

CUPID AI

Emotional Intelligence for Modern Dating Apps

Generative AI for Business - Fall 2025
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THE PROBLEM

Digital Dating creates too many **superficial matches**
People decide on a match solely based on **pictures** or **short text** prompts

RESULT: Almost **no matches end in a real connection**

50%

of Matches never text
as single message

← Key Numbers →

91%

of conversations die
after 5 messages

Need for Matches based on interest &
emotional compatibility vs. looks

CupidAI

Need for better conversations that build
genuine connections

THE SOLUTION - CUPIDAI

Know You Better

Deep Profile Generation

- Extensive **Onboarding Survey**
- Analyzing user's **prompts and messages**
- **Interpret interactions** with other CupidAI users

LLM Analyzes Data

Comprehensive profile embedding for each user

Match smarter

Compatibility Score

- Turns on when two users have **Cupid enabled**
- While swiping candidate will receive **match score**
- bullets about predicted **emotional compatibility**

LLM-generates score & reasons why

Meaningful, compatible Matches

Talk Better

Conversation Assistant

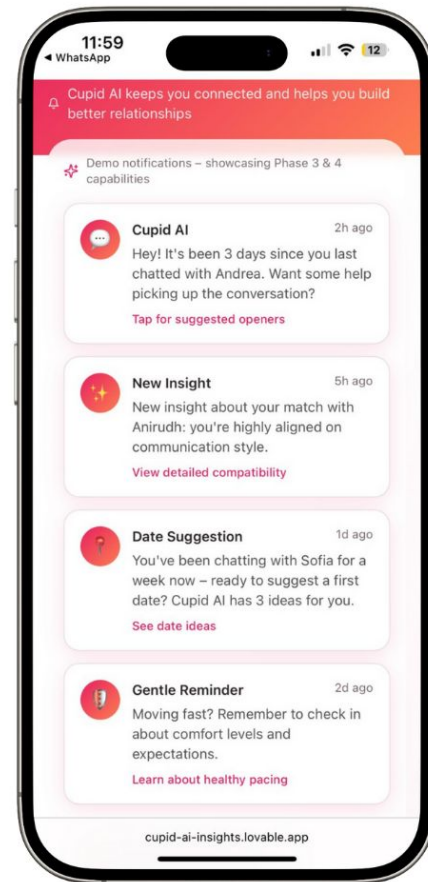
- AI chatbot helping conversation on demand
- Suggests **hidden shared interest topics**
- Nudges pacing to avoid ghosting

LLM suggests texts based on profiles

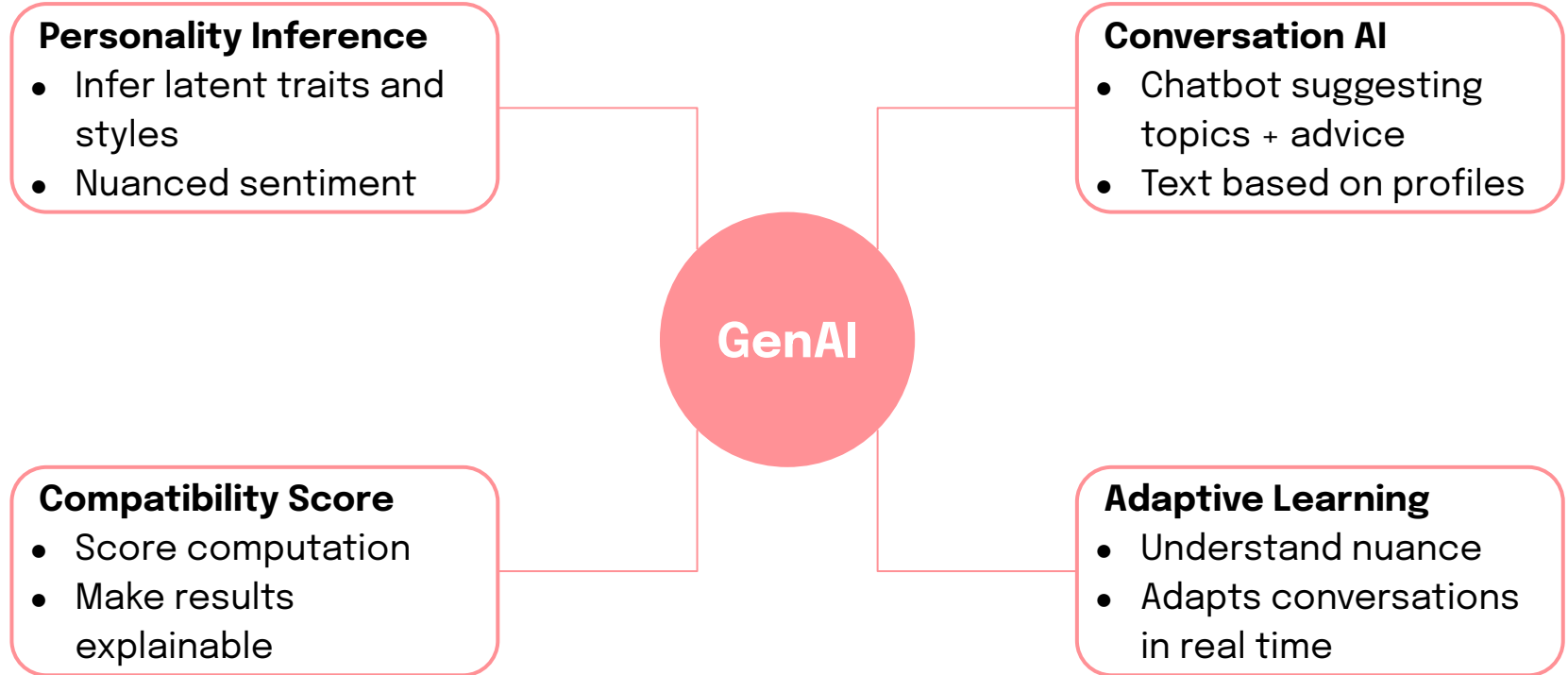
Meaningful and engaging conversations

DEMO

Feature	Tinder	Hinge	Bumble	Cupid AI
Photo-based matching	✓	✓	✓	✓
Prompt-based profiles		✓	✓	✓
Basic personality tags			✓	✓
Emotional compatibility scoring				✓
Trait-based conversation coaching				✓
Live “vibe” guidance during chats				✓
Miscommunication clarifier (AI layer)				✓



GENAI INTEGRATION



TECHNICAL FEASIBILITY

Phase 1: Personality Inference

- Fine-Tune LLM for trait extraction
- Personality surveys: Big Five Traits, Communication style, Humor, Relationship values, Emotional boundaries

Phase 3: Browser Extension MVP

- Show compatibility while swiping
- Display match insights
- Provide conversation suggestions

Phase 2: Compatibility Engine

- Build similarity metrics
- Train on match outcome data
- Generate compatibility scores

Phase 4: Agentic AI Features

- Adaptive conversation guidance
- Real-time emotional insights
- A/B testing & optimization

Technical Stack & Integration

Core Technology:

- Uses existing LLM APIs
- Personality = embeddings + lightweight scoring
- Extension uses standard DOM access + Overlays
- Heavy compute runs on backend: performance + latency are manageable

Integration:

- Browser extension for dating apps
- Works with Hinge, Bumble, Tinder
- Opt-in for both users required
- Seamless chat interface overlay

Business Plan & GTM Strategy

Launch Model

B2B2C Plugin

- Compatibility + chat layer
- Delivered as API + UI

Standalone AI Companion

- AI “dating coach” for users
- Works with any app

Key Stakeholders

Individual Users: Early Gen Z/Millennial users seeking emotional depth

Dating Apps: Early pilot partners + co-marketing & revenue share

Major Platforms: Large players adopting Cupid AI as a premium layer

Go-To-Market

Phase 1 - D2C (0-6 months)

- Launch Cupid AI as a standalone web app
- Users paste their profile/chats to get insights + tips
- Acquire early users via TikTok/IG & WOM
- Use feedback + usage data to refine compatibility engine & messaging

Phase 2 - Pilot (6-12 months)

- Run pilots with 2-3 niche dating apps
- A/B test Cupid AI vs. control groups
- Prove uplift in reply rate, second message rate & retention

Phase 3 - Scale (12-24 months)

- Turn successful pilots into paid B2B contracts
- Package Cupid AI as an API/SDK for larger platforms
- Co-launch “Cupid-powered” premium features with major apps

Revenue & Success Metrics

Primary Metrics

Individual Users (D2C)

- % of users returning for 2+ sessions
- Self-reported “helped me understand the convo” score (CSAT/NPS)
- Increase in meaningful conversations (e.g., # of back and forths per match)

Dating Apps (B2B Pilots)

- Lift in reply rate and second-message rate
- Reduction in ghosted matches
- Retention / subscription uplift for users

Revenue Model

- **B2B SaaS Licensing**
- **Consumer Subscription** - \$5-15/month
- **Insights Products** - aggregated, anonymized trend data (opt-in only)

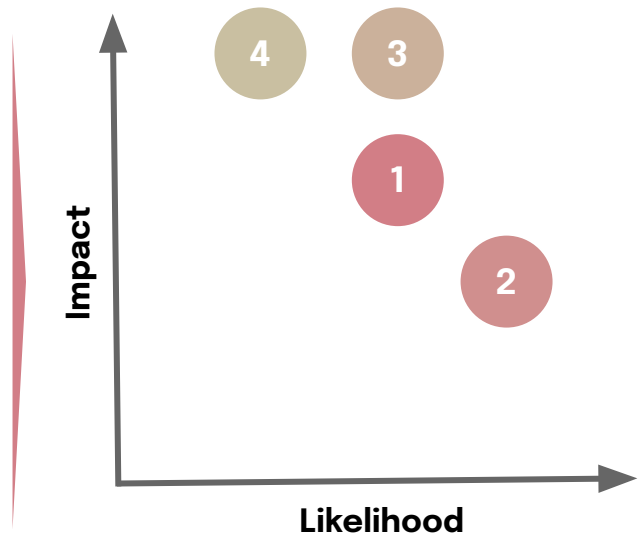


RISKS AND MITIGATION

Risks

Mitigation

Adoption Risk	1: Dating platforms unwilling to collaborate	<ul style="list-style-type: none">• Simplify Integration• Highlight competitive advantage over other providers• Share new insights
	2: Users hesitant to opt-in	<ul style="list-style-type: none">• Transparent UX: opt-in only• Full Control & clarity over what Cupid sees• Explainable Scoring
Product Risk	3: Emotional over reliance on LLM texts (user)	<ul style="list-style-type: none">• “Support not Decide” UX rules• Only provide suggestions on user demand
	4: Bias amplification in compatibility	<ul style="list-style-type: none">• Fairness audits• Enable users to customize weighting• Statistical bias monitoring



Thank you

Consider joining our team in our pre-founding seed

Contact: cupidai@matches.com

Visit our app: <https://cupid-ai-insights.lovable.app/>