



## FACT SHEET • MAY 2013

### What is Zoosk?

Zoosk – an industry leader in mobile and online dating – is bringing personalization to the industry using Behavioral Matchmaking™.

Zoosk is consistently the **No. 1 dating app** in the iOS App Store<sup>SM</sup>.

Zoosk is available in **25 languages** (supported by a multilingual customer service center in San Francisco) and has subscribers in more than **70 countries**.

### Competitive Landscape

- In general, Zoosk has become a huge industry leader.
- In Q1, Zoosk experienced tremendous growth, especially compared to its competition. Spreadsheet is available:
  - Q1 year-over-year website traffic (source: [comScore](#) data analysis by Zoosk).
    - Zoosk: + 116%
    - eHarmony: -70%
    - Match: -32%
- Zoosk ranks No. 2 in average monthly U.S. traffic data (source: [Compete](#)):
  - Match: 13 million average unique monthly visitors
  - Zoosk: 8 million
  - eHarmony: 3.7 million
  - OkCupid: 1 million

### Zoosk Stats

- Zoosk is available in **25 languages** (supported by a multi-lingual customer service center in San Francisco) and has subscribers in more than **70 countries**
- Amount of traffic the site receives on a daily basis: **15 million monthly active users**
- Most highly trafficked month: **January**
- Most highly trafficked day of the week: **Sunday**
- Zoosk has more than **145** full-time staff based in its San Francisco headquarters
- Target demographic: **18+**
- Total funding raised to date: **\$40.5 million**
- Ratio of male-to-female users: Each country is slightly different. On average, it is an even ratio.

### Facebook

- Zoosk was one of Facebook's first apps, debuting just weeks after the launch of Facebook Platform/API on [May 24, 2007](#).
- Zoosk is the largest dating application on Facebook with more than 5 million users on a monthly basis; the second largest is AYI ("Are You Interested?") with 1 million users. (source: [AppData](#))

- The Zoosk Facebook page has more than [12.4 million Likes](#) – more than brands such as ESPN, Ford Motor Company and New York Yankees (source: [Fan Page List](#))
- More than **70% of Zoosk users opt in** and connect their Facebook account.

### **Mobile**

- Zoosk is consistently the **No. 1 dating app** in the iOS App Store<sup>SM</sup> in the U.S. (source: [App Annie, top grossing social network sites](#)).
- 1. Zoosk
- 2. Skype
- 3. Grindr
- 4. eHarmony
- 5. WhatsApp
- According to [Google Play](#), Zoosk is the most downloaded dating application (more than 5 million).
- Percentage of members who access Zoosk via mobile platforms: 30%
- Platform of choice:
  - 55% Android
  - 45% iOS
- The number of monthly active users increased more than 200% year-over-year.
- Zoosk built its mobile platform from the ground up, rather than designing it as an extension of the website.
- The combination of a mobile-centric design and the Behavioral Matchmaking engine has created a powerful formula that drives user adoption.

### **Product Rollouts and Launch Dates**

- Pollection prototype, 2007 (please see last page of fact sheet for more explanation)
- Zoosk's launch as a Facebook app, June 2007
- Zoosk's incorporation as a company, December 2008
- Launched Zoosk.com website, 2008
- Launched Virtual Currency, 2009
- Launched iPhone app, 2010
- Launched Zoosk messenger, 2010
- Launched Zoosk Scientific Matchmaking System (ZSMS), 2010
- Launched Android app, 2011
- Launched iPad app, 2011
- Launched the new Zoosk.com, 2012
- Launched Couple Profile, 2012
- Launched Carousel, 2012

### **Company Milestones**

- 2007: Series A Funding
  - \$400,000
  - ATA Ventures and Amidzad Partners
- 2008: Series B Funding
  - \$4.1 million
  - Canaan Partners and ATA Ventures
- 2008: Moved to 120 Battery St., San Francisco

- 2009: Series C Funding
  - June
  - \$6 million
  - Canaan Partners and ATA Ventures
- 2009: Series D Funding
  - November
  - \$40 million
  - Bessemer Venture Partners, Canaan Partners and ATA Ventures
- 2009: Moved to 475 Sansome St., San Francisco
- 2011: Zoosk announced that it more than doubled sales in one year and surpassed a \$90 million annual sales run rate
- 2012: Moved to 989 Market St., San Francisco

### **International Milestones**

- To acquire international customers, Zoosk used the same strategies used in the U.S.: on-line advertising, television commercials and public relations.
- Launch of television commercials in US and Canada, 2010
- Launch of television commercials in UK, DK, SE, AU, 2011
- 50% of Zoosk sales are from outside the U.S.

### **Total Number of Employees by Year**

- 25 employees as of 1/10
- 50 employees as of 6/10
- 75 employees as of 12/10
- 100 employees as of 7/11
- 130 employees as of 12/12
- 145 employees as of 5/13

### **Non-U.S. Birth Countries of Zoosk Staff (19 countries, 52 non-American born)**

- France, 4
- UK, 2
- Iran, 7
- Canada, 6
- Denmark, 1
- Sweden, 1
- Italy, 3
- Germany, 1
- Bulgaria, 1
- Austria, 1
- Australia, 1
- Israel, 1
- India, 6
- Taiwan, 3
- People's Republic of China, 4
- Mexico, 2
- Panama, 1

- Algeria, 1
- Uzbekistan, 1
- Russia, 1
- Philippines, 1
- Thailand, 1
- South Korea, 2

#### **SF Mid-Market Office Space (989 Market Street)**

- Build out began in December 2011
- Zoosk moved in July 31, 2012
- Office space is leased
- All three floors of Zoosk offices equal 50,000 square feet
- 21 meeting rooms
- 5 kitchens
- 4 private offices
- 200+ computers
- 50% of the office is whiteboard paint

#### **Company Origin**

Zoosk co-founders Alex Mehr and Shayan Zadeh met in Iran as students at Sharif University of Technology in Tehran in the 1990s. Since America does not maintain an embassy in Iran, Alex and Shayan needed to go to Turkey to secure a visa and study in the U.S. With no air travel at the time between Iran and Turkey, the two young men crossed into Turkey on foot.

Once in the U.S., Shayan and Alex enrolled in graduate school at the University of Maryland, where they were roommates. Shayan worked at Microsoft after graduating with a master’s degree. Alex earned his master’s degree and Ph.D. and later worked for NASA. Alex attended business school at the University of California at Berkeley, but dropped out to work on Zoosk.

#### **How/why did Alex and Shayan decide to launch Zoosk? Was Zoosk their original idea for a company?**

Originally, the company was named “Pollection,” a multimedia polling widget that would serve as a market research tool for companies. In order to acquire more users, Alex and Shayan came up with an idea to acquire more responses by building technology for Facebook users to play lighter games while being asked market-research-oriented questions. “Are you Sexy” – a simple bracket-like elimination game – surged in popularity, leading Alex and Shayan to the conclusion that there was a demand for a new kind of dating company. The company pivoted in 2007 to become Zoosk.

#### **How/why did Alex and Shayan decide on the name Zoosk?**

Zoosk contains two “Os,” which Alex and Shayan felt was synonymous with good luck in Silicon Valley (Google, Facebook, Yahoo). They also wanted a name that contained a Z because they consider it a “sexy letter.”

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