

INTERSECTIONS  
MATCH

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*by Jasbina*



***"KLIV-1590 Interview"***

Transcript from May 13, 2008

**George**

**(00:05.8):** Jasbina Ahluwalia is a professional matchmaker. She finds Silicon Valley the perfect place for such a service.

**Jasbina**

**(00:12.2):** Our clients come from throughout the Bay Area and are interested in meeting people throughout the Bay Area.

**George**

**(00:16.7):** The matchmaker deals with clients of all ages and ethnicities. Despite these diverse backgrounds, many of her customers share things in common.

**Jasbina**

**(00:25.0):** They are people who may have put their personal lives aside for a period of time whether it be to do extra schooling or make some inroads in their profession before looking for a partner.

**George**

**(00:34.8):** The name of the service is Intersections Matchmaking, but unlike computer dating or other matchmaking services, Intersections uses a different business model.

**Jasbina**

**(00:43.9):** We have independent contractors who we send out as scouts. Scouts go throughout the Bay Area to events looking for matches for our clients. This isn't a dating service. It's more similar to an executive search model.

**George**

**(00:56.9):** In this time of economic slow-down, are people spending discretionary dollars to meet that special someone? Ahluwalia says business is good.

**Jasbina**

**(01:06.3):** While a difficult economy on the surface may appear to dampen the demand for discretionary services such as ours, to the contrary, we're finding that, in a difficult economy oftentimes that has the effect of encouraging people to look inward.

**George**

**(01:20.5):** Although Intersections concentrates primarily on the Bay Area, they have found one subset of clients who benefit from casting the nets a lot further.

**Jasbina**

**(01:29.5):** With your Indian clientele, we found that Indian clientele who want to meet other Indians exclusively are very open to meeting people nationwide. We have expanded nationwide with respect to that population.

**George**

**(01:43.0):** We always like to end the interview by asking the local business owner about thoughts on the economy's direction. Here's what the matchmaker had to say.

**Jasbina**

**(01:51.1):** In some ways, I feel like we're sort of in a bubble being here in Silicon Valley. I'm not sure I've seen any evidence that we've hit a bottom nationwide. For these reasons, I am not seeing the economy picking up in the near term.

**George**

**(02:03.7):** That's Jasbina Ahluwalia, owner of Intersections Matchmaking Service, which is based in Palo Alto. George Sampson, 1590, KLIV.



**Jasbina Ahluwalia** is an attorney turned entrepreneur, happily married, second-generation, Indian-American Relationship Expert, Matchmaker and Radio Show Host.

Jasbina founded Intersections Match, the only Selective Search Firm that provides Elite Matchmaking For Indian Singles in North America & the U.K.

**Oprah finalist:** Jasbina was one of the finalists in OPRAHS search for a new TV Host.

**Worldwide Press:** She has received worldwide press including in Business Week, Chicago Tribune, Entrepreneur Magazine, Inc., San Jose Mercury News, TV & Radio.

**Relationship Columns:** Jasbina serves as a Relationship Expert in publications and online forums throughout North America, including YourTango, Lavalife.com, India Currents (CA), Bibi Magazine (NYC), India West (CA), Desi Club (U.S.), Lights Camera Action (TX), Desi Express (Atlanta) & Oye! Times (Canada).

**Relationship Q&As:** Jasbina has anchored relationship Q&As for organizations, including Cornell India Association, NetIP, Indus Women Leaders, AAPI, India Community Center (Silicon Valley) & Indo-American Arts Council.

**Panels:** She has also moderated/participated on panels at Harvard Business School, Wharton, Northwestern & Columbia.

**Education:** Jasbina previously practiced law in San Francisco and Chicago. She earned her B.A/M.A. in Philosophy from Vanderbilt University, and JD from the University of Michigan Law School.

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