**Problem Statement: We all know tinder and other apps don't have a good engaging activity in apps apart from swiping the profiles. What would be the future of dating? If you have to come up with a new innovative solution, what could it be?**

**Make a simple doc for your platform explaining your idea, innovation, uniqueness, growth plans etc...**

**Answer-**

* **Make the process strict and formal.**
* **Built brand loyalty**

1. Build private contact information section which can be shared with the other person if consumer wants.
2. Make security system the most advanced and take responsibility legally to convince consumer to share their confidential information.
3. Build referral system to get consumer referred from the most reliable sources, offer referral from your platform also.
4. Make it compulsory to add one family member in this process with proper formal information. Keep the platform enquires process simple and reliable and send documentations of enquiry to the consumers as a proof.