



eleven

March 2019

Our Purpose

To create the new standard for dating platforms that will redefine the dating process, connect more people and make dating fun again.

The problem:

- Tinder/Bumble have made dating synonymous with ‘hooking up’
- Profile pics don’t accurately depict users;
- The dating app experience promotes bad behavior;
- Singles intent on dating have little means to flirt safely;
- Result: dating isn’t motivational or fun

Dating has never been *easy*; Tinder and Bumble have made it worse

The screenshot shows the New York Post homepage with a red header. Below the header, there are several news thumbnails. The main article visible is titled "How tech bros ruined dating for young people" by Mary Kay Linge, published on September 8, 2018, at 9:56am. The article includes a photo of a person's face and social sharing icons. To the right, there is a "TRENDING NOW ON NYPOST.COM" section with a thumbnail of a football game.

CNN entertainment Stars Screen Binge Culture Media

'Swiped' matches digital hookups with unforeseen consequences

By Brian Lowry, CNN

Updated 10:06 AM ET, Mon September 10, 2018



The screenshot shows the Marie Claire website with a black header. The main article is titled "HBO's 'Swiped' Argues That Silicon Valley Must Fix the Dating Mess It Created" by Cady Drell, published on Sep 10, 2018. Below the article, there is a photo of a woman looking at her phone. To the right, there is a sidebar for "sexy hair" products with a woman's photo and a "75 USES" badge.

The Millennial Generation Flirts Differently

Cole
@cloutcole

buying women drinks is dead. sending fire memes is the mating ritual of millennials.

chiveuniversity Memes make the world go round

swellsyndrome91 @driventoadam

devon_maly @kt_marie_

nur_die_hitze @alyson_fisherr

foxtrotzulu @bashlynette

alyson_fisherr @nur_die_hitze 😂😂😂

samiamoghrabi15 @jonageorgrant

ericpbbaum That's forward progress! You can't drug a girl through a meme

943 likes

MAY 11

Solution

- ✓ **eleven:11 provides a playful and rewarding pre-dating experience** that helps singles initiate successful dates and lasting relationships
- ✓ **Game play with guided flirting builds curiosity and intrigue** while reducing the pressure to be charming over text
- ✓ An '**Uber Rating**' system incentivizes good behavior and penalizes bad 
- ✓ **Video introductions – not filtered photos – introduce players to each other**

How big is the opportunity?

The potential market is measured in \$ Billions

- **\$100B:** Estimate of world-wide market size for all apps is \$100B in 2018 and expected to grow to over \$150B by 2022. (Statista)
- **\$3B:** Estimate of US market size for dating services alone and expected to grow 25% through 2020. (IBISWorld, Evercore ISI)
- **\$1.4B:** Estimate of worldwide online dating revenue in 2018 (excludes casual hookup and niche apps). (Statista)

Behaviors are shifting

User behavior indicates room for more players

- **600M:** Globally, there are 600M singles online – a number that's expected to jump to 700M by 2020. (Fortune)
- **11% penetration:** Dating app reach is only 11% of the total app audience. (Comscore)
- **10 hrs/week:** Millennials spend 10 hrs/week just on dating apps. (Badoo)
- **3:** On average, people use three dating products at any given time. (Fortune)

The social stigma surrounding online dating continues to fade, increasing the demand for matchmaking services.



Current landscape



- Match Group is the leader in the space with 45 dating platforms, including Tinder, OKCupid, Match.com, POF
- The current top grossing dating apps per App Annie: Tinder, Bumble, Match, Zoosk, POF, Coffee Meets Bagel, Hinge, The League



Tinder – 1B daily swipes and 12M matches per day by 2014

Bumble – over 37M members – launched in 2014 (TechCrunch)

Facebook announced its intentions to enter the dating realm. In August, 2018, it began internally testing the feature which is a function within the Facebook app. (TechCrunch)

THE
league

matchgroup

coffee
meetsbagel

eleven:11 does it differently...

eleven:11, by virtue of its “hybrid” crossover-ability, can tap into dating, gaming, and social app face time and revenues.



Differentiated User Experience



- ✓ The App will present a modern, approachable, provocative and mysterious look
- ✓ Users will have a flirtatious, unexpected, inspired, gamified experience which removes the reliance on text messaging.
- ✓ An advanced matching algorithm will incorporate personality-type matching (e.g., Meyers Briggs) and neuro-analytics.

In essence, the eleven:11 app offers a curated process of 'guided flirtation'



'Complete Meme'



Complete a Meme together!

- Player 1 starts the Meme ...
- Player 2 completes it.



Or, send a Meme!

- Player 1 chooses a Meme



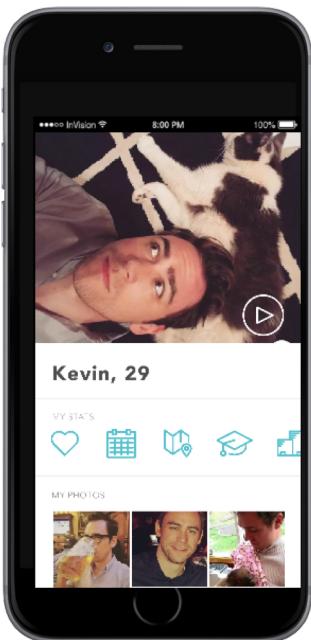
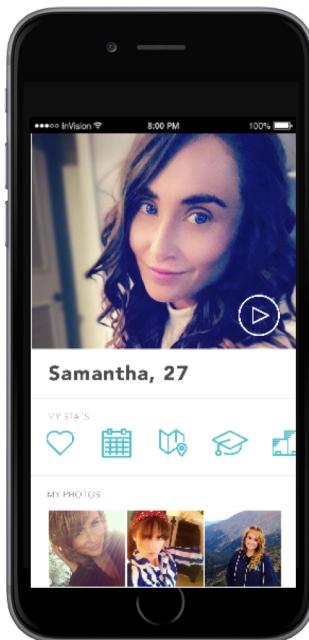


Mad Libs



Mad Libs

- Player 1 and 2 fill in a Mad Lib
- Once complete, each Mad Lib is shared with the other player as a way to learn more about each other



The Job Interview from Hell

I scoured my closet for the perfect _____ to wear. Dressing for the _____ place Article of clothing Superlative around isn't easy. Sweating _____ during the interview is a sure sign of weakness. I must Plural noun remember to play up my strengths: _____, menacing stares, and _____ collecting. Sport Noun

It has always been my dream to work with the Angel of Death, or _____ Devil. The power Personal title and prestige are _____ desirable. Adverb The Gates of _____ tower above me as I ring the doorbell. I can't believe _____ is Proper noun song title the doorbell chime. _____, his black



Amy Thorne

Co-founder

Amy has spent 20+ years building brands. Most recently her talents have been brought to the data and technology world in her current role as Chief Creative Officer of a major performance media agency within the Dentsu-Aegis network (Merkle).

Applying data and analytic performance metrics to creative, Amy is often considered a "nerd" within the creative community. Amy's own experiences in the online dating world of today inspired her to join forces with her business partner to develop the concept and experience for eleven:11

Fun facts:

In her spare time, Amy likes to jet set the globe, most recently visiting Croatia and Portugal. She also volunteers at her local Dress for Success, runs $\frac{1}{2}$ marathons and enjoys playtime with her 8 year old Great Dane, Pearl.

Dating stats:

Former member of Hinge, Bumble, Tinder, Match, OKCupid and Zoosk
Currently in an happy LTR, with an AL BHM!



Mac Delaney

Co-founder

Mac began his career in advertising at 24/7 Media in New York at the dawn of the digital age. He enjoyed success leading sales divisions at some of the most innovative digital platforms and publishers in the world - Yahoo!, Microsoft, Federated Media Publishing and Digg.com.

In 2010, Mac took his sell-side expertise to the buy-side and spent nearly 10 years at global agencies for Publicis Groupe and Merkle, part of the Dentsu Aegis Network, helping transform the services industry into best in class providers of technology solutions. Most recently Mac returned to his roots in the role of Head of Industry, Financial Services at Google.

Although now a midwestern suburbanite Dad, Mac still considers himself a cultural trend-spotter. He seeks outlets for his creativity in the forms of script writing as well as in new consumer product designs and concepts. Today, you can find him working to solve one of the most egregious social disasters - tech-enabled dating.