

Executive Summary

The 'Greek Life NetworkSM': Affinity Marketing in the 21st Century



Pseudo-NYMSM's 'Greek Life Network' offers sororities and fraternities - and vendors that offer services to their members - a way to easily identify members of participating organizations when they are on the Internet. The 'Greek Life NetworkSM' brings affinity marketing for fraternities and sororities into the 21st century by allowing their members a simple, secure and anonymous way to show their membership. After identifying a visitor to their Website as a member of a fraternity or sorority, third party vendors can offer specialized services based on that membership.

Partnering with sororities and fraternities, Pseudo-NYMSM offers members of each sponsoring organization a virtual 'Internet Affinity CardSM' or IACSM. An IACSM is branded with the name of the sponsoring organization and may include information about the member's local chapter. And rather than the member's real name, it includes a pseudonym. By including a pseudonym, our service maintains the privacy of the member as they wander the Internet, but also shows they are a member of a sponsoring fraternity or sorority. All this is done using existing, standard technologies already available on desktops, tablets and mobile phones.

The 'Greek Life NetworkSM' allows sponsoring organizations to offer their members new and expanded services across the Internet. With an IACSM, a cardholder is easily identified as a member of a sponsoring organization - anonymously - across the entire network of participating sites. Accepting IACSMs allows 3rd party vendors to easily implement affinity marketing for members of participating sororities and fraternities.

Specifically, Internet Affinity CardsSM have the following benefits:

- IACSMs are branded by sponsoring organizations and include a pseudo identity.
- An IACSM allows the cardholder to visit any site in the network and be recognized as a member of a particular organization, anonymously.
- Because the IACSM includes a globally unique identifier, it allows cardholders to be recognized as new or repeat visitors to a Website, without the use of cookies.
- IACSMs are an opt-in technology: cardholders have to explicitly offer their IACSM.
- IACSMs can also replace passwords and support a seamless logon.
- IACSMs are hard to share, so they truly identify a unique visitor.
- The underlying technology is already available on Internet ready devices, is easy to use and allows seamless, opt-in access to all sites participating in the network.

Pseudo-NYMSM is looking for sororities and fraternities to join the 'Greek Life NetworkSM' and offer Internet Affinity CardsSM to their members. Pseudo-NYMSM will provide each organization a branded site and URL for subscribers to register. Pseudo-NYMSM will also work with 3rd party vendors that wish to recognize members of sororities and fraternities to accept IACSMs at their Website. The underlying technology is already available in Web servers and is simple to implement and maintain.

Registering for an IACSM will be part of the sororities' and fraternities' annual membership drive, where the member renews their annual subscription and also receives an IACSM. An incremental fee for the IACSM is added to the annual subscription fee. Third party vendors are charged an annual fee to participate in the network.