

This guy's amazing Tinder profile is a PowerPoint sales pitch

If your Tinder profile doesn't look like a PowerPoint slide, you're not doing it right.

Niket Biswas, a software engineering manager at Facebook in New York, decided he wanted to create a Tinder profile that was far from generic — and he did.

Biswas spent two hours on presentation software Keynote before finally coming up with this, which he uploaded to Tinder last Saturday:

MEMO

ATTN: Prospective Life Partner

FROM: Ministry of Objectivity

CC: Parents, Sibs, Single Friends

Priority: Mid

Why You Should Swipe Right




Fig A: complex layering of wardrobe and character




Fig B: signed up for LinkedIn headshots and was upsold

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IMAGE: NIKET BISWAS/SUPPLIED

Trajectory of Growth

Steady improvement in key attributes over time





Attribute	1986	1996	Teen	Present
Hand-Eye Coordination	0	25	50	100
Meal Prep	0	0	25	100
Cuteness	100	75	50	25
Contribution to Society	0	25	50	100
Lovability	100	75	50	25

IMAGE: NIKET BISWAS/SUPPLIED

The Struggles

- Only child
- Fervent carnivore
- Tequila enabler
- Is not a morning person
- Competitive Street Fighter
- Taboo professional
- Can't really swim or bike
- Likely better chef than you





IMAGE: NIKET BISWAS/SUPPLIED

The Perks

- Overcommits to Halloween
- ENTJ: will plan, empathize and discuss
- Consistently has chocolate on hand
- Will do wonders for your IG game
- Enjoys steak and Herradura
- Chews with mouth closed
- Lucid dreamer
- Puppies



IMAGE: NIKET BISWAS/SUPPLIED

Testimonials

Don't take my word for it.

"what no, **that's stupid**. why would i do that." -ex

"10/10, **reckless appreciation** of the human psyche and physique." -ke\$ha

"you **won't get a nice girl** with a haircut like that." -ma

"I see some **potential**." -Mrs. Robertson

"he'll **take care of you** when you're sick, including awk walgreens runs." -ex

"great **cuddler**, feeds often." -Jalebi (pup)

"this is so **Type A** of you. it's a little funny but dumb." -supportive friend

"he's weird and **doesn't like dessert**. whatever, more for me." -ex

IMAGE: NIKET BISWAS/SUPPLIED

"I'd just come home from a date at 2 a.m., fired up Keynote and was done by 4 a.m. It doesn't take long," he said. He even texted his ex to ask for a testimonial:

Wednesday 1:51 AM

hi can you write a testimonial for my dating profile

I'm making a PowerPoint presentation



Wednesday 10:06 AM

Wait what? I can't tell if you're joking lol

no really. why would should you date me

What is this for? A PowerPoint??



work in progress

here are my notes:

Private > Profile



testimonials
the perks
haircut imessage text
moms approve
5 traits / why we're similar
100% single
dog, people
travel
food
organized
cosmo magazine cover
being single is impractical

lol it's just for my dating apps

bc might as well do something more fun than pictures

perhaps i'll post it and share it amongst the lonely dating community

Lol I can write a "testimonial" for you. What other testimonials you got, I wanna read

Biswas himself is pretty familiar with online dating, having been on it for seven years before deciding to revamp his profile.

"There's plenty of good looking people on dating apps...it's really tough to stand out on photos alone. So many profiles mention 'food, travel, family, brunch'", he told *Mashable*.

"I've been on and off online dating for the last 7 years and I figured throwing up some new pics was worth a shot and worst case scenario, send a couple smirks to strangers. Lots of people don't even read the text or swipe to a second picture unless you catch their attention, which I guess is what I was going for."

The best part? Biswas' new profile has gotten him 10 times more matches than usual.

"No joke, I've gotten like 10 times more matches overall, and from generally edgier people than I did before."

And has he gone out on dates with anyone new?

"I went on my first date [one day after] putting it up and I'll say I'm optimistic," he said.

"I guess I'll report back when I'm not single anymore."