

Make a Connection

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Problem Domain

- People want to meet people without engaging in the “hookup culture”
- People want to get to know better those...
 - in classes
 - in activities
- People want to make organic relationships
- People have a hard time making that first move to start a connection

From Our Interviews...

- Regardless of engaging in hookup culture, they dislike it
- Would prefer to start a relationship “if it happens naturally”
- Don’t want a one-night stand
 - Get to know before getting intimate
- Want to get to know people in their daily life but are nervous of...
 - Rejection
 - Coming off strong
 - Awkward conversations



Help Make That First Connection

- The biggest problem people have is avoiding hookup culture
 - It is easier to have a hookup
- Want to make it easier
- Give a stigma-free messaging system
- Help people get connected

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