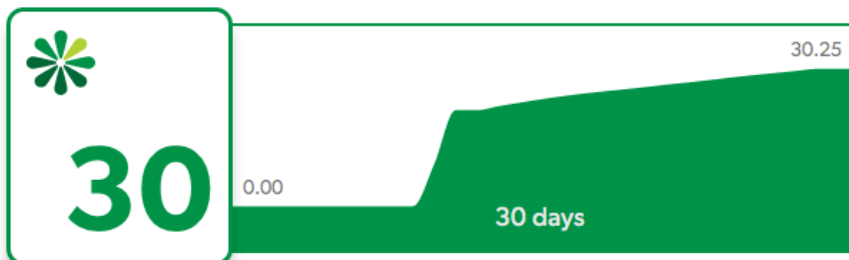




mojoLive delivers a better way for Gen Y professionals to experience their careers.

mojoLive evolves career management to make it more meaningful, interactive, and effective for everyone—professionals and employers.

*mojoLive is simple. Fun. Addictive!*



A key component of the application is the mojoRank algorithm which introduces the concept of a numerical representation of a professional's market value or mojo. The mojoRank algorithm measures

dozens of career facets, including things that are not usually evaluated by employers, such as professional groups or conference attendance. The application provides professionals with real-time suggestions making them better informed about decisions which impact their career.

The company was founded by Dave Jefferson, a serial entrepreneur who previously built one of Maryland's fastest-growing IT firms which was successfully sold for \$90 million. After building a successful IT staffing and services company, Dave realized there was a serious and growing problem in today's labor market. In a knowledge age where people are the most critical asset for American businesses, there are a dearth of products that allow professionals to get control of their career, and companies to attract, retain and reward their workforce. In fulfilling its mission of 'helping people realize their ambition,' the company is driven by the guiding principle that people matter most. **Period.**

