

# VibeCheck Pitch Deck

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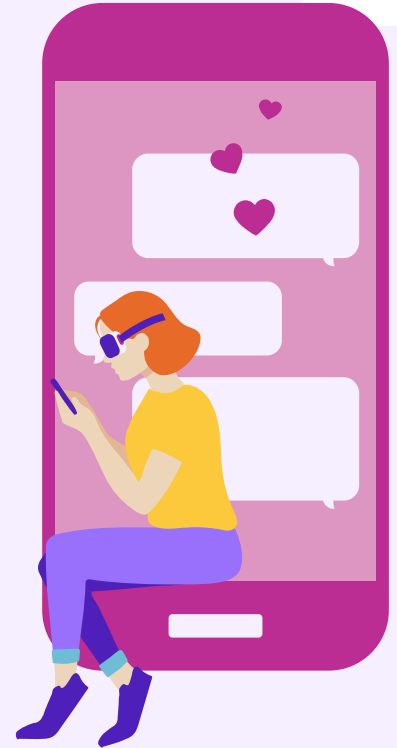
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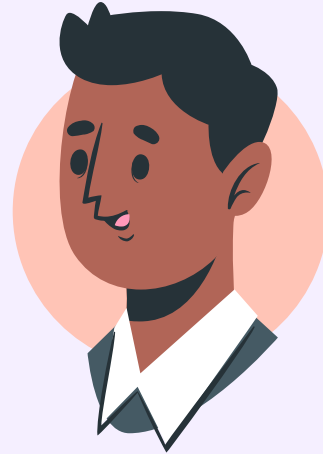


# Problem

HBCU students need a better way of finding like minded partners from similar backgrounds and institutions



# Target Users - HBCU Students



First time and Experienced  
Daters

# User Needs



**Verification**



**Fewer Options**



**Clear Expectations**



**Shared Interests**

# Product Vision / Goal

VibeCheck's vision is to be a dating app for HBCU students that aims fosters closer connections through shared experiences and cultural understanding.

# Existing Dating Apps



Tinder



Bumble



Hinge

# What Makes Us Unique

Cultural Focus

Local Event Plans

Quality over Quantity





# Key Product Features



**User  
Feed**

**Customizable  
Profile**

**Limited  
Conversations**

**Chat  
Rooms**

**Personalized  
Matches**

**Community  
Features**



# Wireframe

Vibe Check 

First Name

Last Name

Password

Phone Number

Date of Birth


**Next**




**Interests**





Anime	Cooking	Hiking
Gardening	Volunteering	Gaming
Art	Music	Fashion

**Save interests**


**User Feed**

  
Mike Daniels'24  
Computer Science

**Matches**







**It's a match, Sarah!**



Start a conversation now with each other


**Say hello**

Keep swiping

4:20   


**Messages** 



 **Mike**  




Today

Hi Mike! How are you doing today?

3:12 PM 

Your message  

# Market Opportunities



# Total Addressable Market (TAM)

240,590 users

X

\$18.98/user

=

\$4.35 million

## Target User Base

We estimate our target market to be **240,590 HBCU students**, based on the total enrollment of 343,700 ([bestcolleges.com](https://bestcolleges.com)) along with **70% interest rate in dating apps** (our user research).

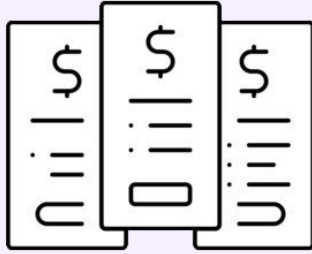
## Average Revenue Per User

Our ARPU, derived from **BLK's financials**, stands at **\$18.98**. This figure is calculated using BLK's monthly revenue of \$3 million and an active user base of 158,050. ([sensortower.com](https://sensortower.com))

## TAM Estimation

Our TAM rounds up to approximately \$4.35 million. For our first year, **aiming for 15% market penetration**, we project potential monthly revenue of about \$685,000.

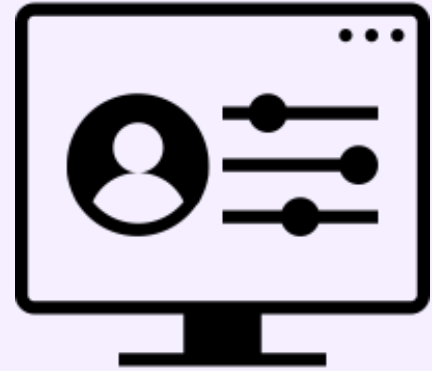
# Business Model



**Freemium Model**



**Advertisements**



**In-App  
Purchases**

# Revenue Projections

## Premium Subscriptions

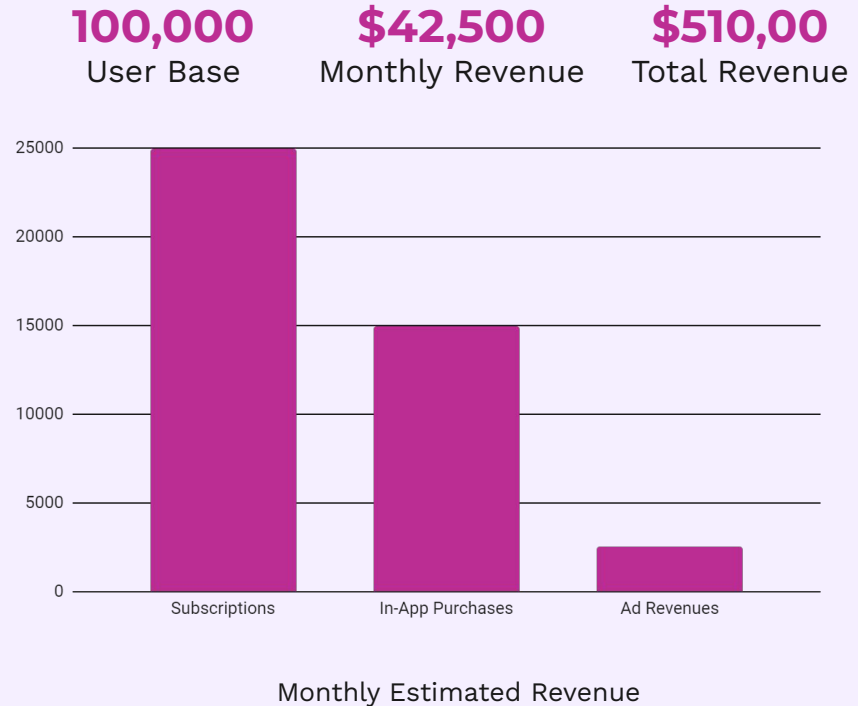
\$4.99/mo at a 5% conversion rate

## In-App Purchases

\$4.99 with a 3% participation rate

## Ad Revenues

\$0.5 to \$2.5 per 1000 views





# Cost Structure

## Initial Costs

- Hardware fees
- Domain Name Costs
- App Development Tools Costs
- Trademark Registration fees

## Running Costs

- Advertising
  - Technical Costs
  - Customer Service
  - Legal Costs
  - Service Cost
- 

# Cost Projections

Legal

\$20,000

Marketing

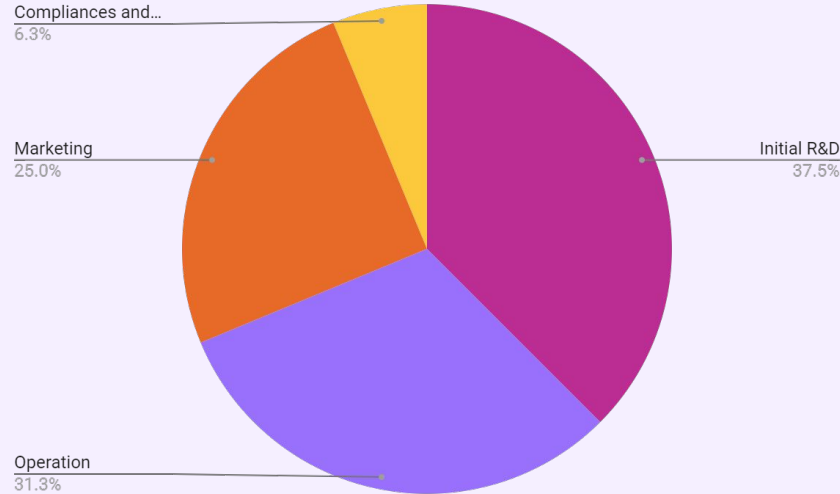
\$80,000

Initial R&D

\$120,000

Operations

\$100,000





# Key Product Metrics

**01**

**Activation Rate**

**02**

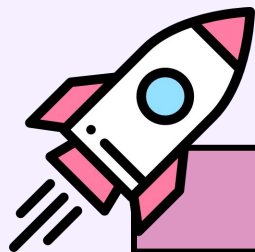
**Follow up Rate**

**03**

**Date conversion  
Rate**

**04**

**Monthly Churn Rate**



## Activation Rate

Percentage of users who complete our first key action(get matches) after successfully signing up.



## **Follow up Rate**

Percentage of people  
who engage with  
recommended matches.

## **Date conversion**

Percentage of user who  
went on dates with their  
matches



## Monthly Churn Rate (Good churn)

Percentage of users who stop using Vibe Check every month.

# Assumptions

## Our Users

HBCU Students/Alumni

Aged 18-26

African American

Looking for Meaningful

Connections

## Purchasing Power

Convincing Users of VibeCheck

Subscription

We would retain premium users

VibeCheck will still be functional with

free version





# Dependencies

## Technical

User Data

Student verification

Social Media APIs

Geolocation API

Payment API

## Partnership

HBCU Collaborations

Event Partners

## Operational

Content Moderation

User Support Services

Analytic Tools

Developers

Advertisers

Product Managers



# Risks

## User Adoption

Competition and Skepticism

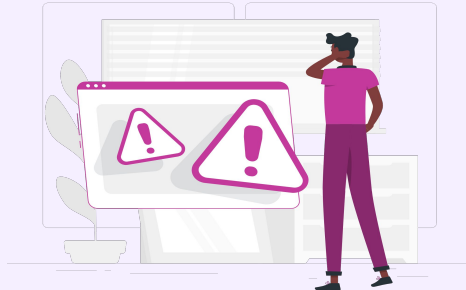
Low user adoption

## Monetary Viability

Will the app generate enough  
revenue to cover operational  
costs

## Privacy and Security

Data Breaches/Cyber Attacks





# Inclusion/Internationalization



**Language  
Compatibility**



**Local laws**



**Dating Styles**



**Cultural  
Interests/Values**







# Release roadmap/ Strategy

Q1

Get **early feedback** on matching algorithms.

Monitor user onboarding

Q2

Start the **monetization** process by leveraging the current user base.

Enhance user engagement and retention by **providing more privacy controls for the user.**

Q3

Improved **user experience** for **disabled** users.

**Personalized** experience for every user.

Q4

Validate VibeCheck's idea across HBCUs in other countries.

**Learn** if HBCU students are open to dating across **different countries.**



The background is a solid yellow color. There are four white cloud shapes: one in the top right corner, one in the top left corner, one in the middle left, and one in the bottom right. There are also four purple heart shapes: one in the top right, one in the top left, one in the bottom left, and one in the bottom right.

**End of Presentation**



# Thanks!

**Do you have any questions?**

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