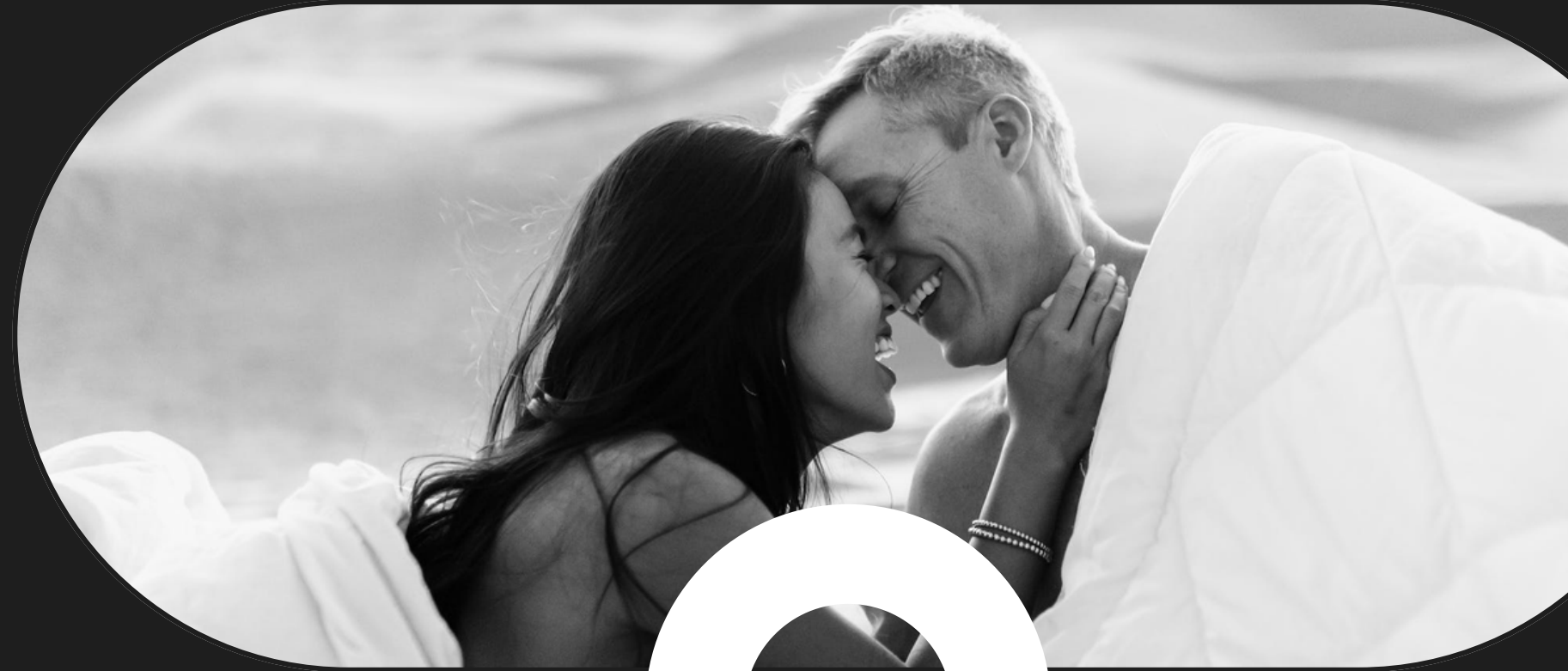


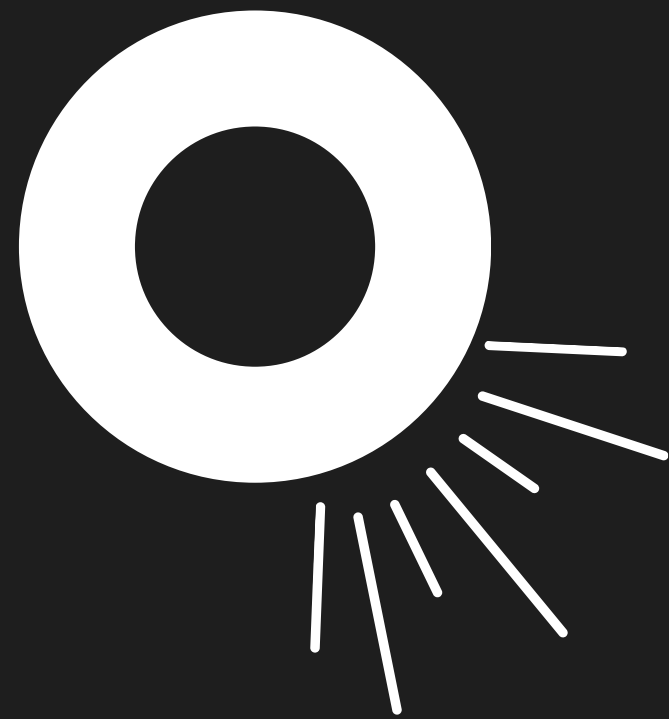
It's time to find the ONE for you

ONE App



“An old-fashioned dating app created for a modern world”

Agenda



Our Team

The Problem

Solution

Prototype and Flow chart

Market Size & Landscape

Competitors

Business Model

Investment



Problem



Current dating apps **don't work**

3,690

swipes on average for
American users

13%

of matches actually get
engaged or married

50-73%

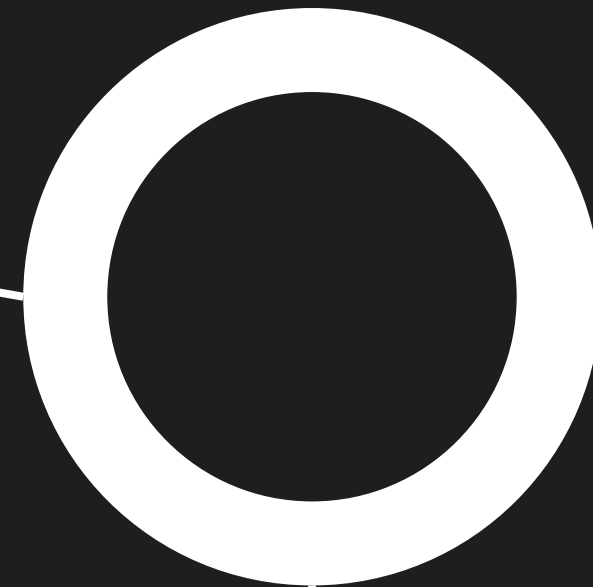
divorce rate in the US
(first, second and third
marriages)

ONE Dating App

Solution

Feature 1

Matching profiles based on common **values, interests, and relationship goals** rather than just looks



Feature 2

Introducing **video chats** while limiting texts and number of matches, encouraging users to find their ideal partner “the one”

Feature 3

Using **AI and ML** to help users find their **perfect match**, instead of users swiping aimlessly

ONE Dating App



Market Size

Online dating industry is a big market growing at **6.7% CAGR** over the next 8 years

\$9.7B

TOTAL ADDRESSABLE MARKET IN 2022

\$1.125B

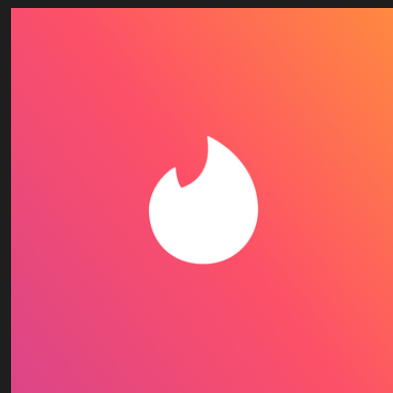
SERVICEABLE AVAILABLE MARKET

\$225mm

SERVICEABLE OBTAINABLE MARKET

ONE Dating App

Competitors



Tinder - \$1.79B revenue



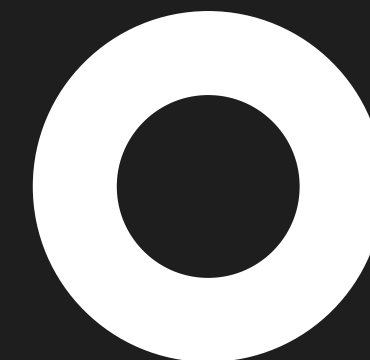
Hinge - \$284mm



Bumble - \$852mm

Competitors lack the opportunity to foster genuine connection due to the **emphasis on looks** in user decisions but their revenues show the **great opportunity** that lies within the dating industry

ONE Dating App



Business Model

\$20

Initiation fee + 3-month subscription

\$25

Per month subscription after that

The model 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

December 2024

Break-even Point

Investment

\$375,000

Investment

We are seeking a **\$375,000 investment** to fund the development of our application and growth to 44,000 subscribers by December 2025

\$47

Lifetime Value Per User
(All within 1st year)

x

44,000

Subscribers (first 2 years)

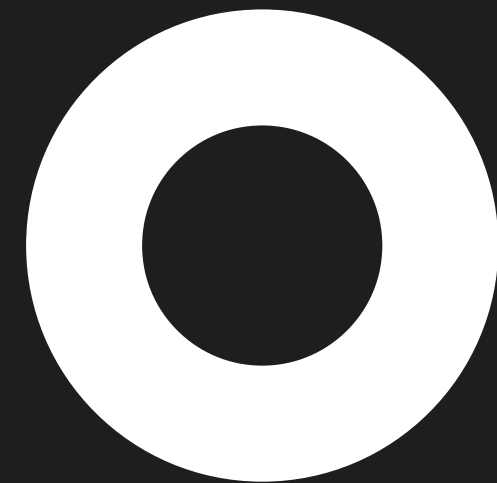
=

\$2,000,000+

Estimated annual revenue by 2026

ONE Dating App

Team



**Ani
Antonyan**

Project Manager
Marketing and Growth



**Michael
Benedetto**

Marketing and Growth
Business Analyst



**George
Bolis**

Business / Finance
Data Analyst



**Nik
Polychroniou**

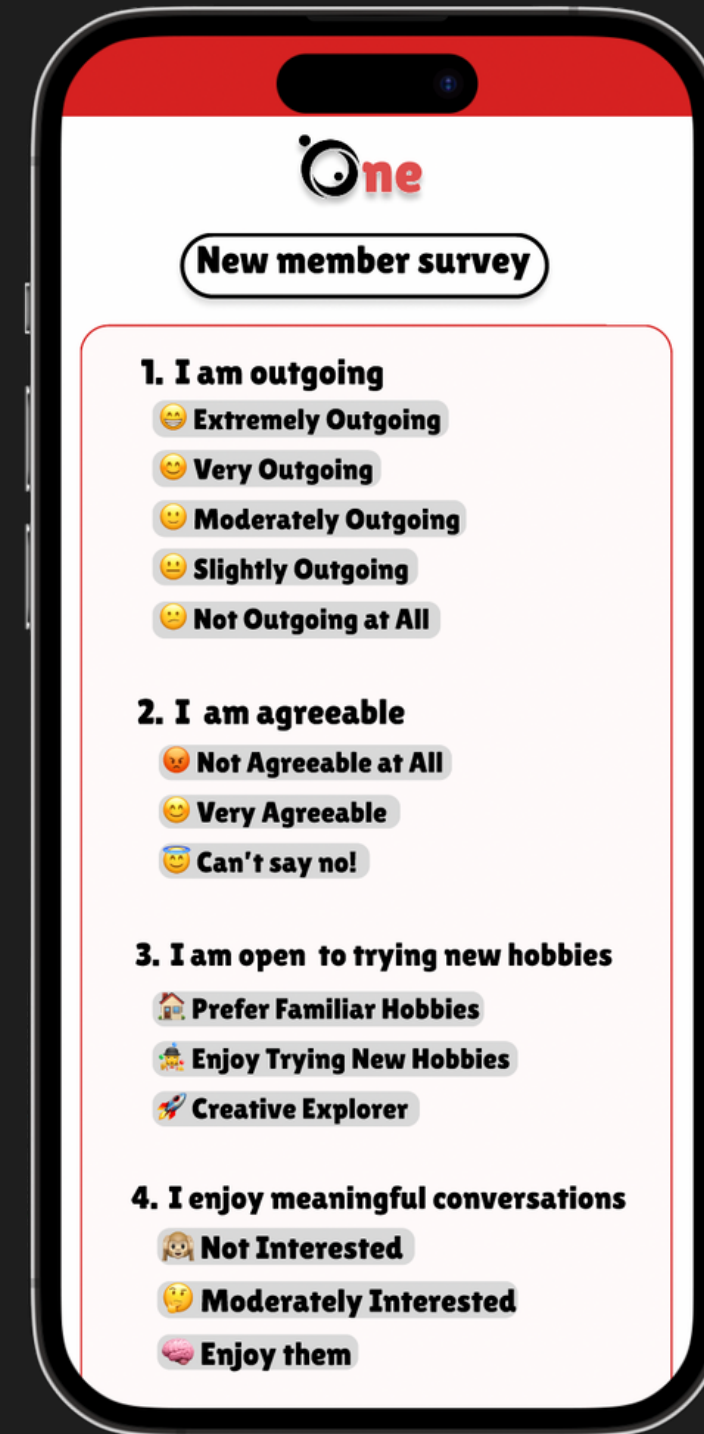
UI/UX Designer

Prototype



Splash screen/ Sign up

- Logo display
- Emphasize commitment



Survey page

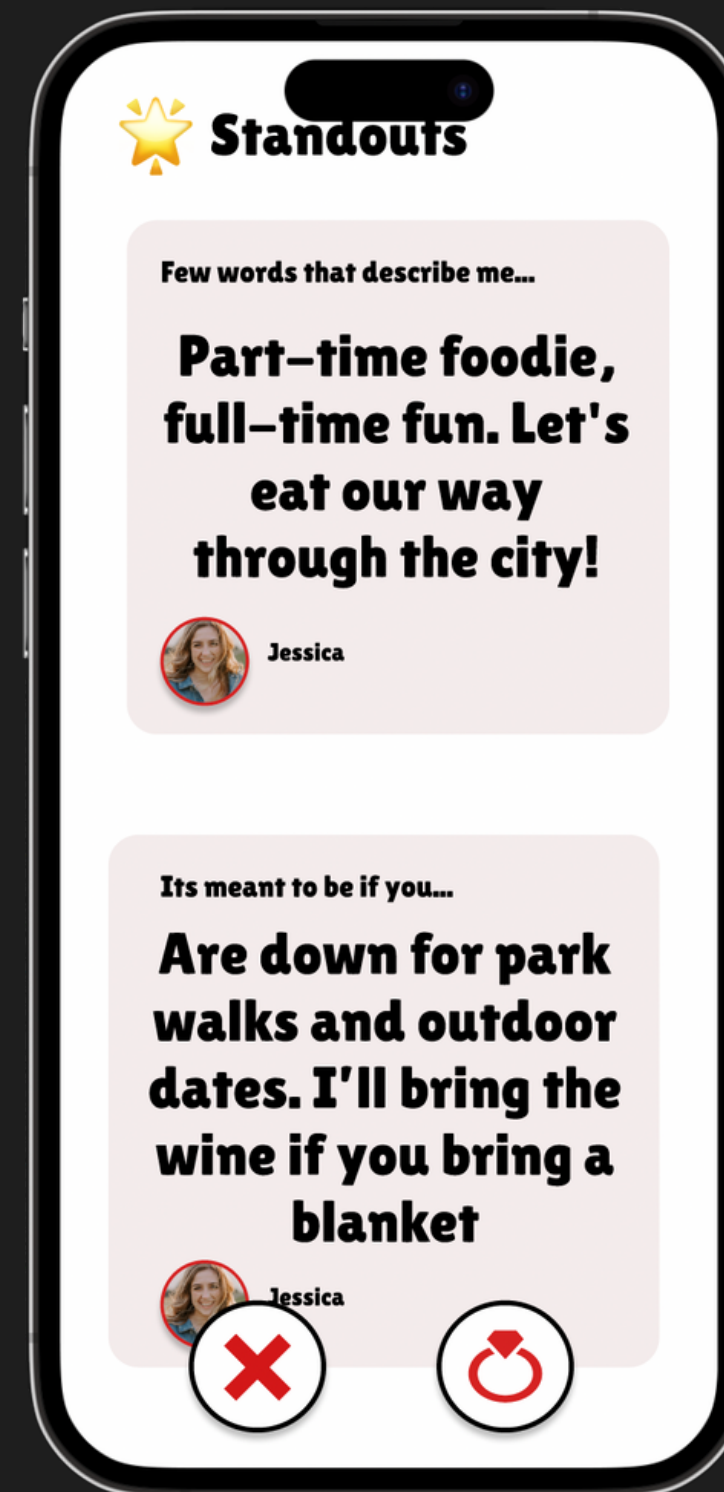
- User-friendly
- Emojis increase engagement
- Lengthy

Prototype



Match example

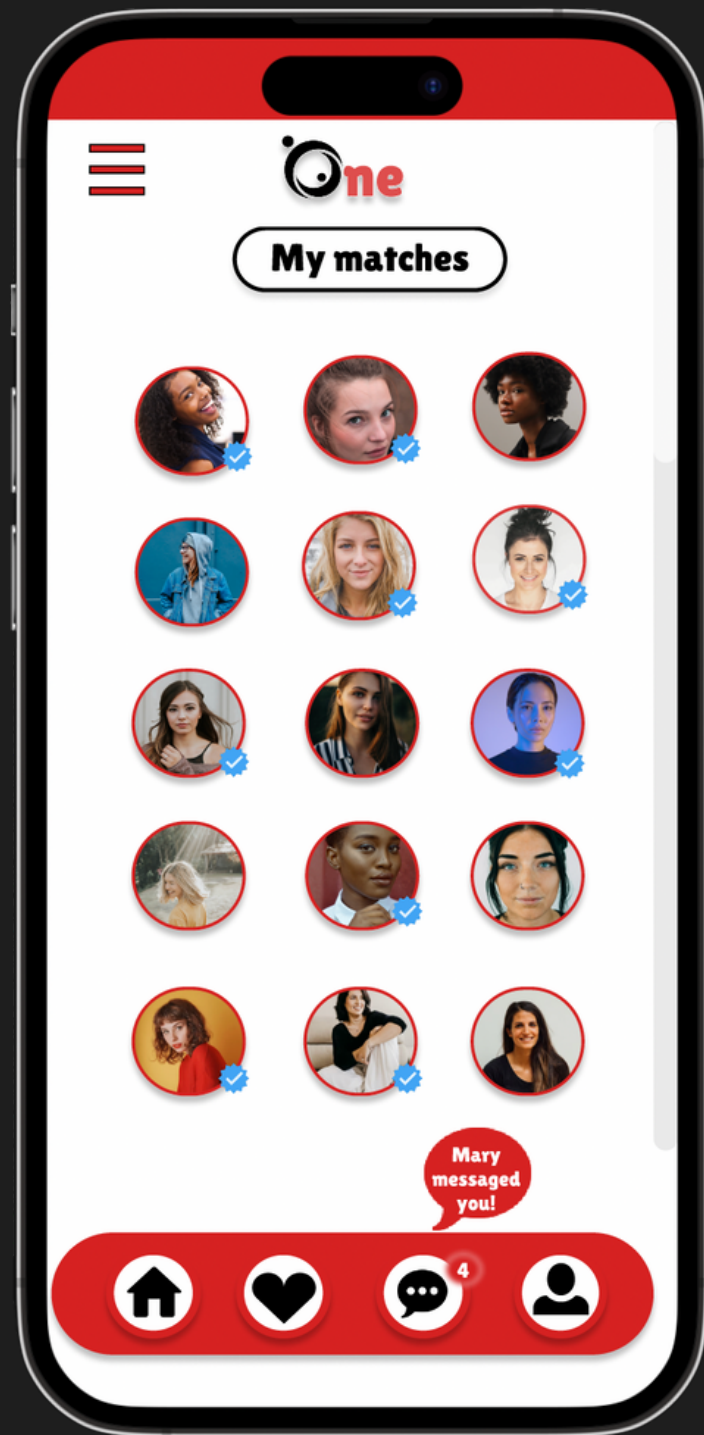
- Bio
- Common hobbies and Values
- Navigate easily between screens
- Age, Occupation



Standouts screen

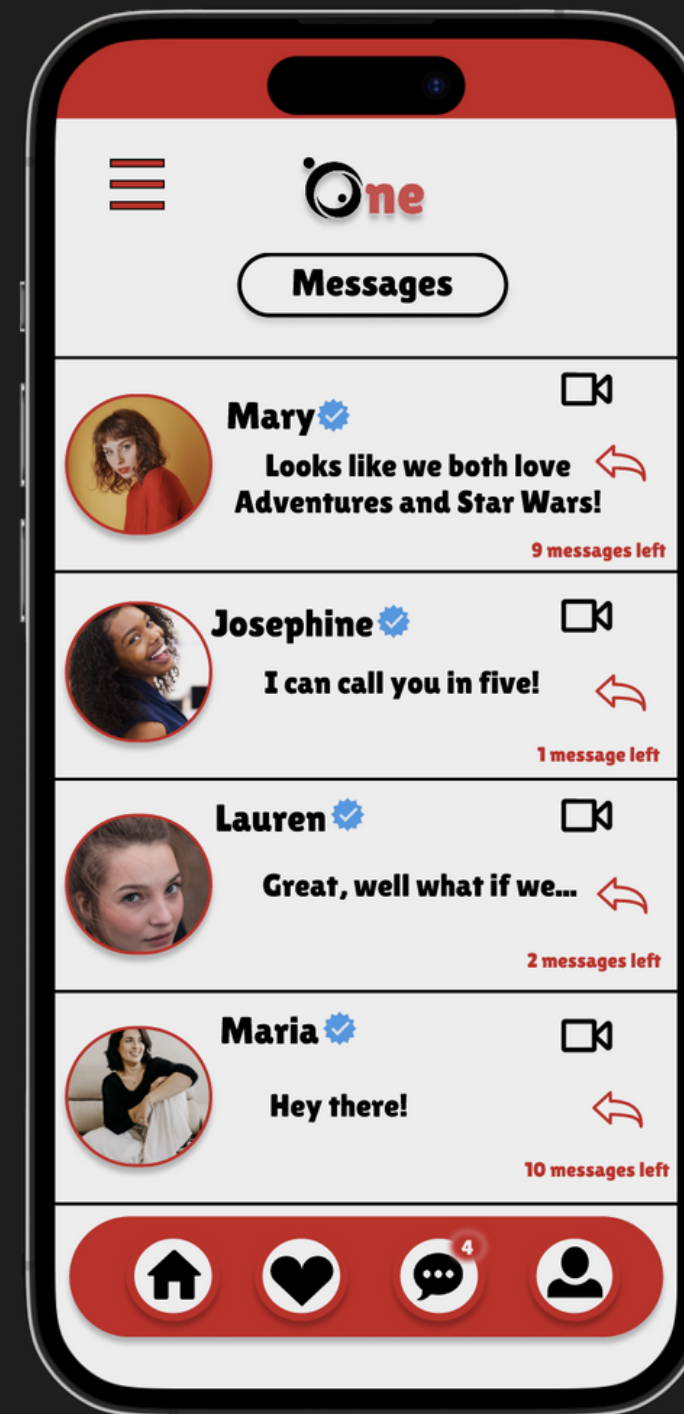
- Engaging questions
- Emphasize unique personality traits

Prototype



Matches screen

- View everyone you matched with
- Verified accounts include a “blue tick”
- Instagram-like profiles to inc



Messages screen

- Send messages
- Videocalls
- Messages remaining feature