

Date link

Core issue

- Lot of people want to go on date especially people working as there is no time to meet other genders these app comes in to picture
- We have apps like tinder and other apps but people show only less intent in india to To go on date
- But if they get paid for going on date they would easily do so
- As people are alone and looking for some company and spend some time with others they're ready to pay



Core customer

As India has higher population of especially age group 18-30 (100 million) and growing . The people are too busy to find people to spend time on dates so we gonna monetise here and people want only spend some time with them and find a new one on every date

- Once the date is complete they get paid
- The date is gonna last for three hrs
- Tier1 and tier 2 cities have huge metro population and every one has a phone
- Today's generation are more open minded than last
- And people look it as more opportunity for employment

Solution

- Allowing people to go on date for money
- Allowing people to experience dates and loneliness is filled with new chapter of dates
- Not only these people will be enthusiastic to see what their date is gonna offer
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How the app works

- First app has two pages
- In the first one people who wants to go on date display their profiles
- In these page people directly message their date ask whether they want to go on date or not
- In these people are gonna specify what they're going to do on the date and location and departure every thing is specified
- Second page people who are looking for specific in their date like who read books novels or playing games
- In these page who have similar interests will go on date and get paid

- As the date agree they share location where they gonna meet and departure point
- If they agree they going to date they press yes button and date is on
- Where as second one they check each other interests through message and date is on

Monetisation of app

for every date people go on we go on to collect 100 rs

Generally the date is gonna cost between 300 to 500 rs and they gonna deposit us 800 rs as advance and collect back rest after the completion of date

As soon as date is agreed they have to deposit 600to 800rs

And as the date completes they get the rest back after our gross collection

Business/market

- As I said before we have largest youth population would readily jump in to these as they want to experience date and understand different people from different background
- Even if we have one million users per day we gonna make 10 cr
- And 300 cr per month and even before the competition arrives we gonna be break even

Operation plan

- Simple all we require is app making as we gonna have third party doing it for us
- We gonna need is digital marketing experts and palm of execution on digital world
- The more aggressive marketing the higher the subscriber and downloads
- App is gonna take one -to- two months in the mean while we have to establish an office space and hire customer service and we can build anywhere in India as we do is virtual service
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Marketing startegy

- We need good digital ads in YouTube and all other social media ads
- We need to hire best didgital experts and create ads and advertise it aggressively
- Most of the investment is gonna go for marketing experts
- I'm gonna hire some software engineers for operational purposes for troubleshooting and other things
- We need to have ciustomer service both what's app and call centres
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Funding

- As u can see these is purely idea I need investment for pre seeding
- First one cr is required for making app and other operational setup
- And depending up on the marketing investment we gonna need at least 10 to 30 cr for aggressive marketing
- As u can see we can rise the stakes depending on the investors choice and their interests

- As the above mentioned core issue and solution or alternative we can monetise the app
- The scope and business is very large and we re even breaking even in one week
- I suggest u can do you're analysitcs and fund my idea