMENT TEAM AND ADVISORY BOARD

EXECUTIVE MANAGEMENT TEAM

Kasian Franks, Founder, CEO and CVO

Kasian Franks previously worked as a software engineer, genomic researcher and product developer specializing in pattern matching algorithms and tools for companies and organizations, including: Lawrence Berkeley National Laboratory, Genentech, Motorola, Tivo and Sun Microsystems. He was also founder and CEO of SeeqPod, a search engine technology company which garnered 50 million unique visitors and 250 million monthly searches.

He worked at the U.S. Department of Energy's Lawrence Berkeley National Laboratory (LBNL), Life Sciences Division, as a Genomic Research Scientist from 2002-2005. At the LBNL, along with Raf Podowski and Connie Myers, he developed the technology behind SeeqPod. Franks began to study biomimetics along with pattern matching in data and nature. This led to five patents in the area of search and discovery.

He later founded SeeqPod Inc., a music search, discovery and pattern matching company in which the U.S. Department of Energy, along with LBNL, held a 5% stake. Under Steven Chu and LBNL, Franks and SeeqPod won the 2008 R&D 100 award for biomimetic search engines.

Eric Stoppenhagen, CFO

Eric Stoppenhagen, through his consulting company, Venor, Inc., focuses on financial management of small to medium businesses desiring to go public or that are public. He provides temporary CFO services helping with transaction advisory, security filings, and corporate governance requirements.

Mr. Stoppenhagen has more than 10 years of financial experience, having served in an executive capacity for several public and private companies, including: President of Trestle Holdings, Inc., CFO of AuraSource, Inc., President of Landbank Group, Inc. and CFO of Jardinier Corporation. Mr. Stoppenhagen is a Certified Public Accountant. He holds a Juris Doctorate and Masters of Business Administration, both from George Washington University. Additionally, he holds a Bachelor of Science in Finance and a Bachelor of Science in Accounting, both from Indiana University.

Jim Leftwich, CXO

James Leftwich has a proven track record in developing integrated user experience architectures across the visual, physical and informational aspects of products, software and systems. James has won several awards in User Experience Architecture & Design including the IDSA / Business Week—Designs of the Decade Award.

James is responsible for over one dozen patents and has worked with Apple, Ericsson, Hewlett Packard, PalmSource, Polaroid, Macromedia, Nike, Nokia, Sun Microsystems, Texas Instruments, Thomson and Xerox. James is also maker of the iPhone video game app “DodgeDot”.

Caleb Pate, Content Strategist

As media, content and music Industry Strategist for Mimvi, Caleb Pate is also founder of Pacific Radio Fire Records and a member of the American Society of Composers and Producers (ASCAP). Caleb maintains a world-wide deal with Zomba/BMG Music Publishing and is member of the band Seventeen Evergreen with forthcoming UK/European releases of full-length albums licensed for the UK and Japanese markets. Their songs have been featured in recent Summit Entertainment film ‘Bandslam’ with Vanessa Hudgens as well as various BBC and ITV television programs. He has also appeared on BBC Radio One, BBC Six Music and XFM. Caleb has released an album in the CMJ Top 100 of 2005, available domestically and on iTunes. He also has 15 years software, Internet and e-commerce experience in analyzing user behavior and digital commerce patterns with UpSide Magazine, Bank of America, Wells Fargo, PointConnect and HeadLight.com. Caleb has a proven team leadership record, managing search engine media content curation efforts and editorial content development.

Matt Hamilton, VP of Operations

Matthew Hamilton is an internet entrepreneur with a background in Mechanical Engineering. For the past six years he has managed teams of scientists and engineers at some of the largest companies in the semiconductor space including Applied Materials and LAM Research. Matthew is a long time classic car collector with a passion for Alfa Romeos. His blog, www.giuliettas.com, has grown to become the number one destination world wide for enthusiasts of Alfa Romeo’s 1954 - 1965 Giulietta line. In his spare time he restores and drives his cars in rallies. Matthew is also a musician and aspiring novelist.

Alain Mahmoud, Strategist

Alain is an award-winning marketing strategist. He brings a comprehensive business toolkit to Mimvi, from planning through delivery. His experience spans over 60 brands across more

than 25 industries and 100+ countries worldwide.

He has worked on both the client and agency side for B.A.T., Y&R, Richemont (FMCG) and Bedrock (Brand Consultants) across a multitude of functions, including: brand and communications strategy (internal and external), brand management, strategic (business) planning, advertising (planning and account management), verbal branding, project management, interactive branding, trade marketing development (CRM) and sales.

His brand experience is equally diverse, encompassing global, regional and local propositions: corporate, divisional, product and service.

Alain holds a Bachelor of Science in Business and Management Studies (Four Year Honors) from Bradford University's School of Management.

BOARD OF ADVISORS

Gordon Chiu

Dr. Chiu is an execution driven businessman with more than 15 years of combined domestic and international experience in biomedical, chemical, cosmetic, medical and technology industries. He has been invited to serve on the board of public and private companies and to provide vital advice to the board while increasing overall shareholder value.

Dr. Chiu's background and experience has led to numerous accomplishments across fields, including: Alzheimer research, breast cancer research, dermatology, drug addictions research, green technology and antimicrobial research. He started his career as a research scientist at Pfizer Inc and Merck & Co. Inc. His healthcare and marketing experience includes strong links to both Wall Street and Asia.

Dr. Chiu's educational background began with a B.S. degree in Chemistry from Rensselaer Polytechnic Institute with a summa cum laude.

He graduated with an M.S. degree in Chemistry from Seton Hall University with high honors. Additionally, Dr. Chiu was accepted as an MD/PhD candidate under the National Institutes of Health's Medical Scientist Training Program for four years at the Mount Sinai School of Medicine where he also researched, developed, consulted and advised the Department of Dermatology's Dr. Huachen Wei in skin cancer research. Seeing the opportunity to impact foreign policies in healthcare, he transferred his credentials to University of Bridgeport School of Naturopathic Medicine where he received his doctorate in naturopathic medicine.

With this unique background, he has investigated the validity of foreign treatments and their success level for public health. He has also been chosen to serve an advisory role in the identification of low cost solutions (i.e. non-invasive diagnostic equipment) for emerging countries that cannot afford to maintain armies of physicians across numerous sub-specialties.

Dr. Chiu developed and owns methodologies called directed combinatorial algorithmic libraries (D.C.A.L.) that are used in various commercial applications, composition development and research.

Joe Abrams

Mr. Abrams specializes in working with small technology companies to build shareholder value in the public markets. As a direct result of his efforts, he has completed merger and acquisition transactions in excess of \$1 billion and small cap market equity raises in excess of \$200 million. Abrams co-founded Intermix in 1998, the predecessor company to MySpace, which was sold to News Corp. in 2005 for \$580 million. In 1983, Abrams co-founded The Software Toolworks, Inc., a publicly held developer, publisher, and distributor of educational and entertainment software, which was sold to Pearson, Plc. in 1994 for \$462 million.

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Daiwa Quantum Capital

Daiwa Quantum Capital seeks growth capital opportunities in Asia with a particular emphasis on applying Japanese resources to its investments. The General Partner was founded by Daiwa Securities SMBC Principal Investments, a unit of Daiwa Securities SMBC and Quantum Leaps Corporation.

By way of background, Sumitomo Mitsui Banking Corporation (“SMBC”) is a leading Japanese financial services firm with more than JPY 100 trillion (approx. \$1 trillion) in assets. Quantum Leaps, founded by Nobuyuki Idei (ex-Group CEO of Sony Corp), is a business incubation and strategy consulting firm. It is also a leading venue for exchanging ideas among CEOs of Asian and Western companies. The investment team of the Fund includes senior professionals from the Asia-team of DPI and Quantum Leaps.

Since 2001, DPI has invested more than JPY 800 billion (approx. \$8 billion) in private equity and real estate in Japan and worldwide.

Dipak Joshi

Dipak provides Mimvi deep and wide corporate finance and strategy experience, with an emphasis in the worldwide technology sector. Most recently, Mr. Joshi was a Global Financial Controller at Google. He has held senior financial positions for several other companies, including: Siemens, eBay and Rank Video Services.

At eBay, Dipak spent several years as their Director of Acquisition Integration, responsible for integrating and aligning the company’s strategic acquisitions into its infrastructure.

Mr. Joshi holds two degrees, one from the University of Manchester, and more recently, an MBA from Duke University’s Fuqua School of Business.

Tobin Smith

Tobin Smith is chairman and CEO of NBT Group, Inc., a boutique investment bank and investor relations organization. He is also founder of

NBT Equities Research. For the last ten years, Mr. Smith has been an exclusive contributor and market analyst for Fox News and more recently Fox Business Network. He is also the regular guest anchor for FBN’s “America’s Nightly Scoreboard” and weekly co-star of FNC’s “Bulls and Bears,” the #1 rated business show on TV. Previously, Mr. Smith founded ChangeWave Research and was a founding member of InvestorPlace Media LLC, one of the world’s largest investment research publishers. He is the author of the *New York Times* bestseller *ChangeWave Investing* and *Billion Dollar Green*, which debuted on Amazon as a #1 bestseller. Mr. Smith has been covered and/or appeared in virtually every major financial media and is a frequent speaker on the topic of analyzing and investing in transformational change.

Andre DeSouza

André de Souza is a Corporate and Business Development professional who has led many successes at startup, growth and enterprise levels. Mr. de Souza has a diverse background in strategic alliance building, innovative solution development, and has excelled at delivering POC/ Design/ OEM/ Channel wins, with a special focus on innovative early stage companies.

Mr. de Souza co-founded Corundum Consultancy, an Irish-based firm providing advisory and business acceleration services to high potential startup companies and spin-outs from leading universities. In this role he served as a catalyst to attain rapid corporate development and introduction to strategically chosen Silicon Valley based funding and technology partners, and he helped launch a company aimed at delivering personalized, destination-specific content to mobile phones.

Formerly Director of Global Strategic Alliances for BEA Systems, he managed corporate development with top-tier strategic partners as well as joint R&D, engineering, sales development and marketing efforts influencing

over \$600 million in partner revenue per annum. Prior experience includes executive management at Tarantella (Sun Microsystems) and Cambridge Technology Partners, where he led the company's first Venture investment in a partner company. André led business development activities and served as Entrepreneur in Residence for a boutique entrepreneurial bank, where he co-founded three companies. He also co-founded Hurst Technologies, an IT firm in the energy sector, where he served as COO and grew the company from a two-man entity to over 40 engineers and \$5 million in four years.

André holds a Master of Science in Biomedical Engineering and a Bachelor of Science in Mechanical Engineering. A certified Professional Engineer, he has also held an NASD Series 7 Securities License.

Mina Bissell

Mina Bissell has been recognized for her lifetime contributions to the fields of breast cancer research, the enhanced role of extracellular matrix (ECM) and the nucleus environment to gene expression in normal and malignant tissues. These works have ushered and changed some central paradigms that have strengthened the importance of context in the development of cancer. She has received numerous recognitions, including:

- NY Times "Old Ideas Spur New Approaches in Cancer Fight"
- The Mina J. Bissell Award
- American Cancer Society's Medal of Honor
- INSERM Annual International Award
- American Philosophical Society
- Pezcoller Foundation-AACR International Award for Cancer Research
- Federation of American Societies for Experimental Biology Excellence in Science

See also: <http://www.lbl.gov/LBL-Programs/lifesciences/BissellLab/main.html>

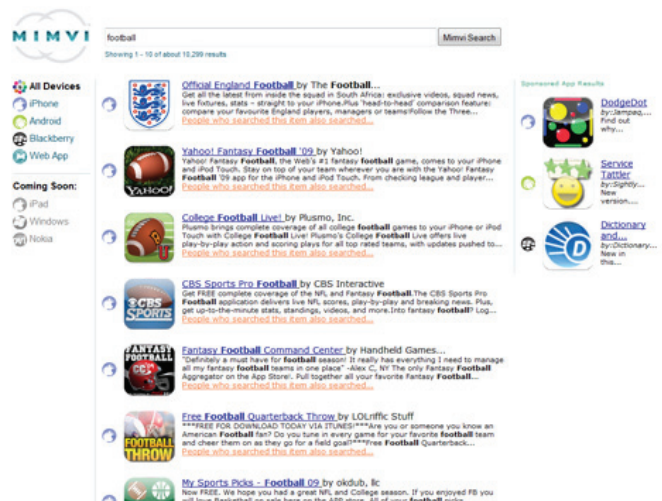
Amanda Besemer

Amanda Besemer is co-founder of NBT Group and NBT Equities Research LLC., a boutique investment bank and investor relations organization. For the last ten years, Ms. Besemer has been a serial entrepreneur in the digital and mobile advertising space. She is also founder of Hiya Media, a social mobile word of mouth marketing firm for consumer product goods and investment products, and Amanda Besemer + CO, a full service marketing communications firm with offices in NYC, LA and San Francisco.

Amanda is a graduate of Goizueta Business School at Emory University.

Business Model

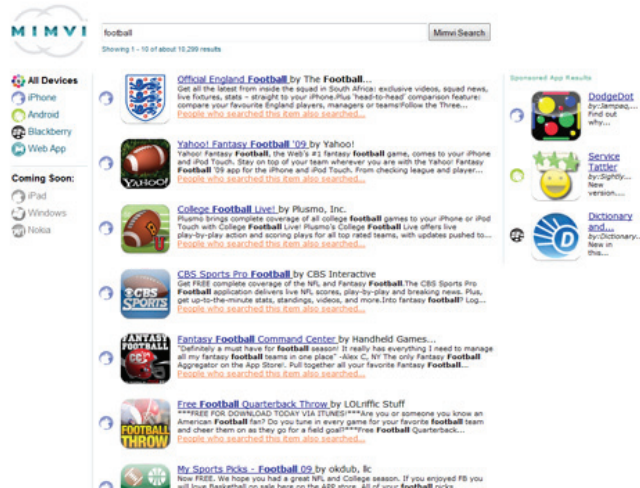
The business model business model is comprised of multiple revenue streams including revenue generated from sponsored search results, keyword and API marketplaces, mobile-enabled transactions, transactions inside mobile apps, and advertising, among others. Mimvi also plans to extend its platform to power partner sites and services.



Mimvi is building a developers network which enables developers to use the Mimvi search and recommendation engine to enable their

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clients with “adwords-like” ad packages on the engine. They reportedly have 60+ developers that have joined this network including 25 listed on our partner page here (which will be renamed): <http://www.mimvi.com/partners/>



Traffic Acquisition Strategy

The Mimvi Recommendation System

Along with Google-like search results, Mimvi provides a powerful Amazon-like recommendation engine. Highlighted under

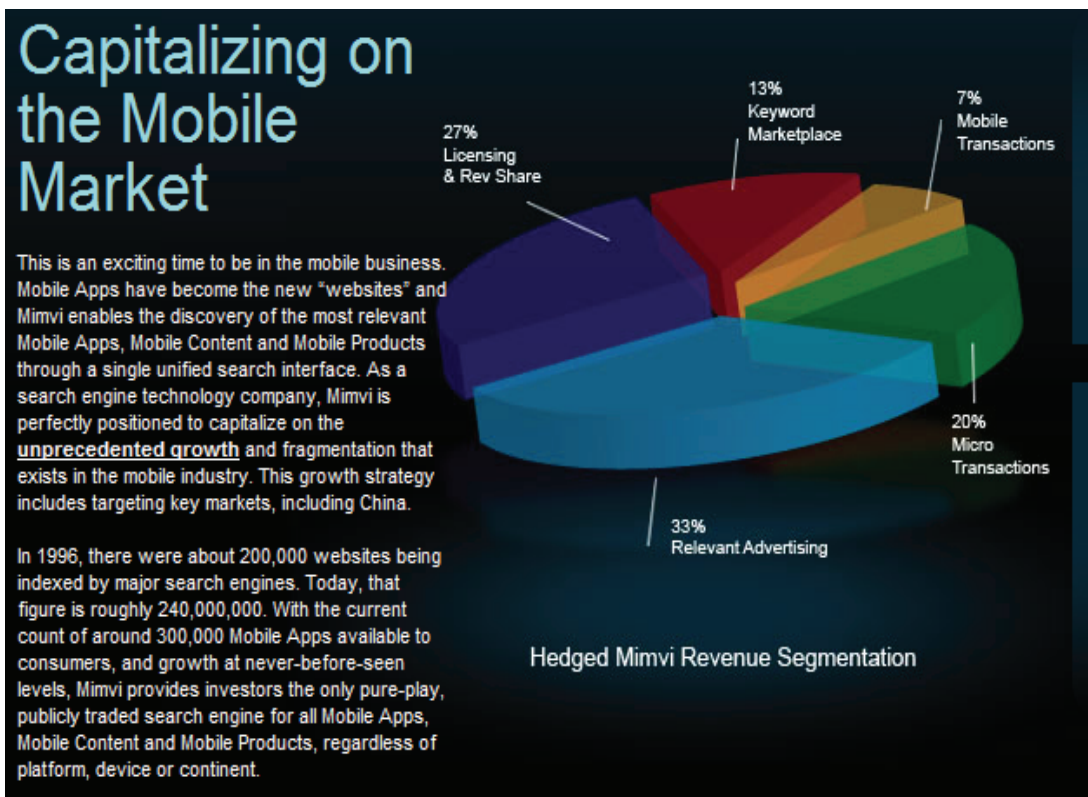
each search result is the text link “People Who Searched This Item Also Searched”. This proprietary patent-pending technology enables a “stickiness” resulting in user retention that is unknown to even the most popular general search engines. Acquiring high quality traffic is the Mimvi focus—i.e. high quality traffic defined by revenue potential. The Mimvi team has a proven track record of execution on its traffic acquisition methods. Mimvi’s traffic acquisition strategies include:

A) Large Partnerships

It’s a well known fact that AOL represents a significant amount of search traffic to Google. Securing partnerships where Mimvi powers other mobile properties, platforms and sites remains as a top traffic acquisition strategy. Revenue sharing arrangements exist when this happens.

B) API Services

Smaller partners make up the Mimvi API (Application Programming Interface) partner



ecosystem. These partners benefit from connecting Mimvi search indices by white labling or self-branding a Mimvi powered service or product.

C) Traffic Cross-pollination

Companies like IAC benefit from this technique. By establishing search verticals, for example, Mimvi Games <http://www.mimvigames.com> or verticals in Health, Sports or Entertainment Mimvi is able to send, receive, control or cross-pollinate traffic between these verticals.

D) Enterprise Services

A focus within the enterprise on both traffic acquisition and customer acquisition is also key. This is due to Mimvi's unique growth strategy of traffic acquisition from the enterprise to the consumer market and vice-versa. Mimvi also focuses on cross-pollination to and from product offerings that spawn from the overall platform including the Mimvi API partner ecosystem.

E) Organic Growth

Organic traffic and customer growth come from reducing clicks, steps and work both for the consumer and customer while maintaining extremely powerful technology behind the scenes. A good consumer search engine is largely defined by the following fact: The more people that use it, the better it gets. And, the better it gets, the more people will use it. This, in turn, leads to a virtuous cycle of traffic acquisition with a healthy user adoption curve.

- Mimvi is planning to target major market verticals with tailored, bespoke search and recommendation engines via a monolithic branding strategy:
 - Mimvi Games (www.mimvigames.com)
 - Mimvi Health
 - Mimvi Coupons (capitalizing on the massive and growing market

segment: mobile coupons)

- Mimvi Sports
- Mimvi News
- Mimvi Finance
- Mimvi Celebrity
- Mimvi BooksMimvi Music

Strategic Partnerships: Wireless Carriers

Mobile operators expect app downloads to become their biggest source of income in developed markets within three years and want to charge content providers for preferential access to their networks, raising further questions about net neutrality.

Executives surveyed by the Economist Intelligence Unit forecast that revenues from voice services, which account for about 70 per cent of their income, will be overtaken by app download revenues in 2013.

Many expressed concern that consumer habits – more social networking, downloading of videos and playing of games – will require investment on their part to handle the data usage, while content providers pocket a large slice of the extra revenue.

“Mobile operators are going back to the concept that content is king,” Natasha Good, partner at Freshfields Bruckhaus Deringer, the law firm that commissioned the study, said.

We anticipate a number of strategic partnerships with wireless carriers worldwide as they fight BACK against Google and Apple stealing app revenues and traffic from their networks.

NBT Capital, LLC, our investment banking affiliate, is engaged by Mimvi to facilitate strategic partnerships with the wireless carrier and wireless broadband ISP community.

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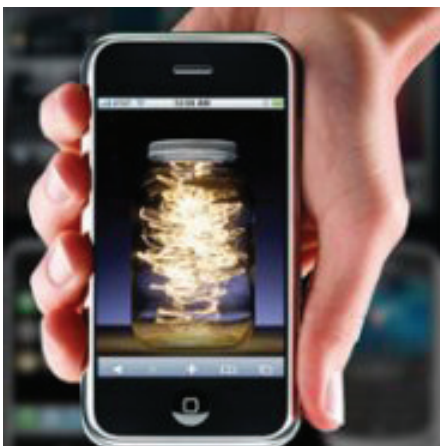
Summary

Mimvi's greatest strength is its greatest weakness: they have a very competitive alternative to Google/Apple app search...and they compete with Google and Apple.

Our belief is their superior app search technology will become an important player in mobile app distribution and discovery as a neutral middleman agnostic to platform or digital device. We envision Mimvi teaming up with wireless telco's and large content providers to help them fight off the Google/Apple/Amazon— what we call GooGAA — threat to their business models.

The future valuation for Mimvi, Inc. is 100% about execution of its business model and capitalizing on its strategic advantages in the mobile app space.

In short, “where there is smoke there is fire.” The mobile app space is growing so exponentially fast the size of the opportunity is compelling for Mimvi.



Claims apps are the new websites

Former SeeqPod founder Kasian Franks is working on a mobile applications search engine called Mimvi.

The site is **live now**, and supports iPhone, Android, BlackBerry and web apps, with iPad, Windows Mobile and Nokia to come. “Ultimately, Mimvi anticipates hundreds of

billions of searches will be conducted through its unified search platform,” claims the company’s **About page**, which points to a full launch this summer.

“The demand for a single search engine for all Mobile Apps is analogous to that of searching for websites fifteen years ago. In 1996, there were around 200,000 websites being indexed. Today, that number is about 240,000,000.”

Mimvi’s history is interesting. SeeqPod was a music search engine that allowed people to search for and play music elsewhere on the web. It was sued by labels including Warner Music Group and EMI, and eventually filed for bankruptcy protection in 2009.

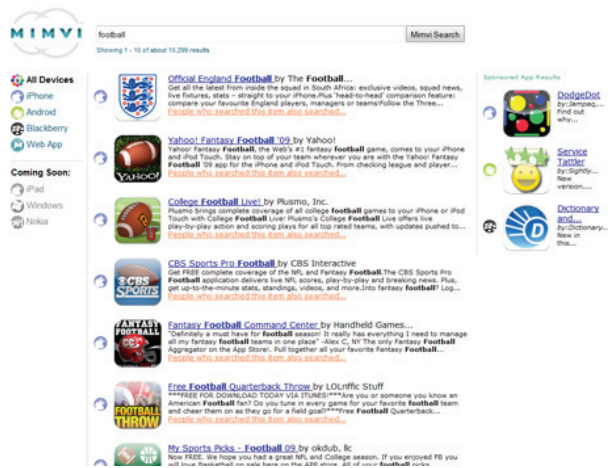
In February, Franks gave an interview to Wired’s Epicenter blog about his new venture, Mimvi, which would apply SeeqPod’s ideas to music videos, pulling in content from YouTube, Vevo, MTV and other sites.

However, it seems his plans changed quickly. According to SEC filings, in January Franks had bought 98.3% of the shares in startup Fashion Net. According to its annual report in March, it was “planning to become a fashion marketing and consulting company serving couture apparel designers, manufacturers and specialty fashion retailers”.

By May, the company’s name had changed to Mimvi, and its nature was now “a technology company that develops advanced algorithms and technology for personalized search, recommendation and discovery services to the consumer and enterprise”, with a focus on apps.

A separate page on Mimvi’s corporate website splits out its expected revenue segmentation: the company hopes to make 33% of its money from advertising, 27% from licensing and revenue shares, 20% from micro-transactions, 13% from a keyword marketplace, and 7% from mobile transactions.

Here's a shot of the search engine in its current form:



Why go into so much depth on this story? SeqPod was a truly disruptive startup in the music industry, so news that Franks has turned his attention to mobile apps is pretty interesting.

“Mobile Search has become the starting point.”
<http://mashable.com/2010/09/21/mobile-search-campaign>

“mobile search has become the starting point for consumers on the go. According to the Kelsey Group’s Mobile Market View Report, consumers are increasingly using their mobile devices for search-related activities (searches for local products and activities on mobile devices saw a 15% jump from 2008 to 2009). This makes search one of the best ways to reach consumers in mobile”

<http://www.pcworld.com/article/205825/chinese-mobile-users-download-more-games-and-apps.html>



1 in 4 U.S. Adults Now Use Mobile Apps [STATS]

A new study from the Pew Internet Project illustrates just how rapidly consumers are embracing applications on their mobile devices.

Of the 82% of U.S. adults who are now active cellphone users, 43% now have apps on their phones, and more than two-thirds of them use those apps regularly. In other words, 24% of the U.S. adult population actively uses apps, the study estimates.

Of the 82% Americans using mobile devices, nearly one-third of them have downloaded apps, and 13% said they have paid for one or more of those apps. More than half of those who said they had downloaded an app claimed they had done so within the last 30 days, and one-third had in the last week.

Unsurprisingly, mobile app users tended to be younger, male, more educated and more affluent compared to the rest of the population. App users had an average of 18 apps on their devices and a mean of 10, indicating that there were a number of users with a disproportionate number of apps on their phones. This was especially the case with young adults, the study found.

% of adult cell phone users who do each of the following on their phone...

Take a picture	76%
Send or receive text messages	72
Access the internet	38
Play a game	34
Send or receive email	34
Record a video	34
Play music	33
Send or receive instant messages	30
Use an app	29

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=1,917 adult cell phone users.

Although apps are not nearly as popular as photo taking (76% of mobile users), text messaging (71%) and accessing the Internet

■ (38%), the stats are impressive given that Apple didn't even open up its App Store until July 2008, followed by BlackBerry nearly a year later.

As SVP and Head of Research and Insights for Telecom Practices at Nielsen Roger Entner observed, "This is a pretty remarkable tech-adoption story, if you consider that there was no apps culture until two years ago."

Yet adoption still has a long way to go. Kristen Purcell, associate director for research at the Pew Internet Project, noted that "many cell owners do not know what their phone can do." 11% of those surveyed were not even sure if their phones had apps. "The apps market seems somewhat ahead of a majority of adult cellphone users," she added.

<http://techcrunch.com/2010/07/20/report-mobile-app-store-downloads-to-hit-25-billion-by-2015/>
Report: Mobile App Store Downloads To Hit 25 Billion By 2015
by Steve O'Hear on Jul 20, 2010

The app store train seems unstoppable. According to a Juniper Research report out today, the number of "consumer-oriented handset downloads" is expected to rise from less than 2.6 billion per-year in 2009 to more than 25 billion in 2015.

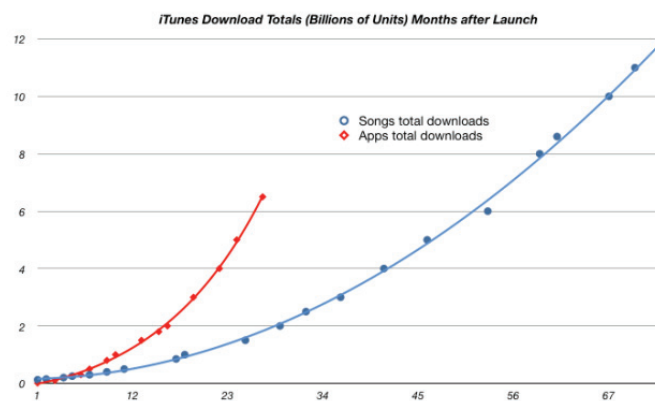
The trend, notes the report, is being driven by industry players who are seeking to emulate Apple's success with the App Store by launching their own branded storefronts, such as 'Mobile Market' from China Unicom, 'Airtel App Central' from Bharti and the 'Apps & Games Shop' on Vodafone 360.

And let's not forget Google's Android, Nokia Ovi, Palm, Windows Phone etc. or the independent

giant GetJar, which passed 1 billion downloads earlier this month.

In other words, app stores are here to stay. Juniper has a warning, however: Copying the Apple model isn't as straight forward as it would seem.

Asymco, a Helsinki-based app developer / industry analysis advisory firm, ironically founded and led by a longtime Nokia manager, just posted this telling chart on its blog:



According to the firm's research, iTunes download rates for music and iOS apps are both still growing, but accelerating much faster for the latter. In fact, Asymco posits, based on data from the recently updated Music and App Store, that the total number of app downloads has already reached the same level as that of songs in less than half the time.

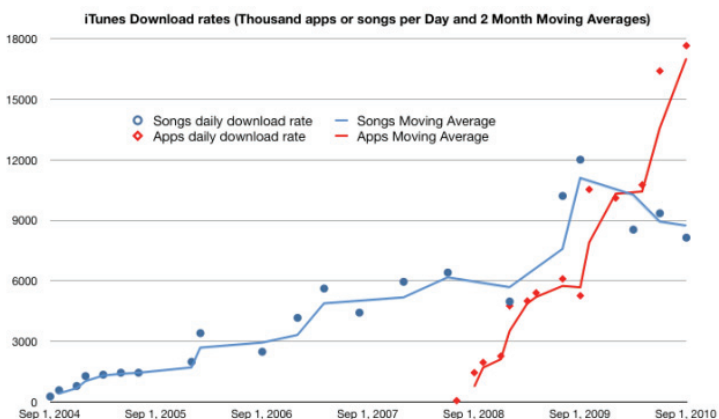
Assuming Asymco's numbers are correct, it took roughly 2.2 years for the App Store to serve up 6.3 billion apps, while it took approximately five years for the iTunes Music Store to reach that same number.

If current trends persist for both, Asymco considers it likely that app downloads will overtake song downloads by year's end.



Cumulative unit rates aside, Asymco last weekend posted another graph, depicting how music downloads continue to slow, particularly compared to apps.

Asymco says iOS users are currently downloading 17.6 million apps compared to roughly 7.5 million songs per day, on average.



Browser-less Web is what the Mobile Internet is coming to

<http://business2press.com/2010/09/11/adobe-reversi-allows-developers-to-make-single-app-for-different-platforms/>

Video: <http://www.youtube.com/watch?v=22vicDlzmkl>

New Adobe tool allows developers to make a single app for different platforms

By MURAD HADDAD
Saturday September 11,
2010, 12:52 pm ET

A new Adobe tool in Adobe Air could revolutionize the way developers produce applications.

Developers are able to build a single code-base for a single application, and utilize the tool to essentially convert the application to run on multiple operating systems



(including mobile operating systems) that support Adobe Flash. No additional code needs to be changed to support the different platforms.

Adobe says the tool is the first of its kind, and no other technology currently allows developers to maintain the same code-base without any modifications to the initial code to run on a variety of platforms.

The core app code is contained within the action script, the tool then instantiates a new app and adds it to the display list to have a platform specific configuration, according to the Adobe programmer, Christian Cantrell, in the embedded video. Despite no changes to the code-base, the outputted application is not the same that runs across the different platforms.

The tool is currently able to seamlessly output applications to run on Windows, Mac, Linux, Apple iOS powered devices, including the iPad, and even within an Internet browser.

The single code-base apps were also showcased on a Google Android powered Motorola Droid smartphone.

The tool automatically scales applications to work optimally with different aspect ratios and pixel densities with different device screen sizes. Adobe says it will soon provide specific documentation so that developers could begin to write their own cross-platform multi-screen applications, in what appears to be a very time saving and seamless experience.

The implications of this technology could have a significant impact, especially in the mobile space.

For example, the BlackBerry platform has recently lagged behind other operating systems, like Apple's iOS, when it comes to the quality and variety of applications available.

Arguably, the strong demand for Apple's iPhone 4 is propelled by a strong consumer demand for

the availability of many quality applications that add to the overall user experience.

The latest technology by Adobe could see many quality applications developed for one platform, say an iOS device, to be ported to the BlackBerry platform, bringing additional quality applications to the BlackBerry, among additional other platforms.

http://www.readwriteweb.com/archives/native_apps_account_for_half_of_mobile_internet_traffic.php

Native Apps Account for Half of Mobile Internet Traffic

By [Sarah Perez](#) / September 20, 2010 10:30 AM / [2 Comments](#)

Share3

Native data applications, such as those installed on smartphones like the iPhone and



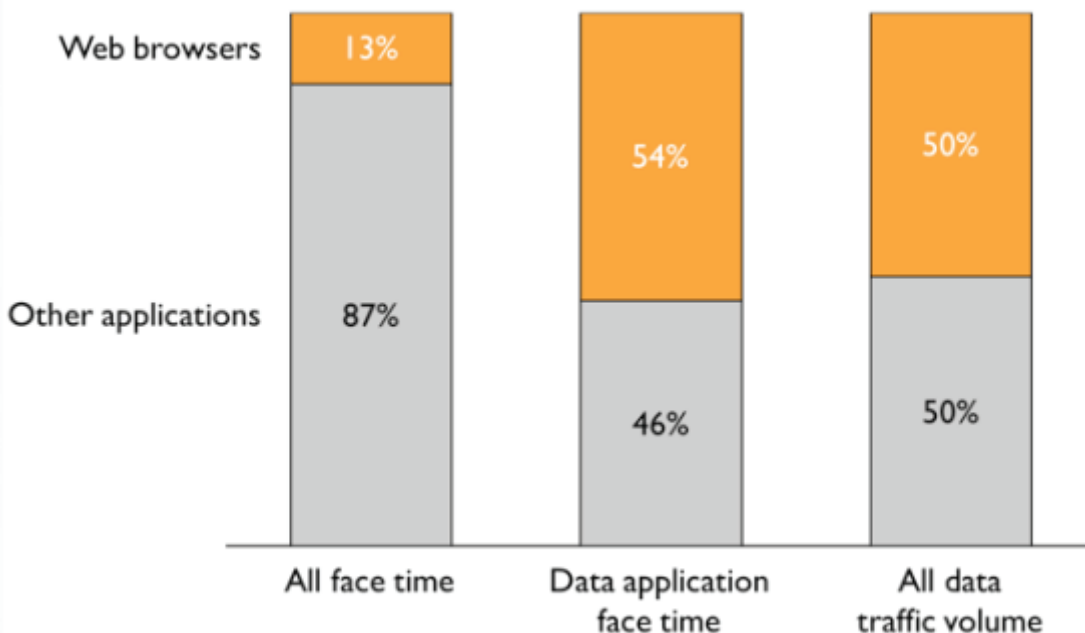
devices running Android, now account for 50% of all mobile data volume according to [a new report](#) from Finnish mobile analytics company Zokem. In a global smartphone study released this month, the company found that while the mobile Web browser was still the most popular smartphone “app,” the use of native apps outside the browser is growing faster than mobile browsing itself.

Native Apps Account for 50% of Data Volume

The study analyzed over 10,000 smartphone users, 6.5 million smartphone application usage sessions in 16 countries during 2009 and 2010 to arrive at its conclusions, so this time, it’s not a case of a big headline built on top of a small case study. This is a very real trend, but one that’s probably not all that surprising to those who have been watching the mobile industry closely.

According to the study, nearly all smartphone users with a data plan launch their mobile Web

Web Browser vs. Other Data Applications



All browser-based applications are in this analysis categorized under category (browsing). All other applications, native or java applications, installed or pre-embedded in devices, are categorized as other applications. Top 100 data applications included in the analysis of data applications.

browser at least once a month and, on average, spend 300 minutes browsing the Web on their device, a figure that's comparable to mobile voice usage.

But while the browser is the most popular of all smartphone apps with 54% of data application time (time spent interacting with the app) and 50% of data volume, native applications (excluding the browser itself) now capture 46% of data application time and 50% of data volume.

Twitter More Engaging than Facebook on Mobile

Another interesting finding involves the usage trends of the most popular native applications, like Facebook and Twitter, for example.

The study found that Facebook's native application is used by 12% of active smartphone users who engage with the app for 188 minutes, on average, per month. Meanwhile, Twitter has a smaller monthly user base (only 4% of active smartphone users) but they average 311 minutes per month on the app.

Why Native Apps?

Only a few years ago, says Says Zokem founder Dr. Hannu Verkasalo, smartphone Web browsing accounted for 70-80% of mobile Internet use, but now that number is shrinking in terms of relative use. (It's still growing in absolute terms, he notes,

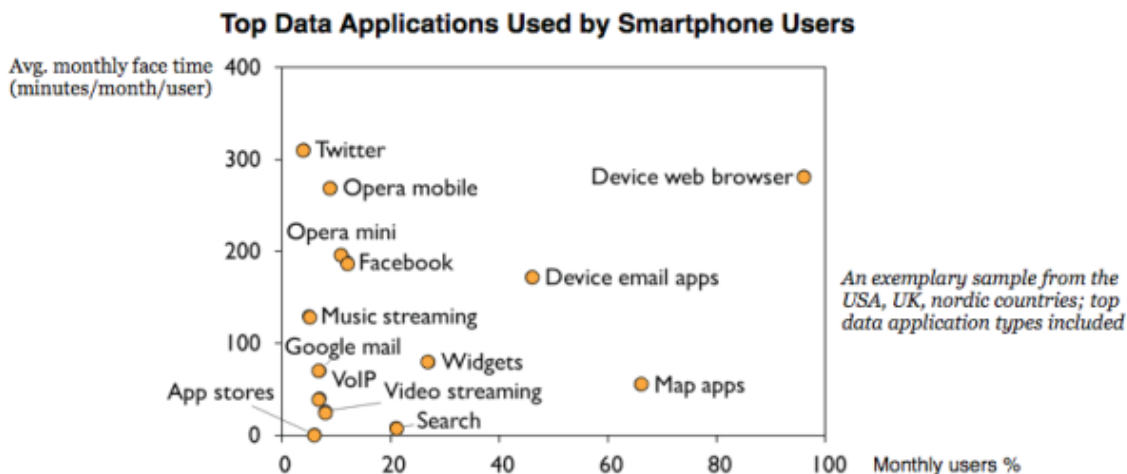
but apps are pushing its relative share down.)

The trend towards increasing use of mobile apps over the Web browser is due to the fact that, in most cases, apps provide the best user experience, explains Verkasalo. "Take your Android phone as an example, do you want to access YouTube with your browser if you have a shortcut on your home screen for the brilliantly working native YouTube app?", he asks.

These trends don't necessarily mean all hope is lost for proponents of Web-based, cloud-computing type applications, however. It just means that Web-based applications will likely be more attractive to an end user if they're packaged in a native wrapper. But with a number of development platforms and operating systems available today, including Android, iPhone, Blackberry, Symbian, Palm's webOS, Windows Phone and Java for feature phones, developers often have to pick-and-choose which platforms they can afford to "go native" on and which will have to make do with a mobile website instead.

Chinese Mobile Users Download More Games and Apps

Chinese users tend to download more applications and games to their cellphones than mobile users in Western Europe, according to market research company Canalys.



A new survey by Canalsys found that 51 percent of Chinese mobile users downloaded such programs to their handsets. This is 29 percent higher than with mobile users based in France, Germany and the U.K.

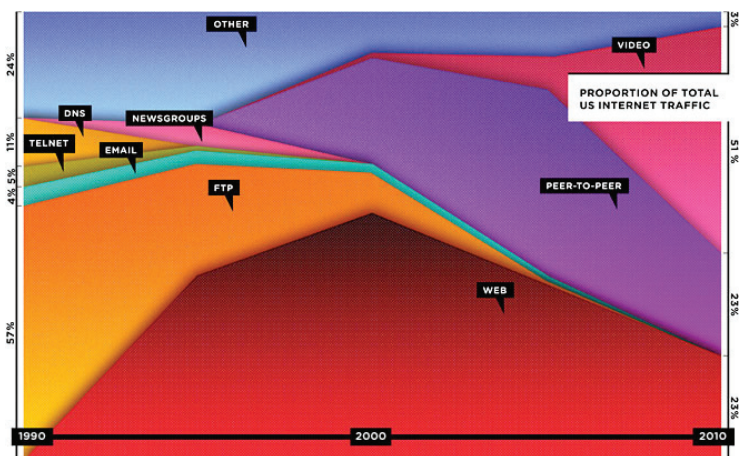
Among the applications Chinese users like to download, books are the most popular: 68 percent of those who download applications to their cellphones say they read books on their handsets. That number is even higher, at 76 percent, for users aged 16 to 25.

Other applications that many Chinese users downloaded included dictionaries and translation programs, as well as weather, news and mapping applications. Canalsys points out that these mobile downloads are not limited to smartphone users. Their survey shows that almost half of Nokia's non-smartphone users still download applications and games to their mobile phones.

Favorite quote: "Every time you pick an iPhone app instead of a Web site, you are voting with your finger: A better experience is worth paying for, either in cash or in implicit acceptance of a non-Web standard." Apps are the new websites and Facebook is the new Geocities.

http://www.wired.com/magazine/2010/08/ff_webrip/all/1

The Web Is Dead. Long Live the Internet



Sources: Cisco estimates based on CAIDA publications, Andrew Odlyzko



The Web Is Dead? A Debate
How the Web Wins
How Do Native Apps and Web Apps Compare?

-END-

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