

Model Access & Acquisition Plan – Phase 1 (Web)

Introduction & Goals

Blitz Babe Battle's success will rely heavily on the community interaction between models and the users who purchase the application. The application is slated to be released on 8/20/2007 so the application needs to be seeded with content prior to launch. The content will be provided by models who register with FunMobility. This document outlines the items necessary for signing up models and gaining access to their content.

Here is a short list of short-term Phase One required items:

- Model acquisition plan
- Model Sign-up Splash Screen & Web eMail Form
- Model Agreement including copyright usage
- FM's expectations and requirements of registered models Agreement
- Model registration (web)
- Instructions for models on how to post pix, comment, download the app, log into MyApix, etc.
- Additional contests created on MyApix.com for Professionals (Models) and Rookies (aPix female users) to be seen and interacted with on BBB and MyApix.com only **Updated! (7/3/2007)**
- Community/Model Interaction **NEW! (7/3/2007)**

Requirements

Model Acquisition

BBB is a contest application that will rely on entries made from real women in the community. This vital to the success of the "contest application" because users will expect that the entries are from real models not from a syndicated source and that they will be able to interact with the entrants. If the user attempts to interact with a "fake" model and receives nothing in return, they may feel the application is bogus and feel cheated because of the way the value proposition was originally communicated to that customer. So, model acquisition and community interaction is highly important.

Some sources for acquiring models could include:

- One Model Place (<http://www.onemodelplace.com/>)
- Model Mayhem (<http://modelmayhem.com>)
- Bix (<http://bix.yahoo.com/>)
- Craig's List (<http://www.craigslist.com>)
- We Select Models (<http://www.weselectmodels.com>)
- BFM Beauty Fashion Models Syndicated Content (<http://www.beautyfashionmodels.com/>)
- Modelette (<http://www.modelette.com>)
- Florida Bikinis (<http://www.floridabikinis.com/>)
- Malibu Strings (<http://www.malibustrings.com/index1.html>)
- MicroKitten (<http://www.microkitten.com>)
- Surf Illustrated (<http://www.surfillustrated.com>)

Partner/Co-Branding possibilities:

- SilverCash Contest (<http://www.silvercashcontest.com/>)
- Bikini.com (<http://bikini.com/>)
- Playboy Lingerie (<http://www.playboy.com/specialeditions/currents/lingerie-as07.html>)
- Women of the WWE (<http://www.wwe.com/superstars/divas/31779161/>)
- Sports Illustrated (http://sportsillustrated.cnn.com/features/2007_swimsuit/)
- Victoria's Secret (<http://www2.victoriassecret.com/category/?cgnbr=OSSWMZZZZZ>)

On these various sites we can post to their bulletin boards asking for model involvement. Also some sites have ad placement as part of their premium package subscription. For example on One Model Place a platinum subscription is \$269/yr. and we get: package includes: 401 Images display on your portfolio, 500K Image Size Limit, 50/Day Emails Send, Access to Casting Call, Chat and Message Boards, OMP Email/70MB, Monthly Newsletter, Webzeds, 7000 Talent, Search Results, Multistate Listing Notification, Multistate Portfolio Listing, Pop-Up Ads Disabled, Banner Ads Disabled on Profiles. There is also an opportunity to place ads on the site.

What we need:

1. Accounts on various modeling sites (some free, some paid)
2. Graphical ads
3. Promotional copy
4. A FM employee to manage accounts, promotion, and marketing

Model Sign-Up Splash Screen & Web eMail Form

Once we have hooked the model with the web ad, promotion, or post should link to a "splash" web page off of the MyApix.com domain. The splash page should have marketing copy and hype telling the model what we are doing and why they should get involved. It should also have a web email form so the model can enter their information and send it to an FM staffer. If the model meets the BBB requirements the staffer can set them up with an account on MyApix.

How this works:

1. Model selects promotional link
2. Model is taken to BBB splash screen/microsite
3. Model reads information and decides to join
4. Model enters their information into web form
 - a. Enters full name
 - b. Enters email
 - c. Enters portfolio URL
 - d. Enters the number of pics model has full rights to use
 - e. Enters optional mobile number
 - f. Model submits form and the form is sent to an apix staffer via email

What we need:

1. A BBB branded web page
2. Marketing copy on page
3. Web form connected to a designated email address
4. A BBB email address
5. A designated mail recipient (FM employee)

Model Agreement/Contract

Before registering a model for the service, the model will have to agree to a terms and usage agreement along with participation requirements.

How this works:

1. Model contacts FM via email or phone
2. FM employee emails contract to model
3. Model signs and faxes
4. FM employee registers user on MyApix.com and emails credentials to model
5. Model can start being involved with the community

What we need:

1. A designated FM employee to handle transactions
2. A model contract
3. A list of expectations and to-dos for models

Model Registration (Web)

Models will need any easy way to post their pictures and get involved with the community. This will be accomplished by giving the models access to MyApix.com.

How this works:

1. After the model faxes their signed agreement back to FM a FM employee registers the model on MyApix.com
 - a. Admin opens create free account page
 - b. Admin types in desired user ID into User ID field
 - c. Admin types in desired password into Password field
 - d. Admin pastes in email address of model into Email field
 - e. Admin presses button: "Create Account"
 - f. Admin sees message: "The account has been created and the user has received an email with their User ID and Password." Below the message, Admin sees an empty account entry form"
 - g. If the username is already taken then the admin must go through the process again
 - i. Any errors will be shown inline with the form alerting the user to what must be fixed in order to proceed
2. The model is given instructions and login info for MyApix.com
3. The model goes to MyApix.com, logs-in, and fills in their profile, submits pix, etc.

What we need:

1. An administrative web page off of MyApix.com
2. Reporting (see Questions at the end of this doc)
3. FM employee follow up

Babe Battle Contests on MyApix.com Updated!

We will need to set-up two web only contests on MyApix.com. One of the contests will be "Babes" and the other will be "Rookies." Models will be able to submit to the Babes category and women of the aPix community will be able to submit to the rookies category. It is up to the content team to pay close attention to the Babes category that non-professionals do not get entered in that

contest. If the pic “seems unprofessional” it should be re-categorized to Rookies. aPix members will be able to see and vote on these categories on the web, however if they want to see the battles on their phone they will need to subscribe to BBB.

How it works:

1. Model goes to myapix.com
2. Model uploads a pic to her profile
3. Model submits a pic to the Babes contest with a Name and Description
4. Pic gets approved by FM staff
5. Pic gets added to the contest on Babe Battle and MyApix.com only
6. Community rates and interacts by commenting or sending private messages
7. Model responds to community in a “reasonable” way

What we need:

1. Contests set up on myapix.com but viewable on BBB and MyApix.com only
2. Content approval of submitted pix
3. Contests that last 4 weeks with 1-2 weeks of finals (TBD)

Questions

1. Do models get the mobile application for free?
2. Does the terms of service for aPix need to be modified since we may be using amateur pictures from aPix to seed the BBB app?
3. Do we want to track model performance?
 - a. Number of models signed
 - b. Who they are
 - c. How many pics they have submitted by each model
 - d. Last login/interaction by each model
 - e. Number of private messages sent by each model
 - f. Number of comments made by each model

Potential Roadblocks

- *Models don't usually own their photos, the photographers do* - Are we prepared to handle this event with a photo credit? Should we be focusing on photographers rather than models for content?
- *Limited registrants* – is there a back-up plan in place for not getting enough content? Do we acquire syndicated content?