Ani Antonyan, Michael Benedetto,

Nik Polychroniou, George Bolis

BAEP 465

Professor Borquez

December 2023

One: Dating App – Final Project

Executive Summary

The One App is an intentional mobile app-dating service. It is an app that offers users a unique opportunity to connect with their other half from the comfort of their couch. Our founder, Nikolaos Polychroniou, noticed that modern dating apps transformed the way society approaches dating, often resulting in short-lived romances, shallow interactions, and a lack of genuine connection. Significant changes in the dating scene have left those who seek meaningful relationships struggling with the challenge of bridging the divide between modern-day dating and cultivating a genuine, deep connection.

> *"Growing up in a society of technology, dating became a less intimate experience. I was seeking a way to use the newer parts of technology to still hold on to the old-fashioned ways of dating to make online dating possible." - Nikolaos Polychroniou*

Using our personal experiences with dating and the prevailing, shallow dating culture that society faces, the One Team demands effort, dedication, and authenticity in the pursuit of a genuine connection. We look to remind people of the traditional dating experience and change the modern dating scene, one conversation at a time. The process of creating an account is complex, requiring the user to answer multiple questions on a survey but also describe their characters, values, and what they are looking for in their partner. The main purpose of the app is to keep customers engaged and dedicated to finding the perfect match. We as developers are willing to achieve that by combining a set of unique features that no other application on the dating market has to offer (see: Product Plan). Through its complex understanding of individual user characteristics, Artificial Intelligence enables the One App to bring fresh air to the online dating world. All other applications, directly or indirectly, promote hookup culture while lacking in supporting users in creating meaningful relationships that will last a lifetime.

High-Level Overview

One's ability to pair individuals with one another exceeds that of its competitors, such as Tinder, Hinge, Raya, and more. Our product addresses the lack of real partners that people find on these apps. Our target market consists of middle-aged adults in their mid-20s to late 30s who are looking for a long-term relationship. With One, we hope to connect people with the perfect partner, unlike competitors whose platforms typically leave users with casual dates and hookups. Using an extensive profile-building process, paired with artificial intelligence, One will be able to paint a perfect picture of its users and what they are seeking to provide them with 'matches' that actually work for them. This AI technology will match users with common values, interests, connections, and most importantly, common relationship goals moving forward. Our technology will constantly adjust based on user processes, usage habits, and feedback forms from unsuccessful pairings. The process of using One is as follows: sign up, answer an extensive questionnaire about yourself and what you desire in a partner, and then find matches whom you can text and video chat with. Along with our extensive questionnaire and personalized onboarding processes, our app's main differentiator from its competitors is our phone and video-chat-centered matchmaking process. We plan to defeat the idea of a curated dating profile that promotes superficiality. One is designed to encourage users to have real conversations by limiting the amount of time and text messages you can exchange amongst each other before setting up the mandatory calls. These matches are time-sensitive and will disappear if users do not dedicate themselves to the required calls. With this, we hope to make users find real connections, promote personality-based matching, and not leave their matches hanging. We will also help users save time in the dating process to know if this is a connection worth fostering, demoting wasted time exchanging "wyds" and cheesy pickup lines. The goal is to have users prepare for their in-person meeting having spoken face-to-face before. Because we act as the cupid-like intermediary between two parties, our goal is for users to leave the One app with a success story. We want to introduce One now because the dating app industry is in dire need of a genuine platform, along with the rapid global growth of the industry. Being able to take advantage of the rapid industry growth and continuously advancing technology allows us to deliver a phenomenal experience for users and investors.

Overview and Industry Analysis

The dating app industry, on a global scale, currently contains over 366 million users (Statista). Every day, more and more people depend on their mobile devices and technology to make their lives more convenient. This means that people are shifting from initially meeting potential love interests in person to meeting them online. Given that, we certainly have a large market to target. In the United States alone, it is reported that about 30% of the population has ever used a dating app – making that about 100

million people. Even more relevant is that 9% of people have reported using dating apps in the past year alone, meaning that about 30 million people in the United States have found themselves swiping on a dating app in the past 12 months (Grand View Research). Something we thought would be very crucial to our study of our market was finding how many people went on dating apps with the intent of finding love, not some other motive. We found data studies revealing that 42% of men were seeking long-term relationships on dating apps compared to 48% of women (CNBC). Similarly, it has been found that 90% of men and 87% of women expressed dissatisfaction with what they have experienced or seen on dating apps according to CNBC. With this knowledge, we see that there is a large share of this market that would potentially be interested in using One, as its main mission is to provide people with true relationships and not just casual dating and hookups. As for the global total addressable market for One and other dating apps, sources say that in 2022 it was
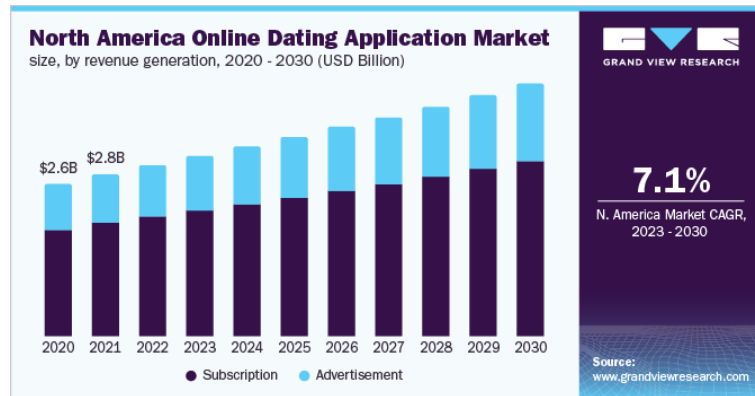
$9.65 billion with a 6.7% CAGR over the next 8 years (GrandView Research). In the United States, this number is even higher at an estimated 7.1% CAGR over the next 7 years (see above). This growth not only means that the industry is still thriving, but it also insinuates that there may be room to break into the market. During the market research process, it was also discovered that 35% of dating app users admitted to having paid for the app or service provided. From this, we can assume there is certainly a large portion of dating app users willing to pay for our service, as it will be very competitive in terms of performance compared to competitors. We also believe our pricing is very reasonable, with there being an initiation fee of $20 for the first three months, and then a monthly price after that threshold (in order to encourage people to engage with the app often and find their partners). Compared to the market average for dating apps, this is certainly a reasonable price to pay to find forever love. With this information, we are confident that One is a product that lives in a stable industry and believes it has serious potential.

In terms of competitors in the mobile dating app industry, key players include Match Group LLC (Tinder, Hinge, Match.com, and other global dating companies), Bumble, eHarmony, Coffee Meets Bagel, and Raya. Each competitor has its own competitive advantage or spin on the online dating market – Tinder pairs potential hookups with their 'swipe-based' platform, Bumble is similar to Tinder, but with the twist of requiring women to be the initiators, and Coffee Meets Bagel aims to end immature online dating interactions. With many of the key players' interfaces, users are becoming dissatisfied with

"mindless" swiping features, superficial interactions, and the normalized hook-up culture. These apps have features that deter users from starting genuine conversations with their matches in old-fashioned ways, oftentimes ending with time wasted or lengthy processes of waiting to see if you will have chemistry in person. These apps are overlooking the potential to connect people even further, building off the dedication and desire that can come with enforcing restrictions and time-sensitive matches. We see an untapped potential to foster genuine connections with people on mobile dating apps with our unique features. We are differentiating ourselves with the opportunity to speak face-to-face with your match as soon as you guys are paired.

While these competitors could implement questionnaires to enhance user profiles, their current focus on rapid, often superficial interactions differs significantly from the One app's philosophy. Comparing the onboarding process of competitors in the industry, one can notice the minimal effort put into creating their profiles – due to the fast-paced nature of gamified dating apps and the abundance of options. Tinder's onboarding process is designed to be quick and easy – allowing users to start swiping immediately. The app works on the premise of matches based on physical attraction, considering its short onboarding process of adding photos, short bios, a list of interests, and a few basic preferences. Earlier this year, Tinder released its $500-per-month membership, Tinder Select. The top 1% of users were invited to join the premium-tier subscription on Tinder, offering them more effective and efficient ways to find connections. Other features include precise filters for matching based on preferences, quicker and more accurate matching algorithms, and improved conversation tools. Hinge's onboarding process is more personalized – requiring users to answer a set of written prompts, describe their "virtues, vitals, and vices," such as drinking habits and dating preferences, and allows users to add polls, videos, and voice recordings to their profiles. In an interview with Gizmodo, Hinge shared that despite popular belief, they do not withhold the most compatible matches from users behind their paid digital rose gifting feature. Raya, along with its monthly fee, requires users to go through a lengthy and selective application process, promoting superficiality and social status. Dating platforms designed for finding serious relationships, such as Coffee Meets Bagel and eHarmony, have a more extensive match-making process. eHarmony requires users to take a compatibility quiz and a personality profile to offer users advice on their dating preferences. These competitors encourage users to take their time in responding to profile prompts as if they are answering these questions face-to-face. The eHarmony signup process is estimated to take about 20-40 minutes.

One's transparent approach to comprehensive profiling and in-depth matchmaking sets it apart. The questionnaire process not only gathers basic demographic information but also dives into values, life goals, and personality traits. This depth of understanding helps create matches that go beyond surface-level compatibility, addressing the need for meaningful, long-lasting relationships. By integrating

advanced AI and a proprietary large language model, along with its emphasis on immediate video chats and phone calls, One is positioned to offer a unique, tailored experience, that competitors would find challenging to replicate quickly or efficiently, given their existing structures and market positioning. The proposed technology goes beyond the typical swipe-and-match mechanics, offering an innovative and intuitive way to connect people based on deep-rooted compatibility and personalization metrics. The AI system is designed to learn continuously from user interactions, feedback, and success rates, enabling it to refine and improve its matchmaking capabilities over time. This adaptive, learning aspect of AI ensures that One can offer increasingly accurate matches, a feature that current competitors do not provide. Furthermore, the AI's ability to analyze vast amounts of data and discern subtle patterns offers a level of personalization and understanding that is difficult for others to emulate, especially for those without a strong AI foundation. By integrating AI into the heart of the app's functionality, One not only differentiates itself from competitors but also sets a high barrier for others trying to enter the space with a similar model. This focus on AI-driven matchmaking underscores One's commitment to creating a platform where meaningful relationships can flourish, aligning with the evolving needs and expectations of users seeking genuine connections.

SWOT Analysis

As part of our analysis of the product, we have also constructed a SWOT Analysis to exhibit potential positive and negative factors of our product:

Strengths	*Weaknesses*
● Features of the app keep customers engaged ● Unique in the sense that it bridges our core values of true partnership and AI technologies to perfect matches ● Low barrier of entry for customers ● High barrier of entry for potential competitors looking to implement the same technology	● Implementation of the technology may be costly/challenging ● Demanding of customers time in order to improve likelihood of finding true partners ● Attracting initial users may be difficult, no one will join if there is no one to match with ● High dependence on technological advances ● Limited brand recognition initially
Opportunities	*Threats*
● Relatively low barrier to entry, only a few dating apps really have much market share (Tinder, Bumble, Hinge), room for market entry ● Huge TAM and market growth ● Other brands do not value exclusively long-term relationships like One does ● Strategic partnerships with related parties	● Other established dating apps may be working on AI-based matching ● Other companies have much more capital, resources, and existing users ● Other brands have significantly more brand awareness ● Potential legal and regulatory hurdles, especially related to user data and privacy

Some *strengths* of our product include the features that keep users engaged, such as setting a timer to encourage you to reach out to your match before it disappears. This helps users truly commit to finding love and not just letting every match slip away. One also is unique in its advanced technology that will ensure the best UX by providing the most compatible matches to our users. Finally, there is also a low barrier to entry for our customers, all they need is a computer or a phone, and they can begin finding love. Finally, One sets a high barrier for others trying to enter the space with a similar model by integrating an advanced AI and a proprietary large language model that is extremely difficult to replicate.

Our *weaknesses* include that creating the technology might be complicated, but bringing in a software expert could certainly help with this. Beyond that, we understand that this app will require high engagement and a time commitment from users, but we believe that is necessary to find true love. Another weakness is that it may be hard to attract initial users because no one will want to use a dating app that does not have other people to match with and the brand recognition is not as prevalent in the initial stages.

Some *opportunities* of ours include the low barrier to entry into the dating app industry. There are only a few big dating apps, but more and more are created every day. It is possible to enter this market with some great software development and marketing. Next, there is an enormous TAM that is growing every day, meaning this industry is very healthy and has many users to capture. Another opportunity is that other competitors do not have the focus on finding true partnerships like One does. Along with that, strategic partnerships with related industries (like event management, restaurants, and entertainment sectors) could enhance the user experience and increase the app's visibility.

Finally, our *threats* include other established dating apps such as Tinder, Bumble, Hinge, etc. These apps have a huge presence and it may be hard to compete with them at first since they have such a large share of the market together. Similarly, these apps have a lot more resources than we do, and therefore may be able to quickly introduce an AI-based feature. The last threat comes from the government, as they potentially may introduce new legal and regulatory hurdles, especially related to user data and privacy.

Customer Discovery

Throughout the development of the One Dating App, our team wanted to gauge interest in the specific product and see whether or not the problem we sought to solve was one that people wanted solved. We also would be able to learn more about our ideal market through this information collection process. We conducted eight live interviews to people aged between 25 and 35 with the following questions:

1. Have you ever used a dating app? If yes, what dating apps?
2. What would you say you were searching for on the dating app (one-time thing, casual dating, long-term...)?
3. What were your biggest likes and dislikes while using the app?
4. Did you ever go on a date with someone on the app?
5. How well were the apps you used at finding matches for you?
6. What are the main issues you face when using dating apps?
7. How do you feel about the current dating app culture? What do you think works well and doesn't work well?
8. What are some old-fashioned dating values that you think are missing in modern dating apps?
9. Tell me about a time when you used a dating app to meet someone special. How was the experience of chatting with others?
10. Do you end up speaking to the majority of people you match with?
11. What is your preferred method of communication when getting to know someone?

12. How do you feel about meeting in person with someone you have matched with? Do you prefer in-person conversations, or texting until you feel comfortable enough to meet in person?

These interviews were extremely insightful for the One team. Some quantitative results include that 75% were women, 25% were men, 100% of interviewees were looking for long-term relationships, and 37.5% said they were looking for both casual dating and long-term relationships. Out of our eight interviews, 100% of our interviewees use Hinge, 50% on Tinder, 37.5% on Raya, 75% on Match.com, 25% on CoffeeMeetsBagel, and 37.5% on other apps. We gained lots of valuable quantitative data that will help us as we move forward without the platform. Our best findings and biggest learning points include:

- We interviewed people without in our projected target market age group, adults aged in their late 20s to late 30s. Based on our interviews, the people we interviewed within this age range are **looking for long-term relationships**.
- Certain respondents shared lots of **dissatisfaction with the matches** they received. Problems included matches wanting different things with the dating experience, no chemistry, delayed responses from the other party, and very little substance in the majority of the conversations. One respondent said something very powerful that asserted the importance of a successful matching system; "A 'match' meant we both swiped 'yes' on each other, but once we met or chatted, it didn't amount to anything."
- A few respondents expressed their concerns about **catfishes**. From Facetune, scams, or lying about age, building a sense of trust is important for users. Certain dating apps like Tinder offer verification stamps for your profile, but we feel that the trust we provide with our required video chats can be something important we can touch on for our value proposition.
- One valuable question was asking what **old-fashioned dating** values they think are missing in modern dating apps. Some findings include wanting more effort outside of a brief coffee meeting, valuing in-person conversations over following them on social media to perceive what the other person is like, feels better when it doesn't feel transactional. One respondent said, "The notion of being unique, having your voice, not adhering to social labels, not alienating anyone to old social norms is an old-fashioned dating value I wish were on modern dating apps. These things are difficult to do when you're represented by a curated portfolio and others are left with the choice of swiping left or right on your portfolio." This made us wonder how we can help users increase matches without the pressures of a highly curated profile.
- Certain respondents mentioned that even after meeting in person, interactions felt so ingenuine at times because of how superficial the whole process was. Our findings concluded that people feel a lot more confident texting behind a phone screen, causing a possible **decrease in social skills for avid dating app users.** This reminded us about what we are working towards– building genuine conversations, connections, and relationships. This also made us consider providing unique prompts for users to ask each other for the video-chat segment, in case they get nervous or run out of things to talk about.
- We found that women tended to express concern about not sharing the same dating goals as men they matched with. One respondent mentioned that because you have access to so many different options, users might find it hard to settle. Moving forward, we might look into **limiting the amount of matches** we provide.
- One respondent mentioned that while there are catfishes, there are also people out with profiles and photos that do not do them justice. They mentioned that there are likely many people out

there with great potential for a certain partner, but their **profile might get overlooked** and ignored. This perspective raises an incredible point and something for us to consider vocalizing as we move forward since we promote personality-based matching.

● We learned about the **top competitors** to compare our platform to. We were unfamiliar with a few platforms they used.

Marketing Plan

When discussing the growth of our application, One Dating App, we have analyzed the different methods we will utilize to increase traffic and capture users. In terms of our different uses of organic versus paid traffic, we want to maintain a sense of trust with our users, so we feel the best way to instill that trust and send the right message would be to have organic traffic. Given that, and the fact that we are a startup with little capital, we will mostly focus on organic traffic, but will also use paid traffic when necessary. We plan on utilizing different social media platforms for both methods. As a team, we will create testimonies about the One App's innovative nature and usefulness. TikTok is one of the app's we are most interested in as it is relatively easy to gain virality on a post, and the algorithmic nature of it will allow for us to find our niche for free. After rolling out some posts, we will start reaching more and more users that the algorithm thinks will be interested in One. Many other startups take to this platform to gain an audience, and it has worked. Other apps we will utilize include Facebook, Instagram, and Twitter. Facebook has great potential for our company as it is a place where many of our target users are located. As the One App's goal is for people to find true love, we believe the majority of our users will be in the 25+ range. On Facebook, the largest age group of users is between 25 and 34 (Oberlo). Our strategy on Facebook and similar platforms will range from creating posts that either tell a fabricated scenario of meeting our 'dream partner on the One App' to simply pitching the app to users, perhaps in groups that talk about finding love. In this sense, we are going directly to our target market. When looking at paid traffic, we hope to be able to use search engine optimization to have the One App's website be among the top few results when users search for dating apps.

In order to allow our application to grow, we will implement a few growth hacking techniques. The first technique we would like to utilize ties into our organic traffic plan–getting users to share their stories as testimonials on social media platforms. Allowing real people to share their real stories will draw other users in similar situations into downloading and using One. Furthermore, as previously stated, many user stories on popular social media platforms have the opportunity to go viral. Similarly, another growth hacking technique we can use to enhance the virality aspect of The One App is to set up some sort of referral program. We can offer current users a discount for referring 3 or more friends, and hope that some of those friends continue the chain effect. More on the viral effect, partnering with influencers who have a large following for love and relationship advice would allow us to expose our app to our direct target

audience. Through this, we can hope to infiltrate our target market. Another growth hacking technique we know will be useful is trial and error to figure out important data such as the best apps for advertisement and reaching our audience, the best types of advertising, and more. Being able to test out ads using A/B testing and other forms of trial and error will not only tell us where time, money, and energy is best spent, but also will give our product a chance to be tested on many platforms and be shows to a variety of users/markets that we may not have considered in our original beachhead market.

   Our plan for App Store Optimization is to include in our app's description many keywords that will allow users to navigate more easily to our page when searching for dating apps. Using data.ai, we were able to find relevant keywords through our competitors. The following graph shows popular keywords for the dating app Bumble:

Keyword Analysis includes 4 years of historical data.

From this graph, we can see that the top words that should be included in our app's description are ones like dating, match, meet, relationship, etc. Beyond this, since our app uniquely incorporates artificial intelligence and algorithms to find perfect matches, we can also include buzzwords such as perfect match, AI, AI-matching, true love, and more. This way, we not only show up when users seek out dating apps, but also when users emphasize that perfect connection we are seeking to deliver to our users. A sample app description, as one would see on the app store, could look like the following (written by ChatGPT):

"🌟 Discover True Love with The One Dating App! 🌟
Ready to find your perfect match? Let The One Dating App revolutionize your journey with AI matchmaking! 🚀
🤖 AI Matchmaking: Say goodbye to endless swiping. Let our AI algorithms connect you with your perfect partner.

💖 Find True Love: Build meaningful connections with like-minded individuals seeking genuine relationships.

📊 Compatibility Insights: Explore the science of compatibility with AI-generated insights for exciting, personalized matches.

🌐 Global Community: Join a diverse community of singles worldwide and connect with people who share your vision of love.

📅 Events and Challenges: Engage in fun challenges and virtual events to discover new connections.

🛡️ Privacy and Security: Your data is handled with utmost care. Enjoy a secure platform for your dating journey.

🔍 Why The One Dating App?

      Smart AI Technology: Experience the future of dating with cutting-edge AI.

      Authentic Connections: Connect with individuals genuinely seeking true love.

      User-Friendly Interface: Navigate seamlessly to find your perfect match.

🔥 Download now and let AI guide you to the love you deserve!

🎉 Join our community and discover a new era of dating where technology meets true love. Your perfect partner is just a click away."

The comprehensive plan for acquiring traffic integrates diverse strategies to drive engagement and growth for the app. Leveraging insights from competitor reviews, we aim to address user pain points in our marketing, such as complaints about the "match and silence" trends and bots and fake accounts on Tinder and Hinge. We plan to engage with Reddit, a community-driven platform to interact with specific niches and target audiences. To do this successfully, we will follow Ryan Holiday's advice of understanding the Reddit community culture and etiquette, along with finding the right communities to acquire traffic. As mentioned above, we plan to gain an online presence for ourselves on TikTok and Instagram Reels with the popular trend of interview-style short-form videos with strangers. We plan to allocate a good amount of time and effort to these short-form interviews in order to create visibility, interest, and entertainment. Examples of these short-form videos include interviews with strangers in the park, asking them questions such as:

- "What relationship advice would you give based on your experiences?
- "What makes a good match?
- "What was your greatest heartbreak?"
- "What are some old-fashioned dating values that you think are missing in modern dating culture?"

Other examples include interviewing couples, particularly older couples, and asking them about their stories, how they met, and any advice they'd give to couples. We want these videos to be authentic and transparent, aligning with One's values of intentional and genuine connection. The emerging trend of storytelling, short-form interviews, and lack of genuine connection in modern society will help us

increase awareness and drive traffic. We plan to cultivate organic, indirect marketing with these interviews (refer to our promo video to see an example of this.)

Partnerships with brands and companies that promote meaningful engagements, such as We're Not Really Strangers card games or coffee shops that advertise love and genuine conversations will help us build credibility and attention. Similar to We're Not Really Strangers' marketing tactics of sending SMS messages that make users feel emotional, or leaving vague posters around the world with powerful messages, we feel that we can learn from this brand. Their efforts put into the messages they spread prove to be an effective, cost-efficient method to intrigue the world. The brand positions itself to keep users guessing about the purpose of their messages, which is why we feel we can adopt similar strategies for dating apps. With this, our TikTok and Instagram accounts will feature interviews, empowering messages, partnerships, and testimonials. In addition to parenting with relevant brands, we plan to go where our target users are, offline, to reach them with our marketing techniques. We plan to hang interesting posters and messages near popular coffee shops, lunch spots near a busy office environment, and nearby community grocery stores. In order to target our mid-20s to late 30s demographic, we want to reach out to popular blogs to acquire earned or paid media on popular outlets frequented by our target audience. Popular blogs include Bustle Magazine and Elite Daily. Some influencers we plan on partnering with include those that give relationship advice on TikTok, Facebook, and even YouTube. This is because people who likely need relationship advice or are seeking partners will go to these channels for advice. Furthermore, we can also partner with couples that have a large following and have them talk about what they love about each other, how their relationship is so strong, and more, and advertise how our app matches people that will have that same connection.

Using advice from Jordan Banafsheha, founder of ice pop, a notable advertising agency, we plan to launch a blog on our website. After hearing about his engagement-increasing projects during his time at Tinder, we learned that we need a lot of content on our website. We will acquire traffic with a weekly release of written content for our blog section to build a presence on Google. We will set up keyword tracking in SEO tools, using answerthepublic.com. We learned that using prepositions such as "for" has the highest volume variation, inspiring us to give our blogs names such as "Best Dating Apps for Serious Relationships." We used this website to find different phrases and questions people are asking around key topics such as "online dating", "intentional dating," "serious relationships," "long-term partners," and "dating apps," in order to fill our website and blog posts with these key terms. During his time at Tinder, Jordan also built a "Recommend a Friend" feature as part of a referral program model. As mentioned as one of our growth hacking techniques, we want to implement a referral system in order to reach the friends of our acquired users. Word of mouth, social influence, and FOMO can help us acquire more traffic and offer discount deals for referral partners. Lastly, we plan to expand and add a website model

for our dating platform, similar to Jordan's project of creating Tinder online. Because there are competitors with web-based platforms that target our similar audience of mid 20's to late 30's, such as eHarmony and Coffee Meets Bagel, we want to reach our target users where they are online. In doing this, we are thinking about accessibility and reaching people when they are available. Quoting Anne Halsall on how to get the first 100k active users, "Mobile-first is great. Mobile-only is not."

Achieving product-market fit involves a strategic alignment of our target user needs with product offerings. We must start with the right group of target users and ask what they'd like to see and what fits with their needs. Engaging with potential users through active feedback channels such as blog posts, social media, focus groups, and online discussions allows for direct insights into their preferences for dating apps. By releasing the FAQ and showcasing features and concepts via mock-ups and hypothetical case studies, we can visualize and tailor offerings to daily user scenarios. Embracing a dynamic approach, constantly evolving product iterations based on feedback from our target market ensures a responsive, market-fit product rather than a static offering.

To reach this product-market fit, we must also segment our audience to reach the right group of people, even if the community is small. In terms of demographics, we are targeting middle-class adults in the U.S. in their mid 20's to late 30's. Based on psychographics, this group includes career-oriented individuals, who value, self-worth, life-long partners, love, and adventure. This group is motivated by authentic connections, long-term commitment, compatibility, and emotional fulfillment. Behaviors include tech-savvy and social media-engaged focus, along with having active lifestyles, varied dating experiences, and a balanced life with work and personal. The life stages of our target audience include establishing their career, exploring different aspects of personal and professional growth, intentions to start families and settle down, and exploring life changes. Interests and hobbies include fitness and wellness, self-help books and podcasts, travel and adventure, food and dining, art, cooking, entertainment, and home improvement.

We will create SMART objectives to make sure objectives are specific, measurable, actionable, relevant, and time-bound. Our goal is to acquire 10,000 registered users within the first 6 months of our release, along with maintaining a 35% weekly user engagement rate. Our strategy for analytics will be measured around KPIs to calculate the success of our app. Firstly, tracking our reach will be crucial – tracking the number of initial and unique users engaging with our app, especially with our marketing strategies. With this, we will determine our number of app downloads and registrations. Regular tracking will ensure we're reaching our intended demographic interested in intentional dating, aiming for a steady growth rate of at least 10% month-over-month. Next, we will track our user engagement, comparing metrics of daily active users (DAU), weekly active users (WAU), and monthly active users (MAU). We will track the retention of our acquired customers, monitoring users retained after 30 days, along with

monitoring the frequency of return visits and time spent on the app. Next, we will measure our revenue, evaluating the effectiveness of our marketing strategies and the value users perceive from our app's offerings. We will measure the virality of our marketing efforts and calculate the Average Revenue Per User (ARPU) after a successful launch. Success will be measured by a combination of these KPIs, with a prime emphasis on our user acquisition and engagement, indicative of users finding value in our platform's emphasis on authentic connections. As we aim to disrupt conventional dating norms, our success metrics prioritize not just user acquisition but the sustained satisfaction of our users within the realm of intentional dating.

Ads for A/B Testing:
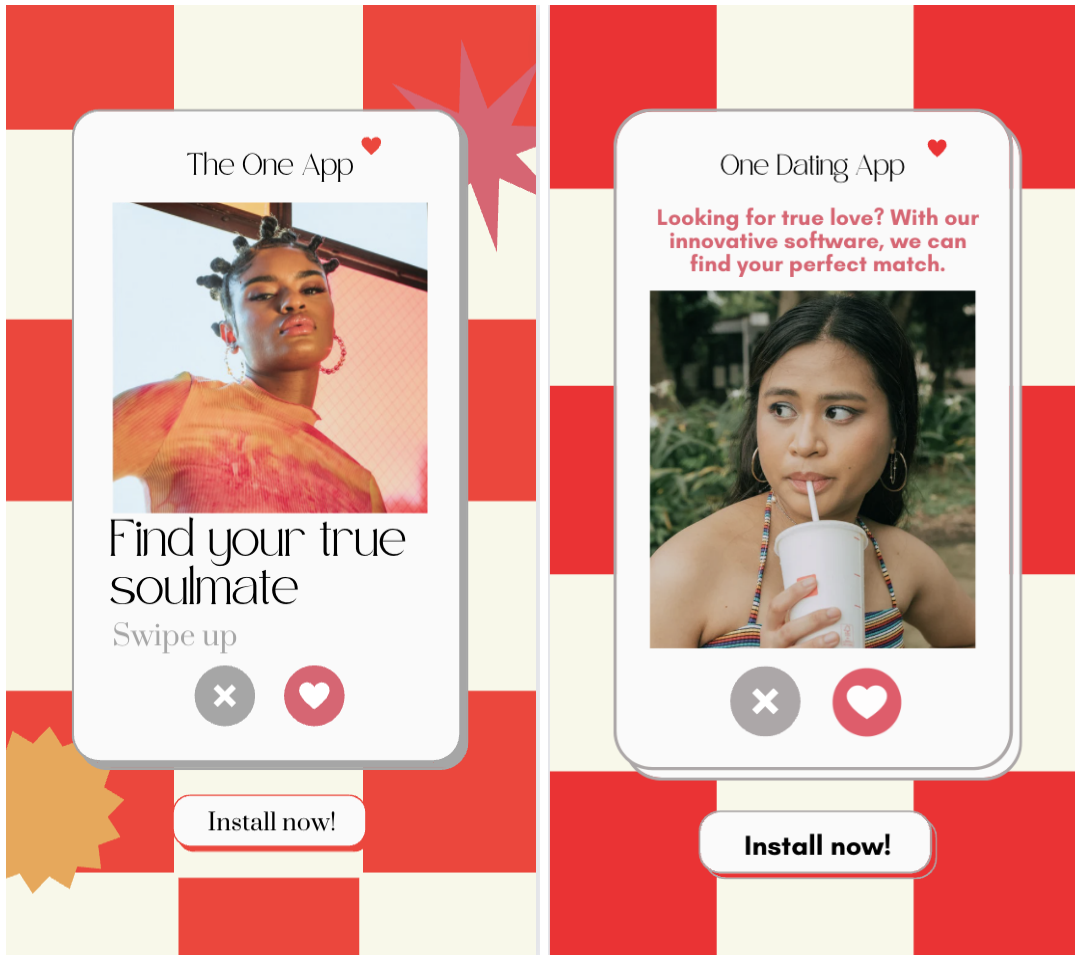
Business Model ([P/L Link](#))

   At One app, we've embarked on a journey to reinvent the dating experience, blending advanced AI technology with a deep understanding of human relationships. Our business model is not just a collection of individual components but an interconnected ecosystem, each element contributing to our overarching goal: to create meaningful, long-lasting connections in the digital age where many are seeking that with no promising results. Central to our approach is the development of a sophisticated AI algorithm. This technology is more than just a functional tool; it's the heartbeat of our app, enabling us to match users based on compatibility, shared values, and long-term relationship goals. We will build this AI system not in isolation but through strategic collaborations with experts in AI development, psychology, and relationship counseling. These partnerships are vital, because they are the backbone of our technology, coming in with a nuanced understanding of human connection and ensuring our matchmaking algorithm is both empathetic and effective.

   But the story of One app is more than just technology. It's about creating a safe, engaging, and user-centric platform. We've designed our app to encourage genuine interactions, integrating video and phone call functionalities to facilitate deeper connections. User safety and privacy are of utmost importance to us, with robust security measures embedded in our app. These features are a testament to our commitment to creating a trustworthy space for our users to explore meaningful relationships. Our business model recognizes the importance of a diverse and extensive user database. This database is not just a collection of profiles; it's a rich tapestry of potential connections. It's continually updated by our ongoing market research, helping us stay attuned to user preferences and evolving dating trends. Our skilled team of developers and AI experts will constantly work to maintain, refine, and enhance our app's features, ensuring an adaptive user experience as needed.

   The value we offer to our users goes beyond any other dating app currently in the market. We've crafted a unique proposition: an opportunity for our users to find genuine, long-lasting connections in a landscape often dominated by superficial interactions. Our AI-driven matchmaking, personalized match suggestions, and emphasis on user feedback integration are pivotal in delivering this promise. We're not just facilitating matches; we're curating journeys towards meaningful relationships. Building and maintaining trust-based, interactive customer relationships are crucial in our business model. We engage with potential users at a personal level, understanding their preferences and goals. The responses we got validated the need for our product and helped uncover new features that we will add to our application. Some of these features included adding a phone call option rather than just video calls, adding the option to review matches to continuously train and improve the algorithm and finally giving the users the option of choosing between 3 matches as opposed to just 1 match. The introduction of time-sensitive matches and user feedback integration will keep the platform dynamic and user-focused.

Our outreach strategy employs a blend of traditional and innovative channels. We leverage the reach of mobile app stores, the power of social media, and the effectiveness of online advertising to connect with our audience. We are planning on launching targeted Instagram and Tiktok ads to our core target market which comprises middle-aged adults seeking meaningful relationships, a segment often overlooked in the fast-paced world of online dating. By focusing on this group, we offer a platform that aligns with their aspirations for deeper connections, setting us apart from other dating apps. Word of mouth from satisfied users and referral programs amplify our presence, creating exponential, organic growth over time. The referral program will work by making users send an invite link to 3 friends before enjoying any of the app's features which is a technique that was behind the exponential growth of the "Lapse" app. By doing that, we will increase the k-factor, allowing us to grow faster. These channels work in synergy, ensuring our brand is not just visible but also resonates with our target audience highlighted above.

Managing our cost structure efficiently is crucial for our sustainable operations. Initially, significant investment will go into technology development, especially in developing our AI algorithms and large language model for matchmaking. Our customer support, marketing, and user acquisition efforts also form a substantial part of our expenses. Continuous research and development are necessary to enhance the app's features and user experience. Employee salaries, especially for our development team, customer support, marketing, and management, are a significant component of our costs. Our revenue streams are primarily driven by the initiation fee which is $20 and includes a 3-month subscription to our service. After the 3 months are over, we will have a monthly subscription model for $25 per month. This revenue structure aligns with our vision to encourage finding "the ONE" in the first few months but leaves the option to extend the service for users who need it. In addition to our initiation and subscription fees, we are planning to establish affiliate partnerships, organize in-person events in big metropolitan cities, sell branded merchandise, run a referral program, and create sponsored content on various social media apps including Tiktok, Instagram and YouTube. These diverse revenue streams, along with regular analysis and optimization based on user feedback and market trends, are key to our long-term success.

Our comprehensive Profit and Loss strategy is crafted to ensure the success of our innovative app, with a central focus on a 6-month beta period for the rigorous training of our AI algorithm. This period is crucial for gathering sufficient real-time feedback, ensuring the algorithm's effectiveness, which is at the heart of our app's functionality. To increase the number of revenue streams, we've implemented in-app purchases, giving users the option to extend deadlines for phone or video calls with their matches, anticipating that 5% of users will avail this feature at $5 each. Our subscription model, kicking in after the initial fee, is projected to retain 10% of our users initially, with an expected increase to 15% and eventually 20%, correlating with the expanding user base and thereby improving the quality of matches.

Such a low percentage is expected as our app is designed such that the majority of users find their One within the first couple of months. To further diversify our revenue, we will establish affiliate marketing partnerships with restaurants, event venues, and gift delivery services, alongside organizing events like rooftop parties and beach gatherings. Additionally, our app offers educational content through professional sessions led by our Marriage and Family Therapist. We are expecting 10% of the users will use this service for an average of 2 sessions at $50 each. With social media forming a significant part of our revenue, mainly through ad views, we expect substantial growth post-launch. Our user acquisition strategy relies on a referral program, projecting an initial K-factor of 1, due to the uniqueness of our app idea and how much it would impact the dating industry, which will then level off at around 0.9. Consequently, we anticipate an average lifetime revenue of $47 per user, combining our standard fees, subscription fees, affiliate profit and MFT sessions. Our target is a 20% resubscription rate after the first three months, aligning with our app's ethos of facilitating meaningful connections through the app and deleting it afterwards.

Factoring in the competitive landscape of the dating industry, we've estimated our Customer Acquisition Cost (CAC) at $20 per customer, which is four times the industry average, attributable to our new market entry and absence of a free model. This cost is expected to decrease to $15 after the initial 8 months. Our growth strategy relies heavily on organic growth through social media and word-of-mouth, complemented by a robust social media advertising budget for the first 9 months post-launch. We also anticipate no churn rate for the initial three months, given the initiation fee structure. Incorporating these strategies and projections, we have identified December 2024 as our break-even point, marking a significant milestone in our journey towards profitability. To achieve this, we foresee incurring losses totaling $375,000, which underlines our current investment requirement. This amount is crucial for covering the developmental and marketing expenses of our app and sustaining operations until we reach the break-even point. The investment will be allocated towards the extended beta phase, enhancing in-app features, scaling up our marketing efforts, and supporting our user acquisition strategies. Our goal is to navigate the initial market entry challenges and user acquisition hurdles to establish ourselves as a profitable and sustainable business entity by December 2024, for which the $375,000 investment is needed.

In summary, the One app's business model is a harmonious blend of technology, human insight, and strategic partnerships, all working together to redefine the dating experience. We've created more than just an app; we will build a platform where technology facilitates human connections, and each match has the potential to turn into a meaningful relationship. As we navigate this competitive market, our commitment remains steadfast: to provide a real and deep dating experience that resonates with the desires and aspirations of our users.

Technology Due Diligence

To analyze our applications core technology features in depth we used reference examples from other applications in the app store. We also requested the assistance of Artificial Intelligence to find the best development route possible.

To start off, the One App is scheduled to run on all iOS devices. The cost of development for the application to run in both iOS and Android devices would be double, so we decided to only focus on iOS development. Most applications running on iOS software are created using Swift. Swift is a programming language developed by Apple for building iOS. It is designed to be fast, modern, and easy to read and write. Furthermore, in order to provide an engaging and appealing user interface we are using a minimalist approach which translates to us removing any unnecessary buttons and features that might confuse the user. We want the user to have a pleasurable, seamless and intuitive flow as they move between screens. First off, as the user opens the app, he is introduced to the splash screen momentarily. It is a simple screen with the One App logo in the center. This feature is commonly used among many other well-known applications such as Tinder, Instagram, and Clash of Clans. We want to give the impression that our app is well-crafted but also add a sense of smoothness before moving on to the sign in or, if already a member, home screen. To add on, the splash screen is an important technological feature of the app that indicates that the app is launching, preventing users from wondering whether the app is working or if there's an issue with their device.

After the splash screen the user is introduced to the "home" screen of the app. In our case this is the profile swipe screen, which consists of a potential match displayed on the center of the screen. At the top left corner of the screen, the user can press the three stripe button to be introduced to the settings screen where he can configure items such as change his geographical location or edit payment methods. At the bar displayed at the bottom of the screen, four different options are available; return to home page, show available matches, show messages/video calls, and account settings. The application logo "One App" at the top of all screens, at all times. This is a feature that we decided to include in order to reinforce brand recognition. It expresses attention to detail but also when the users may capture screenshots or share content from the app, the logo becomes a form of offline branding.

Another feature of our app's Tech Stack is the usage of Amazon DynamoDB. The Amazon DynamoDB is an online database service provider that will allow the app to store and retrieve data from the cloud efficiently. Furthermore, in order to prevent fake profiles from being set up in the app, we are using mobile phone number verification. For this to happen, Twilio is our Third-Party service of choice. Twilio API will automatically send SMS messages to the user's phone in order to complete the authentication process. To add on, location services are also implemented within the application. After the

user agrees to allow the app to use his location, Google Maps will be used to locate and match the user with accounts near him.

        To add on, an important addition to our technology features is profile picture authentication. After the user uploads pictures that will be visible by other accounts, he will be asked to take a selfie of themselves in a well-lit and clear environment. This practice is anticipated to significantly improve the user experience by decreasing the risk of users uploading images that do not accurately represent their identity.

        Effectively managing our intellectual property is a crucial part of creating a successful brand name. The first step will be trademarking the name "One App". In order to not make any mistakes, we decided to hire a trademark lawyer to complete this process for us.

        To add on, our team has a strategy in place so if we grow really quickly , our employees will be promoted to directors of their respective field (ex. Director of Engineering) and hire people as needed. From a technology standpoint, to host any traffic or cloud storage problems, we are ready to modify our app's server units in order to address those problems. As the overall funding needed is estimated to be 271,680 dollars, it includes engineer salary, miscellaneous expenses and the complete creation of the One App.

Team Strengths

Throughout the introductory stages of creating One, we worked as a team of the following:

Ani Antonyan - Project Manager, Marketing & Growth: Ani is a senior at USC studying Business Administration. She serves as the project manager and marketing and growth consultant for the One team. Her primary focus on the execution of One was to ensure tasks were delegated and that she oversaw each component. She added insights from customer discovery, patenting opportunities, insights on product overview, and support for the release.
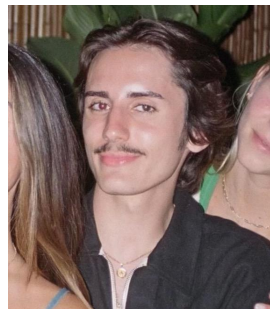
Michael Benedetto - Business Analyst, Marketing & Growth: Business Administration student at the University of Southern California with a minor in Applied Analytics, skills including Python and SQL, finance and marketing. Using these skills, Michael is responsible for helping to analyze market opportunities and data. He also helps in product development and planning with his entrepreneurial experience and knowledge.

George Bolis is a senior studying Computer Science and Business Administration at the University of Southern California. He serves as the business and financial analyst at ONE app, leveraging his prior internship experiences in accounting, finance, and management consulting. George is very analytical with his problem-solving approaches and his skills include coding (C++, Java, Python, R) and business strategy.

Nik Polychroniou served as Senior UI/UX designer at the One App. He is a junior at USC majoring in Psychology. His contribution included the development of the prototype for the app and coming up with the idea behind "One". His passion for bringing a new era to the online dating world fueled his efforts to make the One App the greatest in the market.

Legal

After conducting preliminary searches, we found no existing trademarks, website domains, or social media usernames related to 'One: Dating App.' This suggests that the name and associated digital assets are available for our use.

As a mobile platform, we are working towards patenting two key features of our app. Drawing inspiration from Tinder, which famously patented the 'swipe right' feature, a revolutionary move in the world of dating apps that even led to lawsuits with Bumble, we aim to mark a similar impact. We would like to patent the 'time-limited match' aspect of our app. This feature restricts the duration of the match, encouraging a swift transition to video calls with demanded effort and dedication. Because it is a unique approach to moving towards more meaningful connections, there is a big potential impact it could have on the dating industry. We would also like to patent the 'message-limit feature' that our app provides. Many platforms do not limit message exchanges, so this could be a very valuable aspect of the mobile dating industry. This feature is designed to restrict the number of text messages exchanged between users to a set range, typically between 5 to 10 messages. This constraint encourages users to engage in more meaningful conversations, prioritizing the planning of their video chat versus having text message conversations with no substance.

Product Plan

Core Features

- **Comprehensive profile survey:** Each user is required to fill out a detailed personal profile survey about themselves before their account creation is complete. The survey includes questions about personality, values, hobbies, preferences, fears, stories, interests, and partner preferences that will be thoroughly analyzed by the AI algorithm to find the perfect matches based on

- **Phone call policy:** After conducting our second round of customer discovery interviews, we found that potential users would feel more comfortable through a phone call, rather than just video calls. With this, we reorganized to allow matches to communicate through phone and video calls only, ensuring authentic and meaningful connections from the very start. Texting is reserved for scheduling calls only.
    - 10 messages to introduce each other (set up video call time), then required video call sessions after 48 hours of "matching". The match disappears after 48h. Extra fee to extend video call deadline.

- **AI-based matchmaking:** Our cutting-edge AI ensures that matches only occur when users share common values, interests, and most importantly, common goals for the future – whether it's marriage or a lasting relationship. We will train the model to personalize and understand each

user, similar to Netflix's % based algorithm with recommendations for each user. Our AI algorithm will be built on compatibility and give users to pick their matches based on mutual attraction and shared interests.

- ○ **Feedback form:** After each "failed" match, users will be required to fill out a feedback form about the match in order to further tailor the matchmaking algorithm to their preferences.
- **Questionnaire, Prompts, and Activity Suggestions**: During our customer discovery interviews, we found that users sometimes felt that the in-person meetings felt ingenuine because of how superficial the online dating apps were. Since we are working towards building genuine relationships and conversations, we plan to implement question games to help users learn more about each other or use as a "hint" when feeling awkward or running out of things to talk about. Given the increased popularity of the "We're Not Really Strangers" purpose-driven card game that empowers meaningful connections, we feel that having a set of unique questions and prompts can help drive genuine conversation and pave the way for more stories to be shared.
- **Standouts feature:** Standouts is a feature that allows the users to answer default questions which will tell the potential match more about the user's personality. They are used to highlight personality traits that were not answered in the "Bio" section of the account. Standouts are a final touch to the development of a user-friendly, thoughtful and engaging app.
- **Initiation fee:** Users will pay an initiation fee that will allow them to use the app for 3 months. After this time period, users must pay extra in order to keep their account active.

User Stories

- As a One dating app user, I want to be able to create an account easily so that I can find potential partners with the least friction possible, all from the comfort of my couch.
- As a user, I want to be able to partially fill out the profile survey and edit it in the future so that I can keep the information about myself accurate and increase my chances of finding a compatible match
- As a user, I want to be able to customize my user profile so that I can share accurate and meaningful information about myself and improve my chances of finding a suitable match.
- As a user, I want the flexibility to change my profile surveys and preferences at any time.

- As a user, I want to be able to add multimedia elements to my profile, such as short introductory videos or photo galleries, to better express my personality and interests beyond text-based information without the stress of it being highly curated
- As a user, I want to be able to easily swipe through profiles for potential matches so that I can easily browse and assess potential matches based on their profiles and make efficient decisions based on my preferences.
- As a user, I want to have a 'Compatibility Meter' feature that analyzes shared interests and values between potential matches, aiding in the selection of profiles aligned with my preferences.
- As a user, I want to be able to access a set of profile recommendations personalized for me.
- As a user, I want to be able to access a list of my matches so that I can easily review at a glance and engage with profiles of users who have shown mutual interest.
- As a user, I wanted to be able to pick from phone calls or video calls based on how comfortable I feel for my initial meeting with my match
- As a user, I want to have 3 main matches to find the right person as a match for 2 weeks in order to decide if its worth pursuing.
- As a user, I want to be able to text matches to schedule a video or phone call so that I can arrange virtual meetings and get to know my potential matches better.
- As a user, I want a 'Date Scheduler' function that considers both mine and my match's availability to propose suitable time slots for in-person meetings based on mutual preferences.
- As a user, I want to be able to have high-quality video calls with my matches so that I can engage in meaningful and interactive conversations with people who are equally interested in getting to know me.
  - The app should support video calls with clear and crisp audio and video quality, even under varying network conditions.
  - There should be a feature to schedule video calls with my matches, with date and time options.
  - The app should notify me of scheduled video calls to ensure I don't miss them.
  - Privacy and security features should be in place to protect user data and ensure a safe and comfortable environment for video calls.
  - I should receive timely reminders and notifications for scheduled video calls, ensuring I don't miss any opportunities to connect with my matches.
- As a user, I want to be offered suggestions, hints, and questionnaire topics to discuss during our in-person or virtual meetings.

- As a user, I want an 'Activity Suggestions' feature that recommends potential date ideas or locations for in-person meetups based on shared interests or preferred activities from both profiles.
- As a user, I want to be able to unmatch and report profiles that make me feel uncomfortable and unsafe, allowing me to further proceed out of the match.
- As a user, I want to have the option to fill out a feedback form after a date so that I can share my thoughts on the date experience, helping the app improve its algorithm for finding my future matches.
  - The feedback form should include fields for rating the overall date experience, with options to select from and add comments.
  - I should be able to rate various aspects of the date and match, such as compatibility and conversation.
  - I should also be able to review based on safety and level of uncomfortableness.

Slide Deck

Trello Link

Website
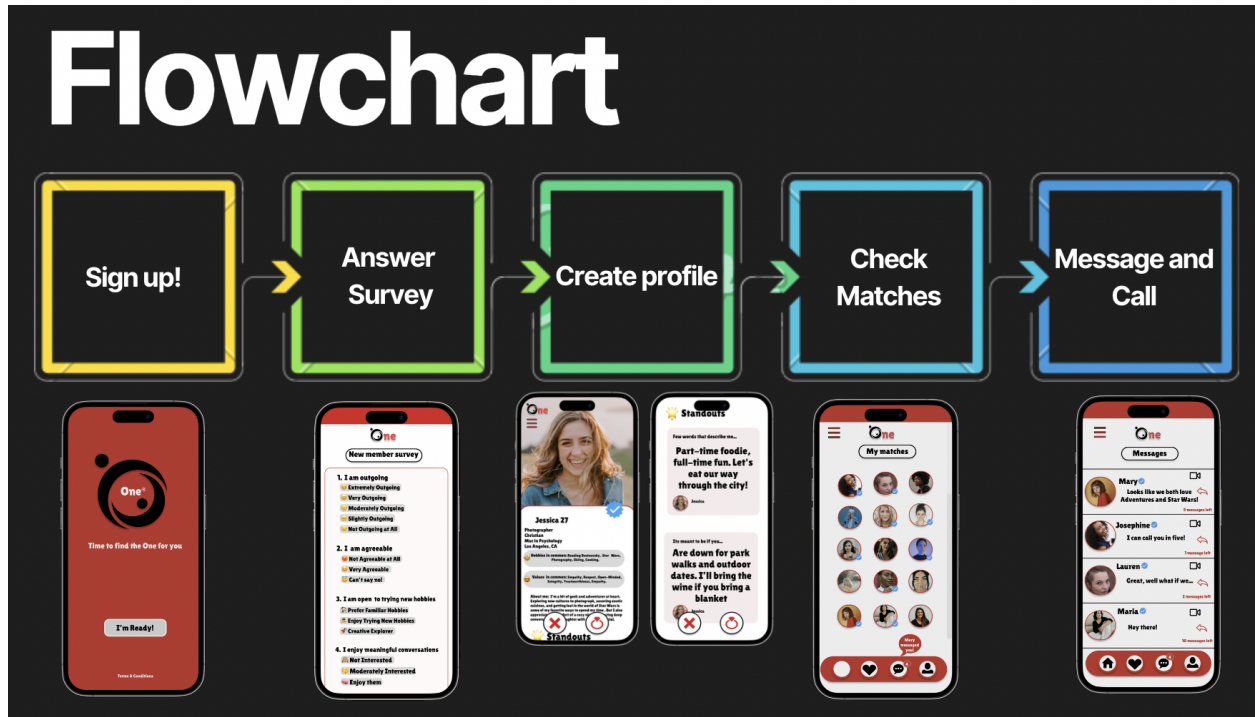
Prototype

Promo Video

Podcast

P/L Link

Blueprint / Flowchart

Works Cited

Aditi_Shrikant. "42% of Daters Think Apps like Tinder and Bumble Make It Easier to Find a Long-Term Partner." *CNBC*, CNBC, 7 Feb. 2023, www.cnbc.com/2023/02/07/new-study-dating-apps-make-it-easier-to-find-a-partner.html#:~:text=90%25%20of%20women%20and%2087,this%20way%20more%20than%20women.

How to Get Your First 100K (Active) Users | Winnie & Tech, winnie.com/blog/how-to-get-first-100k-active-users. Accessed 8 Dec. 2023.

Hurler, Kevin. "Tinder Thinks Some of You Are H**** Enough to Pay $500 Every Month." *Gizmodo*, Gizmodo, 25 Sept. 2023, gizmodo.com/tinder-selects-launch-500-dollar-subscription-1850870291.

"Online Dating - Worldwide: Statista Market Forecast." *Statista*, www.statista.com/outlook/dmo/eservices/dating-services/online-dating/worldwide. Accessed 11 Oct. 2023.

"Online Dating Application Market Size & Share Report, 2030." *Online Dating Application Market Size & Share Report, 2030*, www.grandviewresearch.com/industry-analysis/online-dating-application-market-report. Accessed 11 Oct. 2023.