KEY

Key Match

Connect with Confidence Through Keywords

Modern Dating App with AI-Powered Matching

Beta Testing Phase

October 12, 2025

Agenda

What is Key Match?

Core Concept

A **unique connection app** that matches people based on keywords.

Key Features:

- ▶ Keyword-based matching
- ▶ Real-time chat
- ▶ AI-powered assistance
- ▶ Modern Flutter UI
- ▶ Premium features
- ▶ Location-based matching

"Share your interests, discover others who share your keywords"

KEY

Currently in Beta Testing

The Problem We Solve
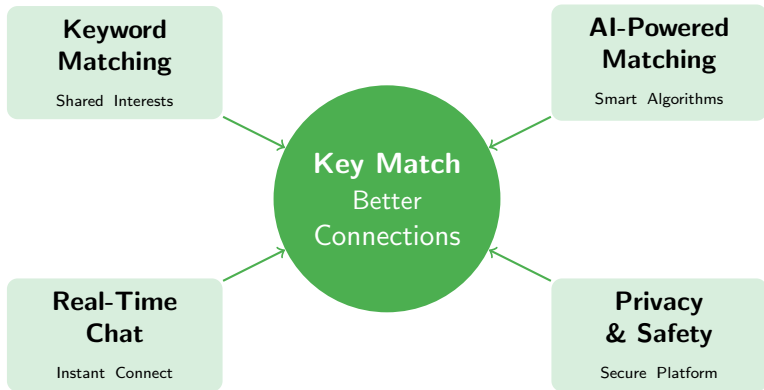
Traditional Dating Apps

- × Photo-centric approach
- × Superficial connections
- × Endless swiping fatigue
- × Limited interest matching
- × Generic profiles

Key Match Solution

- ✓ Interest-first matching
- ✓ Deep compatibility
- ✓ Smart algorithm
- ✓ AI assistance
- ✓ Rich profiles

Match based on what truly matters: shared interests, hobbies, goals, and values

Why Choose Key Match?

Keyword Matching
Shared Interests

AI-Powered Matching
Smart Algorithms

Key Match
Better Connections

Real-Time Chat
Instant Connect

Privacy & Safety
Secure Platform

A dating app that puts **shared interests** at the center

Core Features

User Authentication

- Email verification
- Secure login/signup
- JWT authentication
- Password recovery

Profile Management

- Photo uploads
- Bio & preferences
- Keyword system
- Location settings

AI Integration

- Smart matching
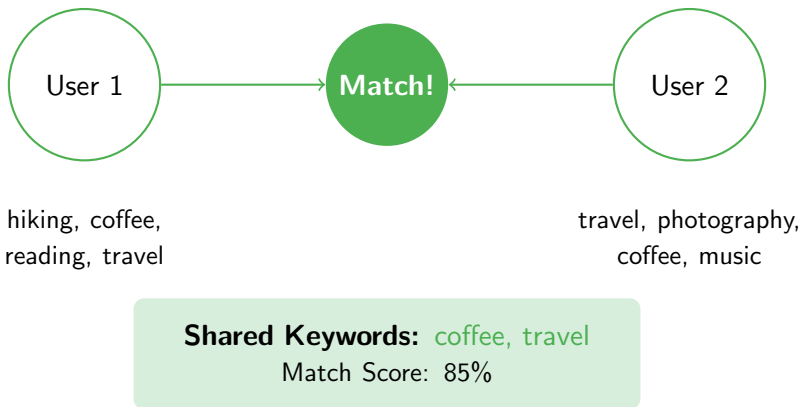- Message suggestions
- Conversation starters
- Profile optimization

Real-time Communication

- WebSocket-based chat
- Push notifications
- Typing indicators
- Message history

Premium Features

- Advanced filters
- Unlimited matches
- Ad-free experience
- Priority support

Keyword Matching System

User 1

Match!

User 2

hiking, coffee,
reading, travel

travel, photography,
coffee, music

Shared Keywords: coffee, travel
Match Score: 85%

Technology Architecture

Frontend (Mobile):

- ▶ Framework: Flutter
- ▶ Language: Dart
- ▶ State: Provider/Riverpod
- ▶ HTTP: Dio
- ▶ Real-time: Socket.io
- ▶ Storage: Secure Storage

Platforms:
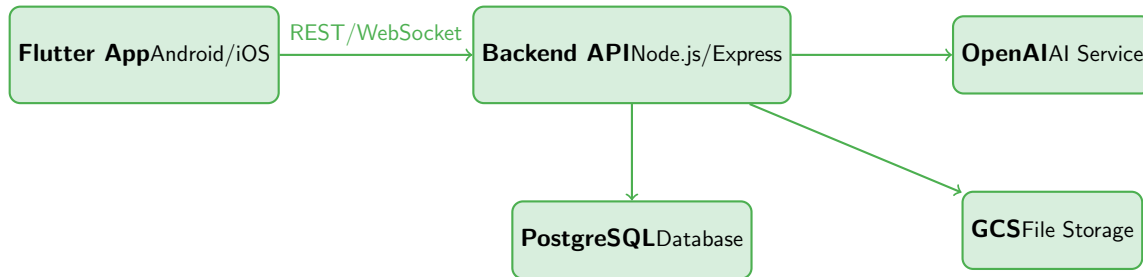
- ✓ Android
- ✓ iOS (in development)

Backend (Server):

- ▶ Runtime: Node.js v20+
- ▶ Framework: Express.js
- ▶ Database: PostgreSQL
- ▶ ORM: Sequelize
- ▶ Real-time: Socket.io
- ▶ AI: OpenAI API
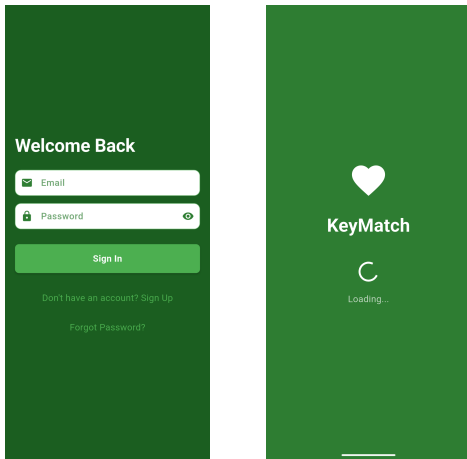- ▶ Storage: Google Cloud
- ▶ Email: Nodemailer

Security:

- ▶ JWT tokens, Bcrypt, Rate limiting, CORS

System Architecture

```
┌─────────────────────┐   REST/WebSocket   ┌──────────────────────┐              ┌─────────────────┐
│ Flutter App         │ ─────────────────> │ Backend API          │ ───────────> │ OpenAI          │
│ Android/iOS         │                    │ Node.js/Express      │              │ AI Service      │
└─────────────────────┘                    └──────────────────────┘              └─────────────────┘
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                                        ┌──────────────────┐ ╲   ┌─────────────────┐
                                        │ PostgreSQL       │  ──>│ GCS             │
                                        │ Database         │     │ File Storage    │
                                        └──────────────────┘     └─────────────────┘
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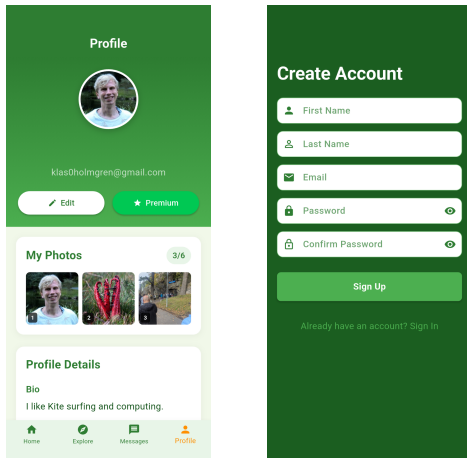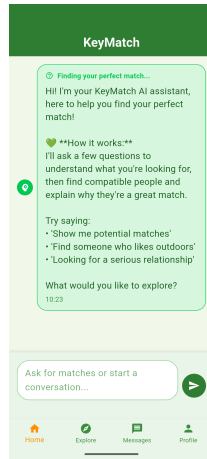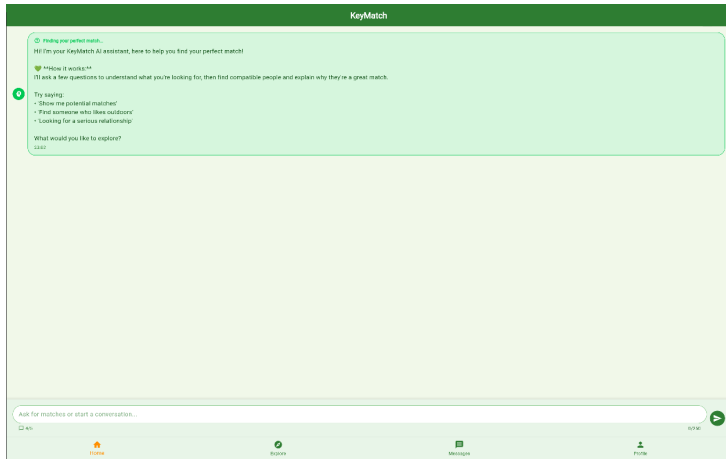
App Screenshots: Login & Loading

Login Screen and Loading Screen

App Screenshots: Profile & Registration
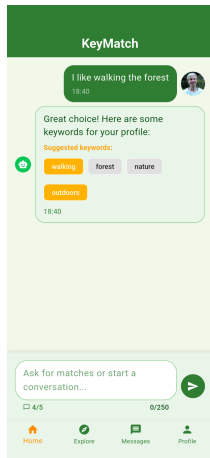

User Profile and Registration Screen

App Screenshots: AI Chat Features

AI-Powered Chat Assistance

App Screenshots: Keywords & AI Integration

Keyword Matching with AI Chat Assistance

RESTful API Endpoints

Authentication:

- ▶ POST /api/auth/register
- ▶ POST /api/auth/login
- ▶ POST /api/auth/verify-email
- ▶ POST /api/auth/reset-password

Profiles:

- ▶ GET /api/profiles/:id
- ▶ PUT /api/profiles/update
- ▶ POST /api/profiles/upload
- ▶ GET /api/profiles/explore

Matches:

- ▶ GET /api/matches
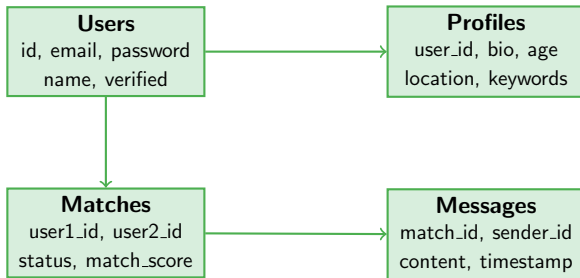- ▶ POST /api/matches/like
- ▶ GET /api/matches/suggestions

Messages:

- ▶ GET /api/messages/:matchId
- ▶ POST /api/messages/send
- ▶ WebSocket /socket.io

AI & Billing:

- ▶ POST /api/ai/suggest
- ▶ POST /api/billing/subscribe

Database Schema

| **Users** |
| id, email, password |
| name, verified |

| **Profiles** |
| user_id, bio, age |
| location, keywords |

| **Matches** |
| user1_id, user2_id |
| status, match_score |

| **Messages** |
| match_id, sender_id |
| content, timestamp |

Security Features

Authentication & Authorization

- JWT tokens with expiry
- Bcrypt password hashing
- Email verification required
- Secure session management

API Protection

- Rate limiting per IP
- CORS configuration
- Helmet.js security headers
- Input validation & sanitization

Data Protection

- Encrypted data transmission
- Secure file uploads
- Environment variable secrets
- PostgreSQL prepared statements

User Safety

- **Child safety standards**
- Block & report features
- Content moderation
- Privacy controls
- 18+ age verification

Privacy & Compliance

- ✓ **Privacy Policy** - Transparent data usage
- ✓ **Terms of Service** - Clear user agreement
- ✓ **Child Safety Standards** - Zero tolerance policy
- ✓ **GDPR Considerations** - Data protection principles
- ✓ **User Rights** - Access, deletion, export

> **Safety First:** Comprehensive child safety standards against sexual abuse and exploitation. All users must be 18+.

Development Workflow

Local Development:

1. Clone repository
2. Install dependencies
3. Configure environment
4. Run database migrations
5. Start development server
6. Run Flutter app

Testing:

- ▶ Unit tests (Jest)
- ▶ Integration tests
- ▶ Widget tests (Flutter)
- ▶ API endpoint tests

Deployment:

- ▶ Backend: VPS/Cloud hosting
- ▶ Database: PostgreSQL server
- ▶ Mobile: Google Play Store
- ▶ Storage: Google Cloud Storage

CI/CD:

- ▶ Automated testing
- ▶ Build verification
- ▶ Deployment scripts
- ▶ Version management

Current Status & Distribution

Beta Testing Phase

Key Match is currently in **private beta testing** on Google Play Store

Distribution Options:

1. **Google Play Store** (Recommended)
   - Automatic updates
   - Verified by Google
   - Easy installation
2. **Direct APK Download**
   - Alternative distribution
   - Version 134.8.0 (203)
   - Requires "Unknown sources" enabled

Beta Access: Email `keymatch@klasholmgren.se` with your Google Play account

Roadmap & Future Features

Short-term (Q1 2026):

- iOS app release
- Enhanced AI features
- Video chat integration
- Advanced filtering
- Group events feature
- Profile verification

Long-term:

- Web platform
- International expansion
- API for third parties
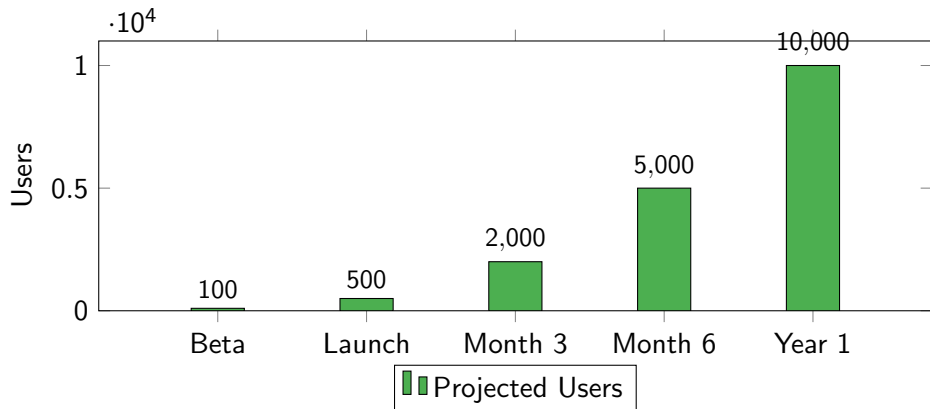- Community features

Technical Improvements:

- Machine learning matching
- Performance optimization
- Offline support
- Enhanced analytics
- A/B testing framework

Business Goals:

- 10K active users by Q2
- Premium conversion 5%
- Partnership opportunities
- Investor funding

Key Metrics & Growth

KEY

Live Demonstration

Key features to showcase:

- ▶ User registration and profile creation
- ▶ Keyword matching system
- ▶ Real-time chat functionality
- ▶ AI-powered suggestions
- ▶ Premium features

Contact & Resources

Get Started:
- ▶ **Website:** keymatch.klasholmgren.se
- ▶ **Email:** keymatch@klasholmgren.se
- ▶ **Play Store:** Key Match app

Documentation:
- ▶ Privacy Policy
- ▶ Terms & Conditions
- ▶ Child Safety Standards
- ▶ API Documentation

For Developers:
- ▶ GitHub Repository (private)
- ▶ Technical Documentation
- ▶ API Reference
- ▶ Setup Guides

Join Beta Testing:
- ▶ Email with your Google Play account
- ▶ Download from Play Store or APK
- ▶ Provide feedback
- ▶ Shape the future of Key Match

Thank You!

Questions?

Key Match
Connect with Confidence

KEY

keymatch@klasholmgren.se