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EXCLUSIVE: Mobile social network on a VC shoestring: Trilibis CEO interview



By [Donna Bogatin](#) for [Digital Markets](#) | February 13, 2007 -- 13:26 GMT (05:26 PST) | Topic: [Mobility](#)



Trilibis Mobile is on a SmartPath, and a financially efficient one.

Valentine's Day eve is a busy time for Trilibis—its Webdate Mobile go-anywhere, flirt-anytime mobile dating service is in high demand --, but Alex Panelli, CEO, made time to share with me today how Trilibis Mobile aims to "revolutionize mobile application technology."

Founded in 2002 by a team of wireless communications industry veterans, Trilibis Mobile is pursuing the "untapped opportunities of taking both online communities and brick and mortar businesses into the mobile market."

While the goal is lofty, the wireless data methods are pragmatic.

Its initial service launched in 2003, Peepsnation, the first mobile social networking and community application of its kind, Panelli told me. Initially available on just three phone models, it was downloaded by over 25,000 users in its first 30 days after launch.

Panelli described to me the next generation mobile social networking application Trilibis plans to unveil next month, Peepsnation 2.0:

- Rating and ranking other users
- Dual opt-in networking
- Messaging, gifting and tagging
- Keyword association and search
- Ranking and recognition framework to promote usage
- Entertaining way to meet new people
- Fun, easy and addictive

Last month, Trilibis launched yolo.mobi, the first mobile social phonebook application, Panelli indicated to me. Yolo.mobi is billed as "a mobile social phonebook service that encourages spontaneous interactions among friends, especially when they are out and about."

Launched on Virgin Mobile deck, yolo.mobi utilizes WAP, Java and BREW and is available for free or as an ad-supported or premium, monthly subscription service:

- Create/ manage profile
- Upload pictures
- Update friends on what you are doing and where you're at
- See what your friends are doing
- Create away messages
- Create and manage private events
- Send invites and track RSVPs
- Search for public events
- Call and text from within the app
- Local search

Peepsnation and yoli.mobi mobile social networking and community services are one part of a dual Trilibis Mobile business model. In addition to its proprietary mobile community applications services, Trilibis commercializes mobile publishing technology, Panelli told me.

Trilibis financial efficiency is another core advantage. Founded in 2002 with just \$100K in seed financing, Trilibis secured a \$1M Series A angel round in 2005 and is in the process of closing a \$1.5M Series A follow-on round.

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