

# Linking the World with the Lio App

SANTA MONICA, CALIFORNIA, UNITED STATES, October 8, 2014

/EINPresswire.com/ -- Andy Dubin has been a mover and shaker in the business world from the tender age of seven, going door to door as an energetic, pint-sized entrepreneur, selling candy and stink bombs, then upping his game as a tutor of Spanish and math in high school. His 25 years of experience in various

commercial enterprises have taken him from restaurant and bar management to mortgages to digital media advertising, and for the last 16 months, with the Lio App, to overseeing the development of a mobile technology startup.



But it's hard work. Dubin has traveled to Mexico, Central and South America, and Spain, and he's eager for others to make friends with help from mobile technology. Lio is a company that offers a free product to help people meet new people, so that today's 80,000 installs will one day turn into 80 million people using it for their own enjoyment and for connecting with others. That's an admirable achievement, but what it means in dollars is that a free product doesn't generate the revenue needed to pay bills. The [Indiegogo crowdfunding campaign](#) is going to help strengthen this small business with a goal of \$10,000 in cash resources so that it can pay those bills while continuing the work Lio has set out to do. The crowdfunding donations will also be used for technical maintenance by fixing the bugs, servers, and developers. The rest will be used to build a marketing plan because Lio faces competitors who have more resources upon which to draw. What Lio needs is to reach a "tipping point" so that the app can go viral. Once Lio can count on 50,000 daily active users, it will be possible to raise funds from venture capital firms.

Dubin's business acumen comes from practical, real-life experience. He understands the merit of hard work. "Nothing's been given to me," Dubin tells his Indiegogo audience. But he appreciates what he has attained, and perceives that being born where he was, in a geographically desirable area, has given him the chance to do something worthwhile with his life.

Dubin concedes that it hasn't been easy. He's faced hard times in his personal life; he's dealt with betrayal and personal loss. Such reversals have made him compassionate enough to have empathy for others, but also tough enough to get back on his feet. He's confident of Lio's ability to help people create new relationships. "People consistently come to me for help in business and in life," Dubin says. "I am the guy who can execute and make Lio a huge success." He had a Facebook advertising company that garnered \$1.5 million in gross revenues in its first 13 months, only to face losses when his partner absconded with \$17,000 of the company's money. Lio has also faced its share of tough times. The company that was chosen as host ending up costing Lio more than \$15,000 in financial losses. Technical challenges remain, even after 2,000 hours of development, which have required Lio to revamp its approach.

Those are challenges, but not insurmountable obstacles, thanks to Dubin's track record of success in business and in life. He has a network of global contacts in locations everywhere on the map. Dubin

possesses the skill sets to advertise Lio App in the digital media so that app ambassadors can generate interest in the business and create a loyal following. Some of his plans include buying Facebook mobile app installs, hiring a social media agency, and hosting and sponsoring events, with a multi-faceted user acquisition strategy and the ability to execute it. Future possibilities include radio or live television. Dubin is energized by the vision of [helping people with the Lio App](#), and the challenges have not quelled his vigorous spirit. "I enjoy the ride," Dubin explains. "If I didn't, I'd be doing something completely different, like living in a hut in Asia, volunteering or coaching soccer."

#### About Lio App

Los Angeles native Andy Dubin has launched Lio app ([www.lioapp.me](http://www.lioapp.me)) to create a global network that connects the world's Latin communities. With 80,000 installs, Dubin has developed a product that helps people meet new people; in his view of the world, connecting brings people together in relationships that strengthen them. Dubin, who describes himself as equal parts hustler and entrepreneur, wants to earn a lot of money. He also wants to help people, not only his family and friends, but also random strangers all over the world who need help.

Andy Dubin  
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