

About Jodi365.com

Jodi365.com™ is a quality matchmaking site that helps people find a match *for all seasons of life*™. We especially cater to educated, independent individuals who are serious about finding a match.

Our FirmEngine™ (Family and Individual Rapport Matching Engine) helps to ensure a match not only in physical attributes, socio-cultural backgrounds, values, and ideals, but also in interests, aspirations, lifestyles, and personality traits. Think of us as an innovative combination of tradition and modernity.

Jodi365.com is brought to you by FreeElective LLC, a privately-held company based in Chicago. An Indian subsidiary, FreeElective Network Pvt. Ltd., supports web development and operations out of Chennai.

FreeElective™ is well-funded and backed by a seasoned group of entrepreneurs and advisors. The management team, led by founder and CEO, S Anil Kumar, has a strong background in technology, marketing, operations, finance, and entrepreneurship.

We are not the typical matrimonial site. We are not a frivolous dating site, either.
We are different, in that **we believe:**



Quality matters.

No riff-raff here. No database bloat, either. We raise the bar, so you only see profiles of people who are serious about finding a match.



People marry when they are ready.™

People at different lifestages have different time frames for marriage, even if they are on a matrimonial site. We match people according to their lifestages and desired time frames. No more ambiguity.



Effective matchmaking is more than exchanging bio datas.™

We are not classified ads gone online. We provide innovative tools to help people explore and ensure both personal and family compatibility. Tradition meets technology here.



Private information should stay private.

We don't indiscriminately expose your personal information. Only people who match your partner preferences get to view your profile. You also get to control what information is revealed, to whom, and when.



You can tell a lot about a person by the company they keep.

We enable that. By letting users create their social graphs and involve select others in the search process, we make it possible to verify a prospect's bona fides.



People are not noodles.™

Noodles may be cooked in two minutes, and so may a profile at some other sites. Not here. Our thoughtful, in-depth profiles show that a prospect is earnest, and help you truly get to know someone.



People are not items on a shopping catalog, either.™

No meaningless bulk mail to prospects. It takes time and conscious effort to find a compatible partner. We facilitate that through secure, meaningful interactions.



Finding a match is just the beginning.™

We are not just a matchmaking site; we help you nurture and celebrate your relationships – for all seasons of life!

FreeElective™ www.FreeElective.com

Jodi365.com: The start of something meaningful

S Anil Kumar



An early seed for the creation of Jodi365.com was probably planted at an Iowa City bookstore in the mid-1990s, when I chanced upon a little book.

The book, H. Jackson Brown, Jr.'s "Life's Little Pocket Book: On Marriage and Family" made a lasting impact on me, to the extent that I came to enjoy occasionally gifting a copy to marriageable or to-be-married cousins and friends. (The book begins with, "Choose your life's mate carefully. From this one decision will come ninety percent of all your happiness or misery," and ends with, "Be your mate's best friend.")

If the book's message resonated with me, it was because I had long been grateful for having a loving, supportive family and wished the same for people I cared about. One could say that I also hoped to re-create a similar family environment for myself in time. Little did I imagine, though, that I would someday want to do more to help people find their life partner.

Reflections on relationships

In the years that followed, as I went about my professional career, it bothered me to receive the occasional report of a friend, relative, or acquaintance's marriage falling apart. Compared to a generation ago, a lot more Indian marriages seemed to be resulting in divorce. It didn't seem to be a simple case of ill-arranged marriages, or of love having gone out of "love marriages." There was surely more to it, and it intrigued me because this period coincided with my own challenges in finding a compatible partner and subsequent personal growth.

I came to recognize a vast transformation in Indian society over the last generation. Young men and women today have greater say in whom and when they marry. Yet, they must also contend with changing gender roles and expectations. They may continue to be comfortable with arranged marriages, and go into one with the best of intentions. However, it takes more than that to make a marriage work. It doesn't help that families today are increasingly nuclear, due to which the support system for married couples is generally weaker.

If stable relationships had become harder to build and sustain for men and women of my generation, I wondered, did it have to be that way?

Changing times call for innovative solutions

By early 2009, I was back in graduate school in Chicago. I hadn't planned on being an Internet entrepreneur, but while researching the social-networking industry, the idea of a next-generation matchmaking site came to me.

There were already numerous matrimonial and dating sites online. "Who needs another one?" and "How would yours be different?" were typically the first questions I would encounter. Still, I thought: What if a matchmaking site went beyond merely posting *bio datas* or personals? What if a site were to give young singles a better idea of who they are as individuals and what kind of person they would be truly compatible with? What if a site were to help people develop the relationship skills necessary to make a marriage work? Out of these thoughts – and a passion for entrepreneurship – FreeElective was born.

I launched the company not just to improve how people find and connect with each other, but also to help them nurture and celebrate their relationships for years to come.

Jodi365.com is currently in beta and aims to become the preferred matchmaking site of educated, quality singles who are serious about finding a match. What drives us is for the site to be seen as useful, classy, and trustworthy by its users, and we strive to go about fulfilling our mission with integrity.

Anil Kumar is the founder and CEO of FreeElective LLC, the parent company of Jodi365.com. He tweets @aktxt.

How it works



1 SIGN UP

Get started

Unlike most other sites, we don't indiscriminately let people post profiles or even view others' profiles. We are a niche matchmaking site for educated, quality singles who are serious about finding a match.

If you are single and just as selective, you are at the right place. Better yet, it's free to sign up. Once your e-mail address has been authenticated, you may proceed to create a custom profile.

2 CREATE A PROFILE

Well begun is truly half done

Our carefully devised profile sections blend tradition with modernity and help in assessing both individual and family compatibility. A profile may be created, for free, by a prospect or a trusted relative or friend.

Core portions, including a personality inventory, naturally need to be completed by the prospect. This also serves to assure others that the prospect is involved in the search and committed to finding a partner.



3 REVIEW MATCHES

Focus on recommended matches

Once you have created a comprehensive profile and indicated your partner preferences, our FirmEngine™ matching algorithm does the work for you. We provide a select set of match recommendations every week.

Review matches for free, without compromising personal or contact information. To initiate contact and to explore compatibility with any of your matches, subscribe to a membership plan or pay as you go.

4 EXPLORE COMPATIBILITY

For all seasons of life

Explore compatibility with a recommended match using SecureStages™. This structured process takes you through four stages of secure, meaningful interactions: Break the Ice, Learn More, Get Talking, and Plan Meeting.

Exchange more information, such as a personality or horoscope report, along the way. Take your time, or choose Quick Contact to expedite the process. Either way, we help to ensure that you find a match right for you!



Features and benefits



Compatibility in time frames for marriage™

Find someone at the same lifestage, whether you're looking to marry in the near term or want to get to know a potential life partner as friends first.



No frivolous browsing, no instant gratification™

Your profile information and photos are visible only to those who match your partner preferences, not to those just looking to browse or kill time.



A service that works to earn your trust

We do not share your information without your consent. This includes not exposing your phone numbers to other users. You own your data. We respect that.



Separating the wheat from the chaff

Our profile creation process is consciously comprehensive. It not only facilitates improved matching, but also deters those looking for casual relationships.



Going beyond bio datas and classified ads™

We help to bring out the person behind a profile, through sections such as interests, expressions, aspirations, social graphs, testimonials, and live updates.



Pertinent and private partner preferences™

Our unique PreferenceGraph™ helps to bring out what you truly want in a partner. Better yet, your preferences stay private, so no one can game them.



Review quality matches, don't search endlessly™

No wading laboriously through unsuitable or even inactive profiles. We help you focus your time and energy on evaluating select, recommended matches.



Involve trusted others in your search™

Value someone's opinion? We let you involve trusted others in the review process, whether it is a parent, sibling, relative, or friend.



Know who you are getting to know™

Our innovative authentication system enables you to verify a prospect's bona fides using the help of your extended network of family and friends.



Unmatched control over your profile information™

Control what you reveal, to whom, and when. Share at your own pace, depending on your comfort level, as you get to know a potential partner.



Family and Individual Rapport Matching™

Our FirmEngine™ helps to ensure a match in physical attributes, socio-cultural backgrounds, family values, ideals, interests, lifestyles, and personality traits.



Matchmaking and beyond™

We don't just find you a match. We help you set the foundation for a successful, lasting relationship and to nurture and celebrate it for years to come.

Management team



S. Anil Kumar

Anil Kumar has over 15 years of varied experience as an inventor, code developer, researcher, consultant, activist, entrepreneur, and angel investor. He founded FreeElective with the aim of improving how people connect online, and serves as CEO and chief product manager.

Anil was previously the lead associate at Hyde Park Angels, an angel network affiliated with the Chicago Booth School of Business. Prior to HPA, he spent seven years at a Seattle-based boutique consulting firm, providing specialized engineering and consulting services to clients in the marine industry. His operational experience includes restructuring and leading a non-profit organization, and he has been repeatedly recognized for his leadership and organizational abilities.

Anil holds a PhD in computational hydrodynamics from the University of Michigan, an MBA in entrepreneurship and strategic management from Chicago Booth, and an MS in mechanical engineering from the University of Iowa. He is also a graduate of the Indian Institute of Technology, Madras.

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Sindhu Shanmugam

Sindhu Shanmugam is the chief marketing officer and executive vice president of strategy at FreeElective. She is responsible for aligning marketing with the business objectives and manages the company's strategic alliances and partnerships.

Prior to FreeElective, she co-founded a successful user experience design and brand management consulting firm and helped transform the way brands, products and services are strategized, designed, and marketed. She previously served as portfolio head at the Institute of Finance, Banking and Insurance (IFBI, India), where she was responsible for driving domestic marketing strategies, product and pricing programs, communications and channel plans. Prior to IFBI, she served as deputy director at NIIT, China, where she was instrumental in developing the company's latest program offering and planned the brand's launch and growth strategies. She has also served on multiple boards of socially-inclined organizations and NGOs and currently serves on the boards of the Marni Foundation (The Netherlands), Studio Aum Volunteers (India), and Ascent (India).

Sindhu holds a Master's degree in Strategic Marketing and Change Management from the Indian School of Business and a bachelor's degree in Electrical and Electronics Engineering from Mepco Schlenk College.



Kishore Nair

Kishore Nair has over 15 years of experience as a software engineer, technology consultant, and entrepreneur. As a senior technical lead, he helped design high-profile web applications used by millions of users, including Yahoo! Personals and EarthLink WebMail. Prior to EarthLink, he spent several years in technology consulting, developing expertise in building business applications using diverse technologies.

Kishore has an MS in computer science from Cleveland State University and is getting his MBA from Northwestern's Kellogg School of Management.

Advisory board



Natarajan Balasubramanian

Natarajan Balasubramanian is on the faculty of the Whitman School of Management at Syracuse University. His research interests are primarily in strategic management, specifically in issues relating to competition and innovation in business. His prior experience includes several years in consulting at Andersen and Infosys. He earned a PhD in management and an MA in economics from UCLA, an MBA from the Indian Institute of Management, Bangalore, and a bachelor's degree from the Indian Institute of Technology, Madras.



Bharat Kapoor

Bharat Kapoor is a management consultant advising businesses on technology and strategy. He was previously strategy manager of open-source technologies and software operations manager within Motorola's Mobile Devices division. He also serves as an advisor to the Gnome Foundation and on the Consumer Electronics Linux Forum's architecture board. His prior experience includes e-commerce software development. Bharat has a bachelor's degree in electrical and electronics engineering from the National Institute of Technology, Karnataka, a Master's in computer engineering from the University of Central Florida, and an MBA in strategy and organizational behavior from the Chicago Booth School of Business.



Doug Monieson

Doug Monieson has been involved in the financial trading community for more than twenty years. Since 1994, he has been an active member of the Chicago Mercantile Exchange. He is a founding member of the NASDAQ100 futures pit, and served as the Vice Chairman of the Pit Committee from the pits inception until 2001. He is also an active member of Chicago's angel investment community. He serves on the board of directors of Hyde Park Angels and also co-chairs its investment screening committee. Doug has made regular appearances as a financial commentator on Bloomberg TV and has made guest appearances on CNBC, CNNFN, and Canada's Report on Business TV. He graduated from the University of Michigan with a BA in economics and earned an MBA in finance from the Chicago Booth School of Business.



Jon Morris

Jon Morris is the founder and CEO of Rise Interactive and has 15 years of digital-marketing experience. Prior to the inception of Rise, he managed the internet marketing department for Ketchum Directory Advertising, an Omnicom Company. He had previously founded and run Net Traffic, which was recognized by ChannelSeven.com, an industry watch group, as one of the top interactive agencies in the U.S. in 2000. He completed his MBA with high honors from the Chicago Booth School of Business and was the recipient of the Outstanding Academic Award for graduating first in his class.



Srinivasan "Vishy" Viswanathan

Vishy Viswanathan has had a distinguished thirty-year career in IT consulting and offshore software development. He is the former managing director of resource and location strategy for JPMorganChase and the former CEO of COSL, Citibank's offshore delivery arm. Having lived and worked in the USA, India, U.K, New Zealand, The Netherlands, Jamaica, and Barbados and traveled to over 60 countries, he also has a finger on the pulse of the Indian diaspora. Vishy holds an MBA from the Indian Institute of Management, Ahmedabad and a bachelor's degree in electrical engineering from the Indian Institute of Technology, Madras.