



Love your smartphone

The Opportunity

Globally, the major Telcos serve more than 95% of the mobile voice market using a GSM or Cellular platform. They have been investing Billions to meet demand for data, but also for a transition to Voice-Over-Data, or VOLTE. While alternatives like Viber or Skype represent less than 5% penetration, the space is expected to grow to over 100 million North American users by 2012 - well before the Telcos can respond.

What is George?

George is [Viber](#) meets [Foursquare](#) & [Virgin](#) to help people save money, earn rewards and do good things. George helps friends connect on their smartphones wherever they are in the world - Free. George works over any 3G, 4G, LTE data plan or Wi-Fi. No contracts, no log-ins or passwords needed. Easy set-up: just download the app, enter your phone number and start inviting friends to get George.

We plan to go live this fall offering the Free Beta version and after 60-days, the full-featured version.

Once the Series A round is closed, we will activate the MVNO strategy across North America.

The 3-year objectives are to attract 10 Million Registered Users; 1 Million paid Subscribers; and, 300,000 Voice/Data Activations

What Makes George Different?

George is like Skype, but without the need to add contacts. George simply allows you to access your native address book to connect with friends. And, unlike Viber, George gives you the option to upgrade to a subscription with a real local phone number to make calls or send/receive sms with phone numbers anywhere in the world! George offers 24-hour customer support because we are all human. George has elements of gamification so users can earn cool shwag just for sharing like their stats, badges, coupons, and leaderboard rank. When friends get the full-featured version, George credits the user's account with \$10 to use, or donate to one of the [great causes](#) profiled on its website.

MVNO Strategy and Competitive Advantage

After launching the VoIP application and network, George will activate a Mobile Virtual Network Operator strategy. It will be the First North American brand to market its smartphones and voice/data activations strictly on line. The Free George app will provide an enormous marketing funnel and brand relationship with built-in loyalty. George will use 6G a patented middleware that seamlessly optimizes VoIP/GSM calling so that users make calls and the app just works. This saves costs and builds value for the user.

How do People Find George?

George is primarily marketed on line via hundreds of outlets on social media channels, affiliate marketers, and on mobile ad platforms where people share George with each other. There are also offline channels including Affinity Groups, Best Buy, Residential VoIP Resellers.

Who is George?

George Mobile is a Vancouver, BC based Startup co-founded by CEO [Stephen Duke](#), CFO George Wiens, and Telecom Guru CTO Sam Samy. The project is supported by investor's Lions Capital co-founder [Ray Matthews](#); [Uniserve Communications](#); Advisors Uniserve President [Bruce Sanderson](#); 360 Networks [Rob Frasene](#); the [Wavefront Accelerator](#); and special youth advisor [Stu Saunders](#).