



Autum

*"Dating without
the bullsh*t"*

The Jam Paradox

Iyengar & Lepper. *Stanford & Colombia University*
Journal of Personality and Social Psychology

30%

Of People
Bought



3%

Of People
Bought



Choice paralyzes the consumer

Study finds while table on right attracted more people

They were **1000%** more likely to buy from table on left

2

A Dating Jam

Dating App Users Suffer
From Paradox Of Choice



“

Daters can become aware of an addictive element in their own behavior, swiping through dozens of people in a short time, and finding no one that satisfies.

”

 INDEPENDENT

VANITY FAIR

The Atlantic



Less Is More...

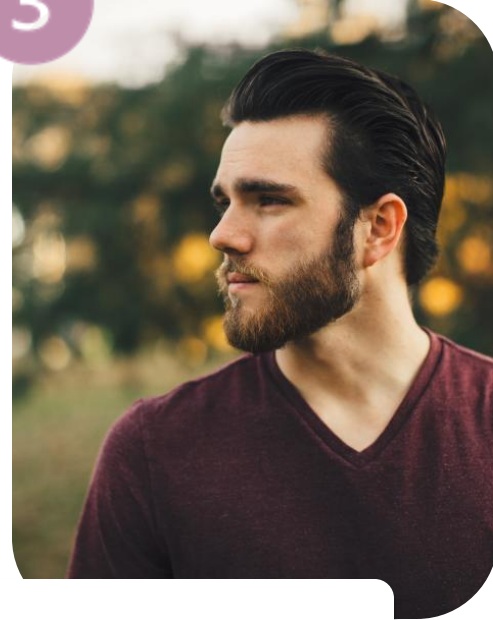
1



2



3



With **3** choices, it's much easier
to decide who you want to talk to.

4

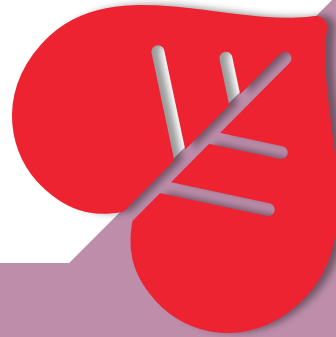
Autum Dating

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Ghosting ☒
Choice Overload ☒



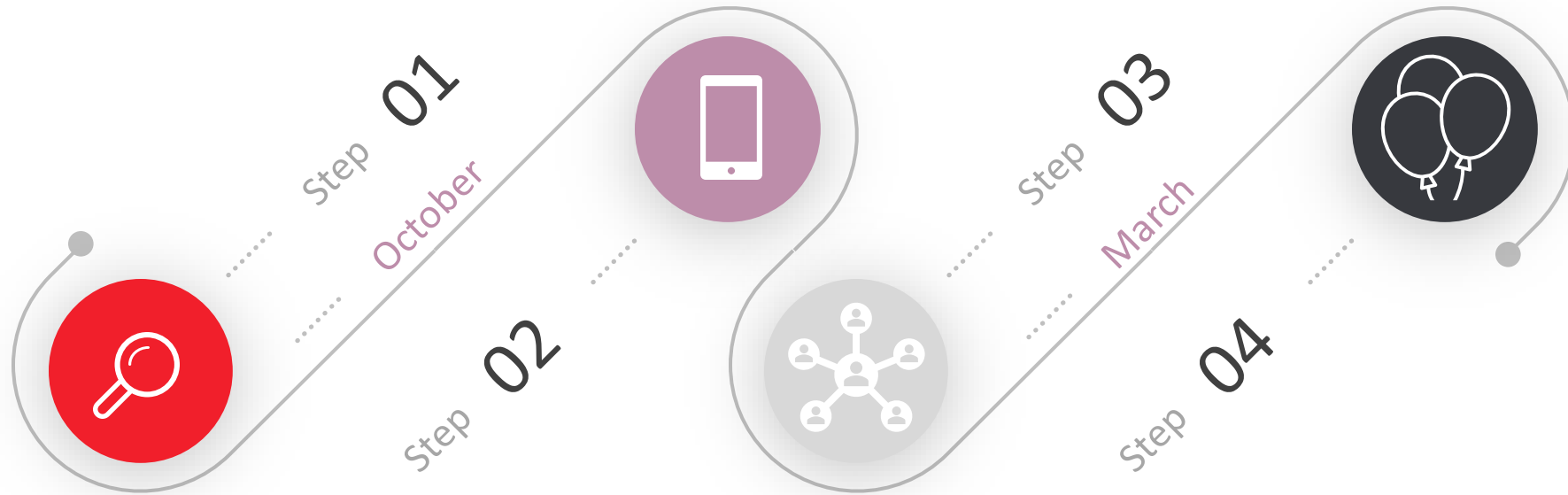
Limits Ghosting ☒
Matches Matter ☒



Autum is a dating app that removes choice paralysis by putting a spotlight on **3 people at a time**.

Our Journey So Far...

6



Market Validation

We started with an idea and a simple survey.

Developed App

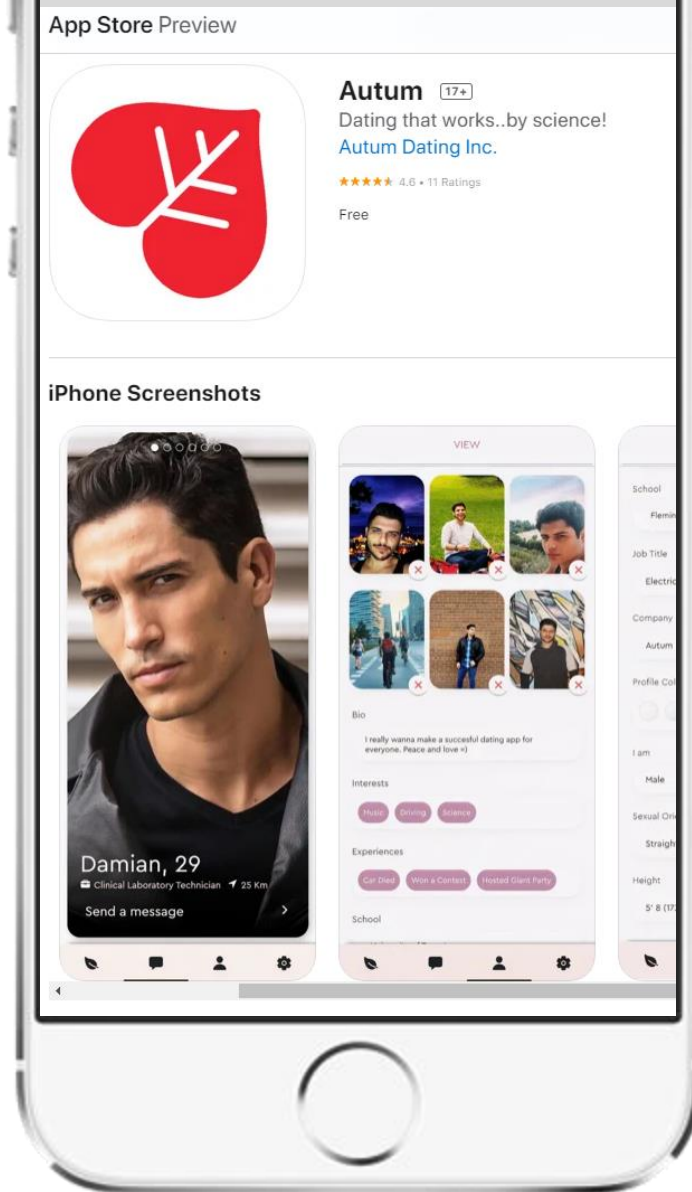
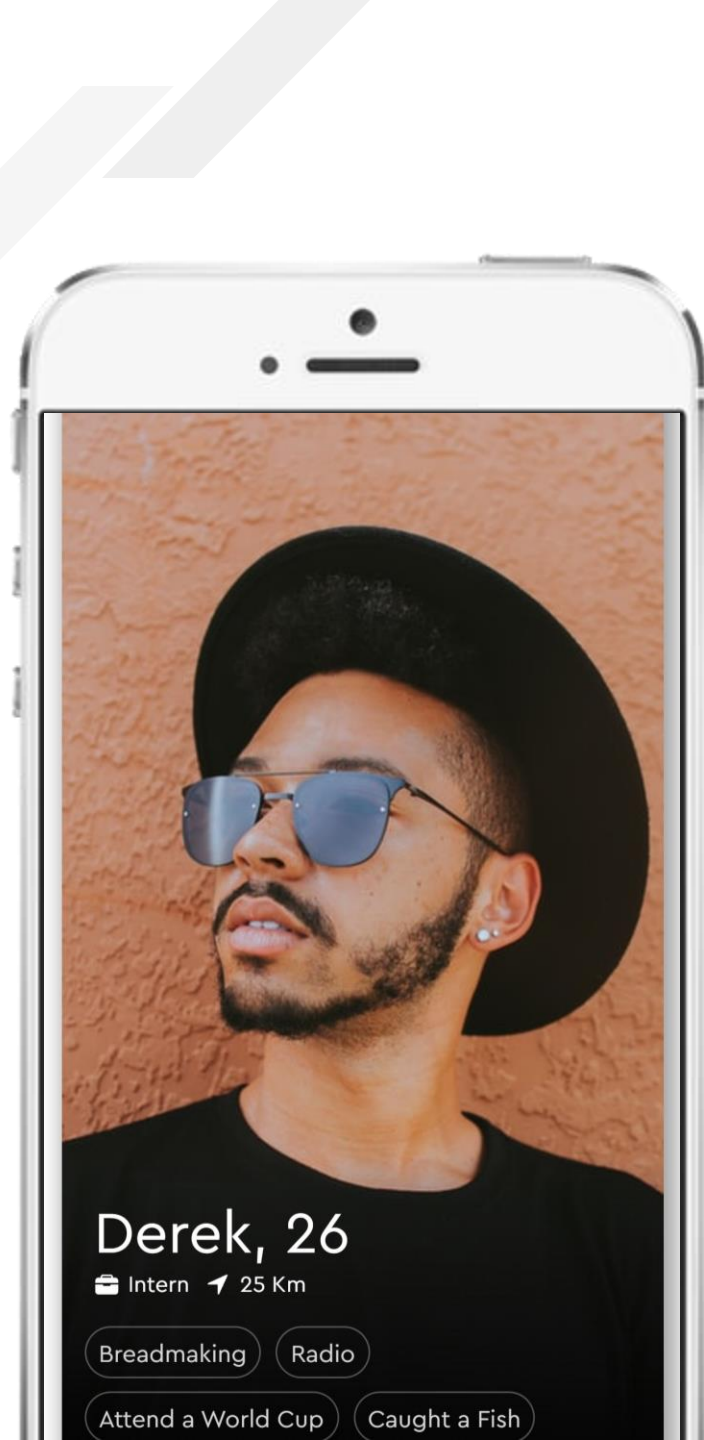
We developed an app for both iOS and Android in under 6 mo.

BA Program

We connected with local students to directly reach our audience.

Events

After 2 events we have over 1,000 installs on the app store!



Our App

Live on Android & iOS

Over 1,000 people have downloaded Autum.



4.5 Rating on the Apple Store

We are proud to have such a high rating for having just launched our app!



Geolocking for Smart Growth

One of the major problems with new dating apps is lack of users in the same area. We use Autum Zones to ensure this does not happen.

7

Brand Ambassador Program

8



Connecting with influential students

We designed an exciting brand ambassador program with students for students. It creates connections, pays fairly and establishes a branding foothold within university campuses.



21

Brand
Ambassadors



08

Ambassador
Referrals



440

Installs
Generated



166%

More Installs than expected



87%

Our Target Audience (18-24)

Real World Use

58k

SWIPES

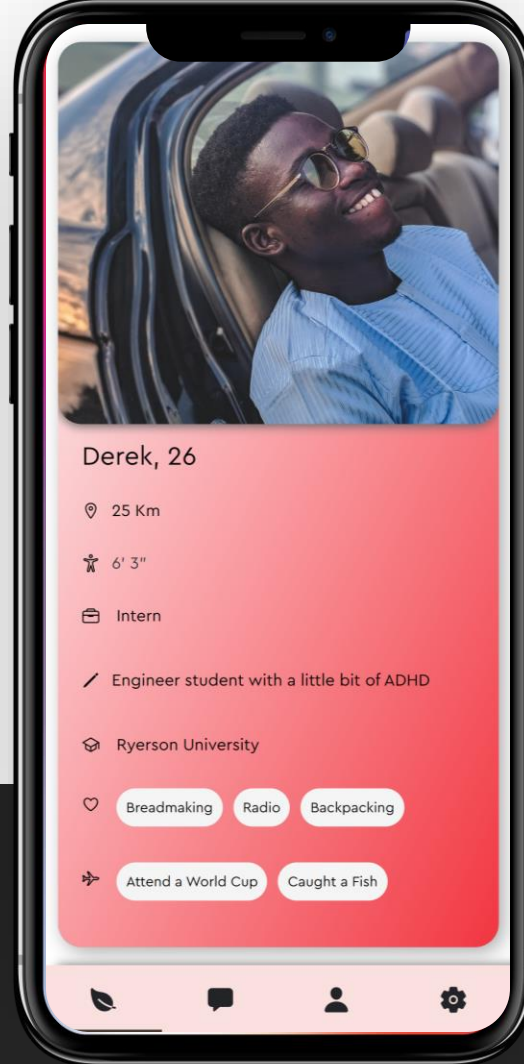
627

MATCHES

68

Swipes / Match

Our match rate is already competitive with Tinder, without all the fancy algorithms.



73%

Monthly Active Users

Autum users are engaged, having used the app recently.

It's working!

11

Cost to Rapidly Grow

\$16/user

Return on
Investment



Parties and
Events

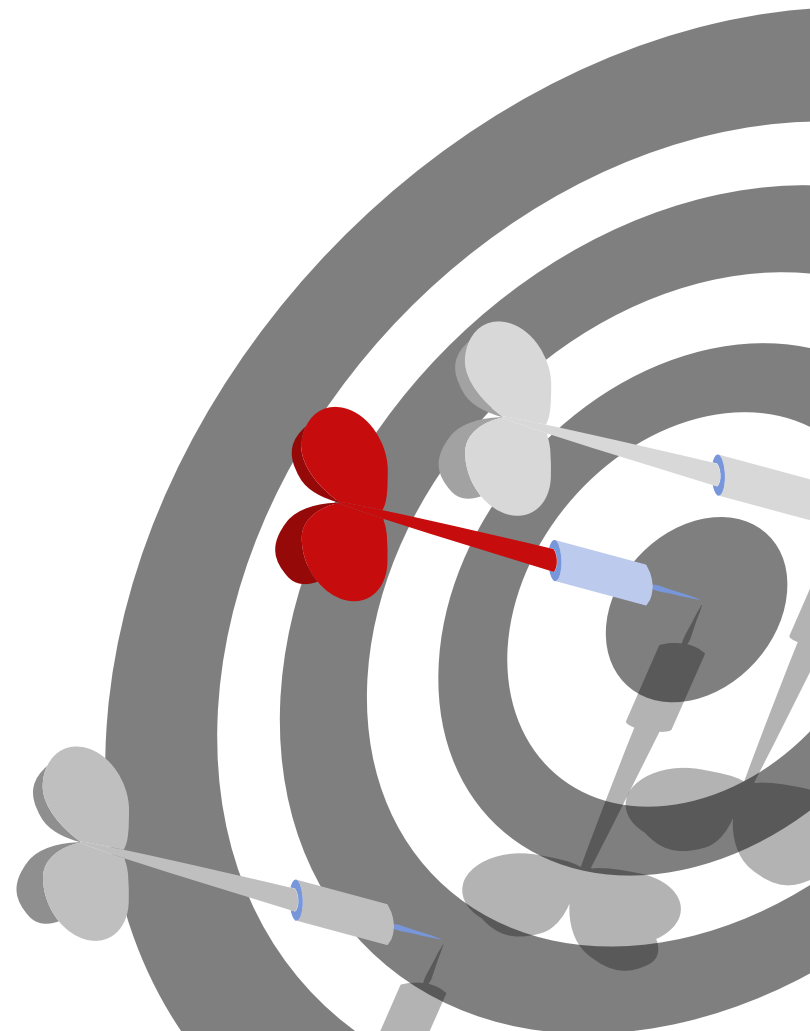
Brand
Ambassadors

940
New Users

02

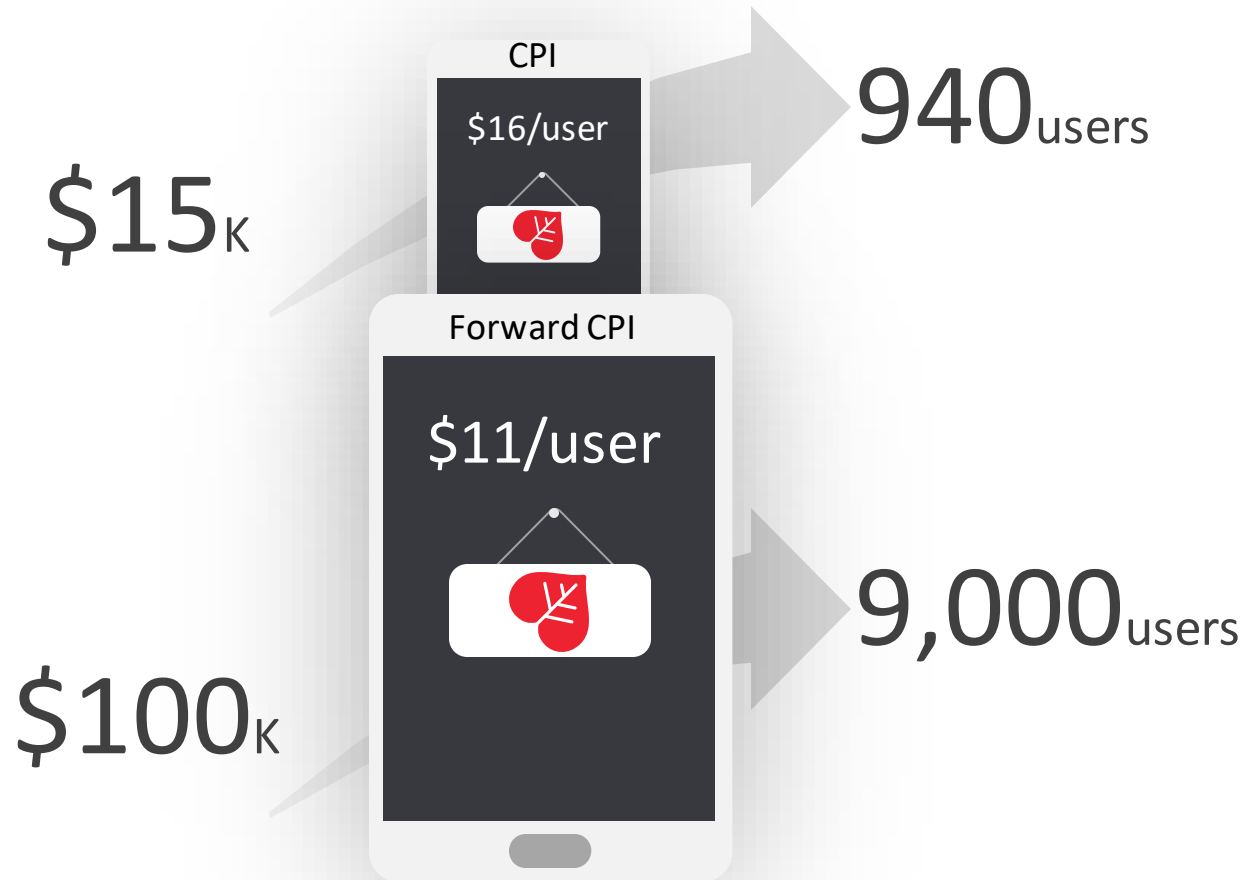
21

\$15_K





The Ask



▲ \$100_k

The Ask

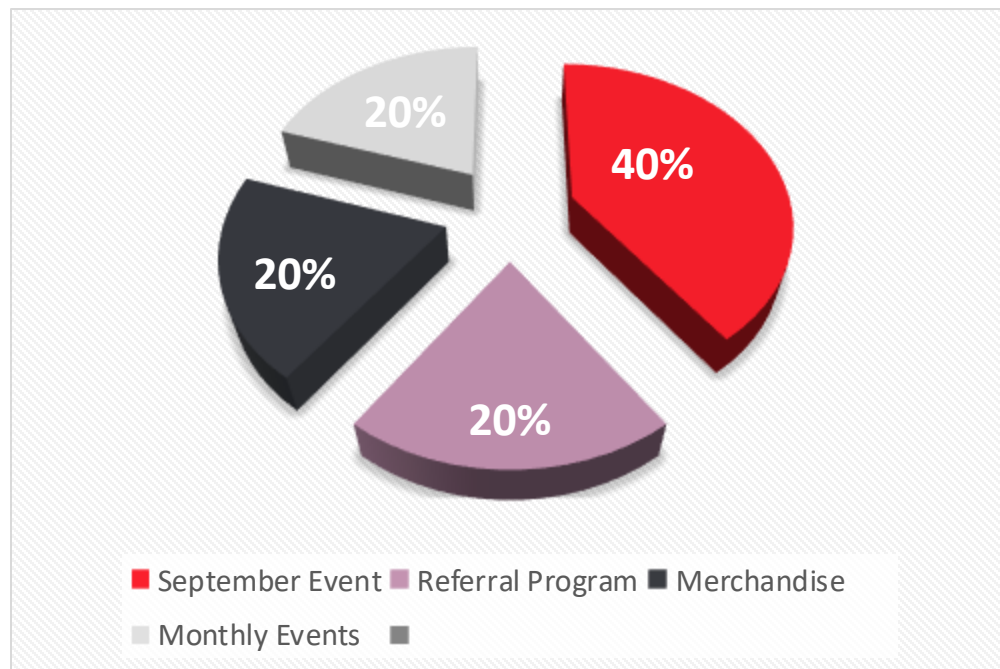
▲ 20¢

Per Share

We can get an additional 9,000 users with 100k. This will will get us to our seed round. Dating app “The League” secured 2.1M at 4.5K users for a seed round.

CPI has reduced from \$22 to \$13 per user, averaging \$16 after two events. We anticipate event sponsorships will reduce our CPI even further. Strong turnout for our events has encouraged us to test charging admission as well.

Use of Funds



September Event:

Biggest event will be frosh week party in September with all universities in Ontario.



Monthly Events:

These are recurring monthly events that drive hundreds of sign ups to the app and spread brand awareness.



Referral Program:

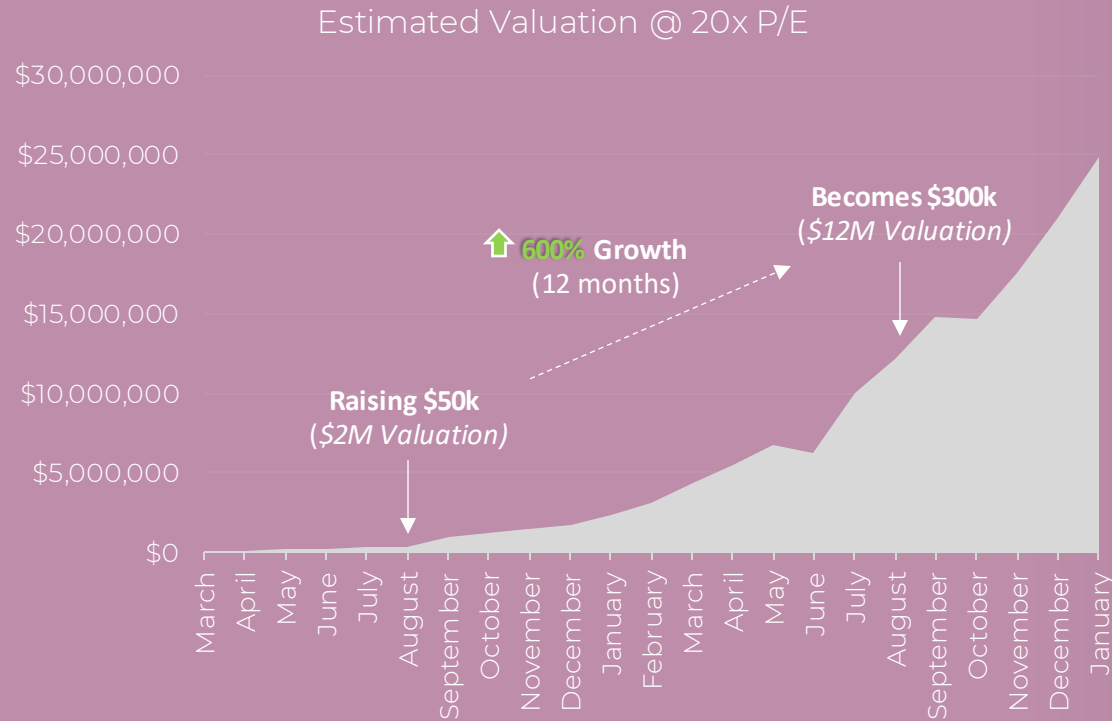
Using the BA program to onboard new users at \$10 per referral.



Merchandise:

BA's are provided merchandise to help promote the app and keep Autum front of mind at events.

Return on Investment



73_K

Users in
August 2023

\$712_K

Equivalent
Annual Revenue

\$607_K

Equivalent
Annual Earnings

\$12_M

20x Equivalent
Earnings in August
2023

Return On Investment

- A \$50k investment today should appreciate 600% by August 2023 as the company scales quickly.
- Each user is expected to spend at least \$9.72 annually.
- Monetization for subscriptions will begin in Q1 2024, once the company raises Series A funding.

Pricing Plan

Basic
FREE

3 Conversation limit,
unlimited swiping.

Sign in

Events

\$5.00/ticket

Putting together great events,
Events will help us monetize within the next few
months.

Sign in

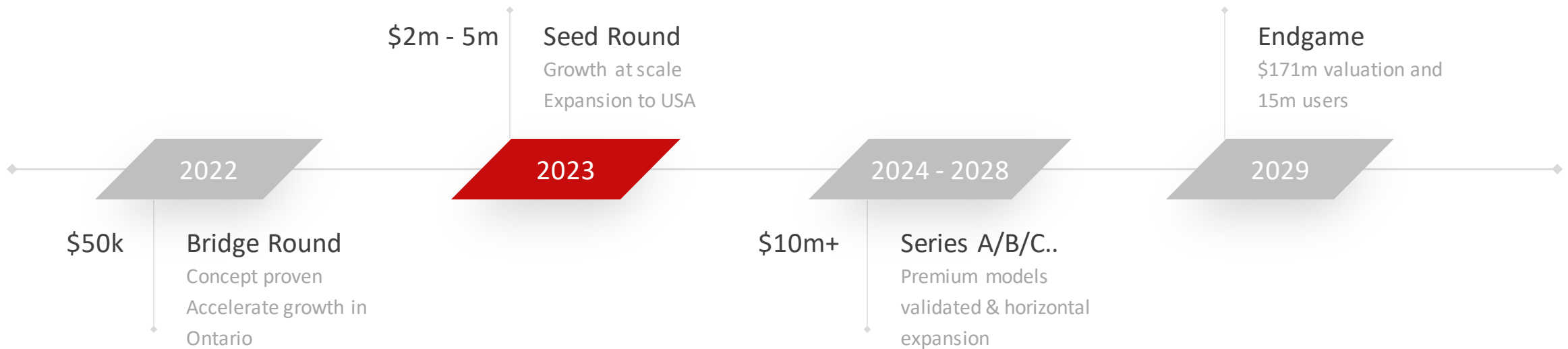
Premium
\$10.00

+Up to 3 likes revealed per day,
Average user has 1.5 matches.

Sign in

Roadmap

16



Exit Strategies



01

Acquired by Match Group

Hinge grew for 7 years before being acquired by Match Group. After purchase, Hinge revenue increased by 10x.

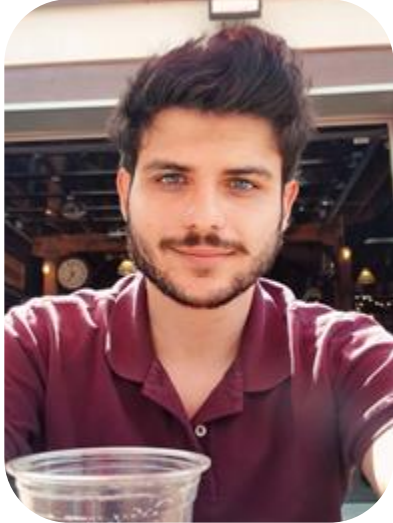
02

Public IPO

Bumble's IPO occurred 7 years after launch at a valuation of over \$2,000,000,000.

Meet Our Great Team

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**Basil
Eleftheriades**

CEO



**Cleo
Tellier**

CMO



**Jason
Rivers**

CTO



**Jody
Tompkins**

COO

Why We Stand Out



**Basil
Eleftheriades**

- Electrical Engineer
- Founder of company worth 2M
- Increased peoples matches on dating apps as a service
- PhD student in Engineering gives me:
- Connections to many university clubs
- Knows many students
- Understands student life from undergrad to grad



**Cleo
Tellier**

- Director/Actress/Marketing Expert
- Over 40 wins and 35 nominations on IMBD
- Verified on Social Media
- Short Film has over 50M views on YouTube
- Former Partner in Digital Marketing Company
- Over 6Y of Marketing Experience
- Responsible for growing billion-dollar social media accounts e.g., McDonalds



**Jason
Rivers**

- Computer Science
- Founder of company worth 2M
- Built all the code for previous startup worth 2M
- 7y+ experience with developing scalable apps
- Undertaken many freelance startup projects
- Dating App Veteran, understands competitor's tech extremely well



**Jody
Tompkins**

- Music Producer
- Former partner of company worth 2M
- 10 Years Dating App User (700+ Matches)
- Built 2 companies in music sector
- Songs have over 30M streams, understands branding
- Worked with big artists: Francesco Yates, Justin Timberlake and Daniel Caesar