


QUIVER

Hi, everyone! Today I'd like to talk to you about dating apps. How many of you use dating apps on your phone?

Would you say you've had a good experience with it?


Let me ask you – what was the first question they asked you when you downloaded it?



“Are you male or female?”

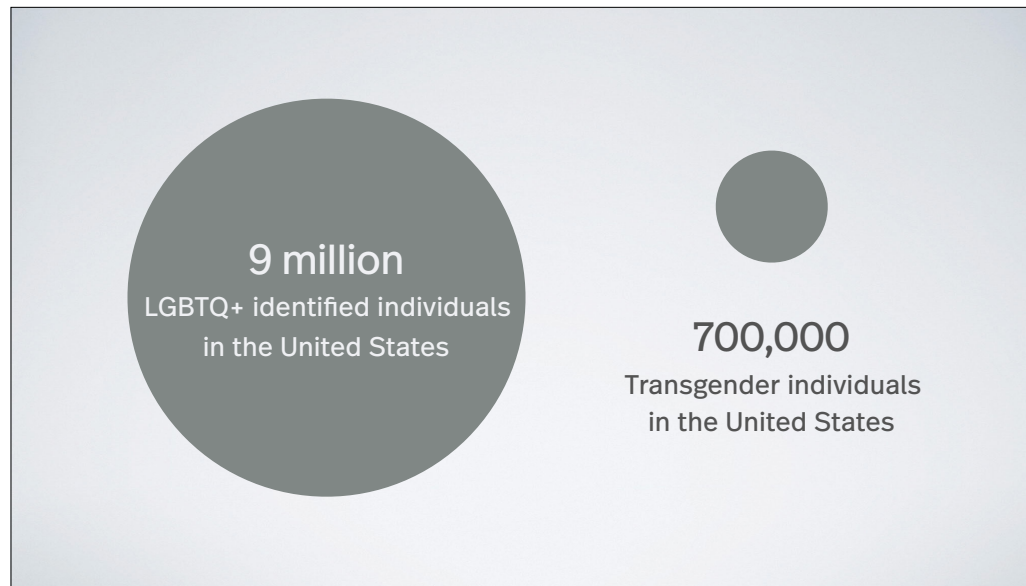
Yeah. It seems like a simple question, but it’s not. Plenty of people fall outside the gender binary – I identify as non-binary myself, and I’m not alone. At this point, if a dating app asks me this, I literally cannot progress.

Then, if you’re lucky, they ask you this –



“Are you looking for men or women?”

Which is weird for a whole set of other reasons. What if you're looking for both? What if you're looking for neither? Why don't dating apps take things like sexuality and gender identity into account when they think about their users? The answer is because it's easy not to, and because they don't think they'll be upsetting anyone.



They couldn't be more wrong. It's estimated that at least 9 million people identify as LGBTQ+ here in the United States alone, and that at least 700,000 of those identify as transgender. And that's just those who we know about – a large number of LGBTQ+ people haven't come out to their families or friends.



QUIVER is dating for the rest of us.

So we're building Quiver – a dating app for the rest of us. I'd like to tell you about what makes it special.

QUIVER...

- A home for people of any sexuality or gender identity
- Find what you're looking for without reading profiles
- Built for dating, hookups, non-sexual romance & more
- Best-in-class abuse & harassment reporting system

We want Quiver to be home to people of any sexuality or gender identity. When you sign up, you tell us exactly how you identify, and those who are looking for people of your gender will see you automatically.

Quiver works a little different from what you might be used to – you find people by searching for the specific things you're looking for in a partner, not by reading through a bunch of profiles. So you can, JUST for example, tell us you're looking for a trans woman who's into fisting, and anyone matching that near you will come up.

Because of the way Quiver is structured, it works well for a wide variety of use cases – you can use it for dating, hookups, or even non-sexual romance – we have a full suite of features specifically for asexual people.

And we have a fully-featured abuse and harassment reporting system – the best in the industry, it allows our users to report, block, and notify authorities about interactions with other users that were abusive, harassing, or criminal in nature.

Our Clientele

- LGBTQIAP+
- 18-35 age group
- Smartphone-savvy
- Ready for new experiences

Our typical user is queer, just out of college, just moved to a new city, and looking for some sort of companionship. They're ready to move on to a new phase of their life, and to take in all the new experiences that will bring with it. And they spend their lives on their smartphones – they're ready for this.

Our Competition

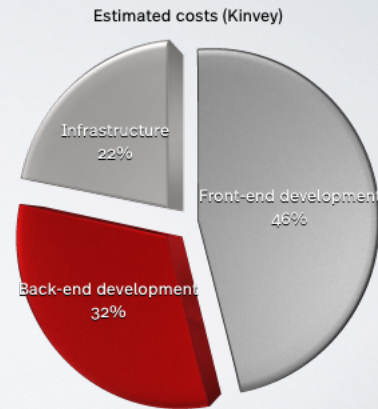
- **Thurst** (forthcoming)
 - “Where queer people of all genders date.”
 - Hasn’t yet released a functional app

We’re one of the first groups to ever attempt this. Our main competition, an app called Thurst, hasn’t even launched a public release of their app, and it’s currently unclear how exactly it will function. It’s clear that by the time we launch, we will be 1 of at most 2 apps on the market doing what we do.

Cost Analysis

- Front-end: \$134,806
- Back-end: \$94,376
- Infrastructure: \$63,600
- Total: \$293,182

all costs estimated

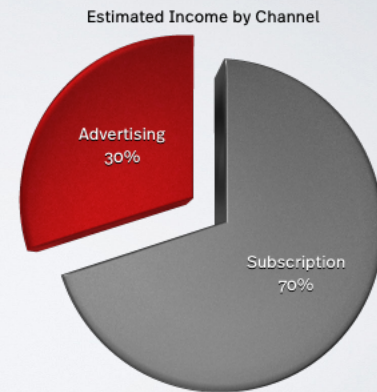


Our cost analysis shows that we'll spend roughly \$300,000 building out the initial version of the app. 46% of that will be spent on front-end development, 32% on the back-end, and 22% on infrastructure.

After-launch Revenue

- Advertising: \$45,000
- Subscriptions: \$104,500

all amounts estimated avg. monthly
income end of first year



We expect to make that money back in two ways. The first is by selling advertising slots within the app for businesses that wish to act as safe spaces to meet up in public. It's free to list, but businesses will be able to pay to have their locations pushed up the list. The second is by selling "donator" subscriptions in the app, which doesn't add functionality – it's just for those who wish to support us monetarily. We estimate that if 20 to 30 percent of our user base opts to donate, this could make up as much as 70% of our revenue.



Thanks!

letsquiver.com

This presentation was created as part of a capstone assignment for Digital Media Convergence at SUNY New Paltz. For more information, visit wildonaldson.me.