

Executive Summary

Our product is a dating app, named *Table*. The mission of *Table* is to improve upon what we call the *Swipe* model of dating apps which was popularized with the launch of *Tinder* in 2012. In the *swipe* model, users *swipe* through a deck of other users, liking/disliking each of them. If two users like each other, they match & can start a texting conversation from there.

Of course, entering the global market is possible, but for now- we plan to focus on the US market. **The US online dating market is worth almost \$1 billion.** Last year there were 25.1 million users using dating apps. *Tinder*, *Bumble*, & *Hinge*, which are all *Swipe* focused, account for 56% of these users. At this point, almost every other dating app offers a *Swipe* feature as well. From this we estimate ~70% of these users are *Swipe* focused, leaving us **looking for a part of a market of ~17.5 million users.**

The main problem we see in *Swipe* apps, is a lack of conversations among users. We cite a study that tracks ~2 million conversations between 400,000 *Tinder* users. The study reveals that most of these conversations are extremely short (1-3 messages long). This gives us validation of the existence of the problem we are looking to solve. We also feel confident that this truly is a problem users would appreciate a solution to because users are downloading these apps looking for human connection & in-person dates. Conversations that last 1-3 messages are not going to give a user either of these things. We feel that the reason this lack of conversation among users exists is because users find it difficult to start/maintain conversation with each other because they have no prior connection, as well as because there are other users using these apps, more focused on swiping than conversation. This leads to a culture of users who spend their time swiping & matching, but not talking.

In our app, *Table*, rather than swiping through users, you are put on 24 hour long texting dates. When you open the app, you are given the option to enter criteria & then search for a date. We automatically find somebody else looking for a date to match you up with, and then populate your *Live Dates* section with a *Live Date*. On a *Live Date*, you & your partner have 24 hours to message as well as view each others' profiles. Users can go on multiple dates at a time. After 24 hours, the date expires. At this point:

1. The chat locks up, but you can still view your conversation as well as each other's profiles
2. You are given the option to like/dislike the other user

After liking/disliking, the date disappears, but if you both like each other, the date reappears as a match where you can continue the conversation.

We call this the *Date* model, which shifts the focus from swiping to conversation. Because of the shift of focus, we plan to offer another major feature- interactive text messages we call *Interactables*- with the goal of offering more options for creative & fun interaction among users. We plan to build the *Interactable* system in a way that allows us to rapidly produce many options for our users. A few examples of interactables include madlib, magic 8 ball, flipping a coin, 2 truths & a lie, multiple choice, true/false, etc. There's a huge set of options we can offer our users. By offering the *Date* model along with *Interactables*, we feel that *Table* has the potential to totally disrupt the Industry in the way *Tinder* did back in 2012.

Our Revenue/Costs are similar to other dating apps. Our main costs will be from development & servers. Like most dating apps, our main source of revenue will be from subscriptions. We then plan to use *Interactables* to generate further revenue as well as for leverage for subscriptions/user acquisition.

We plan to use the prize money from the *Panasci* competition to take us to & through a test launch we plan to have live for the month of September, focusing in around UB. The plan for this test launch is to collect data that gives us even further validation of our idea, that we can use for a strong second round of funding, which would then take us to a full launch. For the full launch, we plan to target dense cities at first and then eventually scale to a nation-wide launch when we feel ready. Because of **Match Group's** history of dating app acquisitions and because we would be directly competing against swiping apps, which is where most of their profits are, we feel that we would be an excellent candidate to be acquired as well, for a high price.