

Thank you for submitting our form!

Here are the details you sent us:

First name: Greg

Last name: Herrell

Organization Name: Tinder Finger was the initial name (don't have a new name yet) Tagline: "Increase your chances!" Maybe a greek word for chance.

Organization Website: -

Address: Remote office

Email address: gregtherrell@gmail.com

Phone Number: [240-215-7941](tel:240-215-7941)

Assistant's Name: gregtherrell@gmail.com

Assistant's Email: gregtherrell@gmail.com

Assistant's Phone: -

How would you paint success in a measurable way for your company in the next 12 months?: 1 million sales in 12 months. There is a big need for the product. Ideally get a margin of 5-10 dollars per unit after all costs. Get 2% of the 50 million market.

What type of products or services do you offer?: Device and software for dating app (software based solution)

Who are your clients, customers or audience?: Men from 15 to 40 actively looking to match on dating apps

What is their geography?: Domestically and internationally.

What are their preferences?: Increasing chances of dating and matches with different people.

What mode of product or service delivery do they prefer?: The target wants a tech tool to increase the chances of getting a date because they don't have time to do it. The faster and easier, the better.

How have you tried to reach/market to them?: Yes. Greg had a Shopify and paused it for 2 years.

What new changes do you want to make to your marketing strategy?: Have a business plan, promote on social media.

What are your unique abilities, services, products, and remarkable offerings in comparison to your competitors?: A software-based product that will enhance the dating scene and give possibilities of dating to more people.

What weaknesses of your company culture and marketing are negatively impacting your client acquisition and retention?: 1) Algorithm of different dating apps can see the product as a robot and ban it.

2) Different apps have different processes for matching

3) Consumers perception

Years In Business : 2-5

Who are your competitors? (Share websites): He hasn't seen any competition. A similar device did

it on desktop but not on mobile. His product is software-based.

Your Company Marketing Budget for next 12 Months?: \$30K - \$40K

What services are you interested in?: B2C Business Development

Other Services You Are Interested In?: -

Special Comments For Proposal Team: Build business plan and market research.