



a



CARNEADES CAPITAL



Omega Incubators

startup

PROBLEM

DATING APPS:

- FATIGUE, APATHY & WITHDRAWAL
- ↑ BARRIER OFFLINE MEET
- ↓ BARRIER ONLINE CHAT

RISING:

- LONELINESS & DEPRESSION
- INDIVIDUALISM
- DIVORCE RATES
- COUPLES MET ONLINE

DECREASING:

- MARRIAGE RATE
- MENTAL & PHYSICAL HEALTH
- COMMUNITY

MEET APPS:

NO GOOD APP FOR MEETING NEW PEOPLE EFFORTLESSLY AND QUICK IN PHYSICAL WORLD

Barrier ↑ meeting FOR a 10 min COFFEE, run or conversation mediated online

DATING APPS...
COMMUNITY-FINDING APPS...
DIGITAL & ONLINE...
smartPHONE culture...
...**all suck**



IT'S all the same

NO:

- nice matches
- real conversations
- inspiring dates
- connection
- meaning
- progress
- romance
- spontaneity
- authenticity
- realness
- humanness
- passion

LANDSCAPE

no PHYSICAL or real LIFE connection!



SOCIAL



DATING



on Demand



real life

NETFLIX

x



x



x



x



on demand

in-person

nearby

connecting

branding



Thesis

SOCIAL & DATING ON DEMAND

SPORTS & ACTIVITIES WHILE MEETING NEW PEOPLE ON DEMAND

THESIS

- Dating/socializing/Love/community (TAM) timeless
- Force for good in the world (mission)
- Restore dating culture in the world
- Look-for-new-hobby & community app
- Fighting loneliness

HUMANS & ACTIVITY FIRST

- Humans + activities 1st again, process 2nd
- AI & automation → more leisure time → more activities
- Embrace ongoing digitalization with merger physical world

PROS OF APPS

- Better transparency
- Borderless
- Tailored options
- Connectivity
- On demand

CONS OF APPS

- Apathy, fatigue & withdrawal
- No chemistry, spontaneity, touch & feel
- Barrier too high: dates too big, expensive and intensive.
- 10 coffee dates (à €9) €90 & too much time

1 ACTIVITY FIRST



PUT THE BONDING
ACTIVITY CENTRAL
AGAIN

2 SPECIFY LOCATION



BRING THE WORLD
BACK TO OFFLINE
and the PHYSICAL
WORLD

3 DATE / FRIEND MODE



PUT THE PHONES
DOWN

4 CHOOSE FROM BATCH



online DATING
SHOULD BE come
HIP, HOT & sexy
again

5 MATCH ON activity



MAKE DATING &
meeting FUN AND
NATURAL AGAIN

TODAY I FEEL LIKE DOING...



on

DATE MODE
FRIEND MODE



in

Amsterdam,
UTrecht, etc





EXERCISE,
BOND,
RELAX



FRIEND MODE

OR
DATE MODE...?

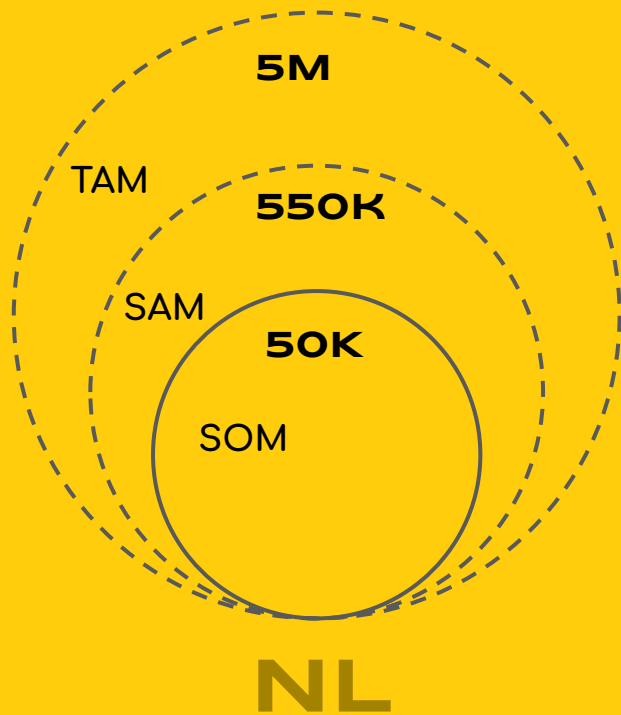


PLAY,
enjoy,
connect



DATE MODE

TAM & target audience



10% market share
400K

20% market share
150K

1% market share
40K

1% market share
7.5K

0,1% market share
4K

0,5% market share
3.75K

DATING

Leisure

USERS

550K

47.5K

7.75K

TOTAL

BULL

BASE

BEAR



Monetization

SaaS

Fee

Premium

UserBase (MAU)	LOW ARPU (€1)	MID ARPU (€7)	HIGH ARPU (€15)
7.75K	€93,000	€651,000	€1,395,000
47.5K	€570,000	€3,990,000	€8,550,000
550K	€6,600,000	€46,200,000	€99,000,000

GET DAUs & MAUs

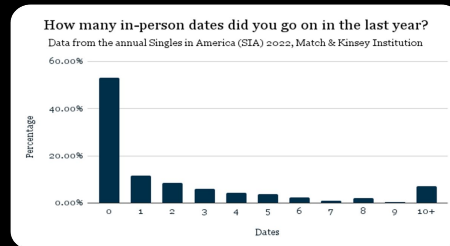
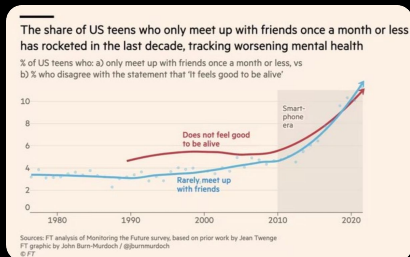
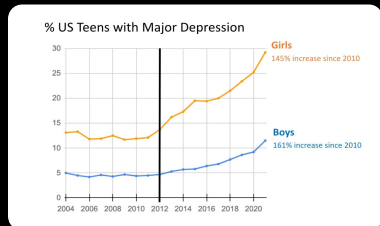
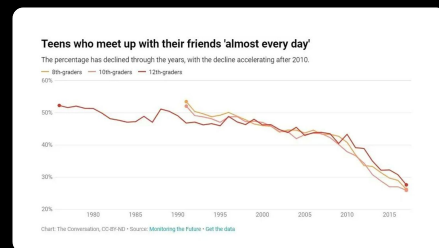
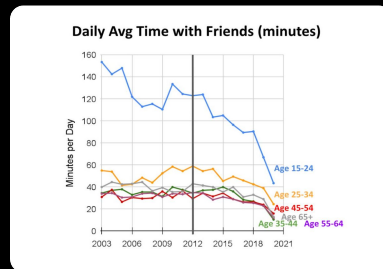
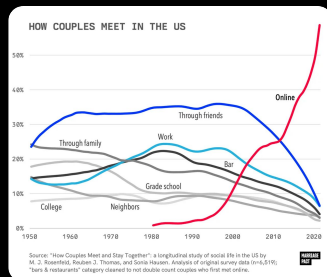
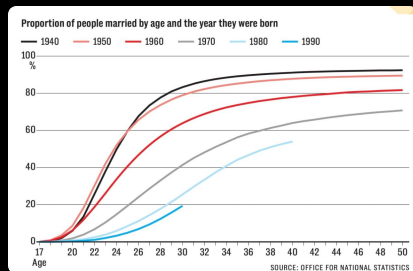
**THANK
YOU**



@BLOOM_NL



APPENDIX I



APPENDIX II

SOCIAL & DATING on Demand

- Why is technology everywhere, connectivity all around, IOT, internet, devices, etc. BUT can't I open any online platform to connect with similar minded people in my surroundings with a couple of clicks and go do something?
- I want to go to any places in the world, open Bloom, click on: I want to play tennis later today with someone in Amsterdam on friend mode. 3 clicks and 2 min later, and I am connected with someone to go play tennis later that day.