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## ***Social Networks via Meeting of the Minds***

**Mindkin** uses principles of gaming to break away from the stereotypes in social-networking and makes social-networking accessible to the masses. The problem with providing users with a lot of details about one another is that they form their impressions based on stereotypes. **Mindkin** on the other hand, displays posts from our users anonymously for others to "like" and gain a piece of the author's profile. The gaming aspect of **Mindkin** helps users overcome their shyness and avoids the boredom from perusing endless listings while its simplicity appeals to users of all ages and interest levels in games. Its wide usability allows it to be used in communities, both online and offline, both professional and casual. It can be used as a standalone website, a plug-in to existing social-networking websites or as a mobile application. With a beta prototype already implemented and used for the CMU's Freshmen Orientation with more than 1800 students (results will be presented), the **Mindkin** team is ready for some business guidance to begin pursuing these markets.

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