



RevealMe

**“Connection that reveals itself slowly
like a good story”**



Ayoub



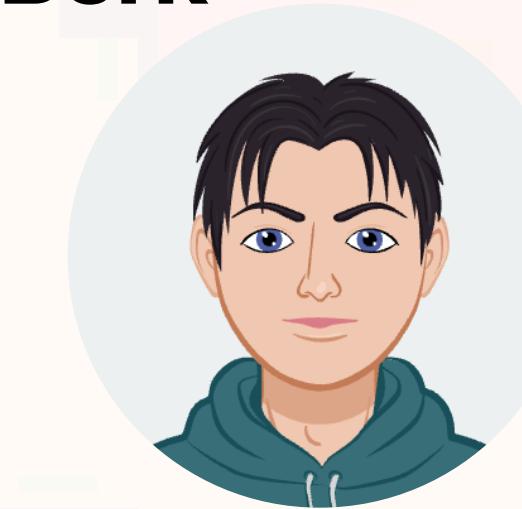
Cemilcan



Berk



Harsh



Shawn



Milan



Brodie



Anna



Manjot

Introduction:

- Reveal Me is a new dating app for emotionally intelligent connections
- Built for students, introverts, LGBTQ+, and mindful daters
- Focuses on personality-first over looks or algorithms
- Introduces a unique Slow Reveal System
- Encourages safe, gradual connections through shared content
- Launching Android-first in Canada this fall
- Today we'll walk you through our marketing strategy to bring this to life

Problem / Opportunity

PROBLEM:

- Dating apps feel superficial and emotionally draining
- Fast-swipe culture ignores personality

OPPORTUNITY:

- Trust-based, inclusive spaces are in demand
- Gradual reveal, community first dating = untapped niche

WHY DOES IT MATTER:

- Most dating apps foster toxic and unauthentic relationships. There's a growing demand for emotionally intelligent spaces.

Value Proposition & Underlying Magic:

1. Emotionally Intelligent Design

- “Slow Reveal” chats unlock profiles over time
- Anonymous feeds create low-pressure, trust-first spaces

2. Inclusive & Personalized Experience

- Full customization: gender, pronouns, relationship goals
- Designed with LGBTQ+ and privacy-conscious users in mind

3. Engagement with Purpose

- Gamified milestones reward intentional connection
- In-app moderation tools support emotional safety

RevealMe blends gamified emotional milestones, anonymous social feeds, and identity-first design to foster safer, more meaningful connections.

Target Market

Casey

VISUAL ARTS STUDENT

23 YEARS OLD

OTTAWA, CANADA

DATING APP USE : TINDER

What She's Looking For

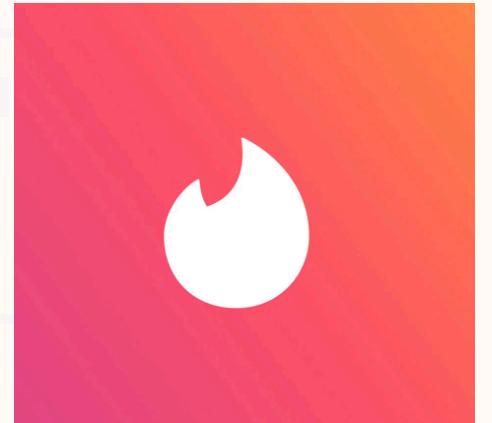
- Long-term romantic relationship
- Emotional connection first
- Gradual trust building
- Shared values over looks
- Personal safety priority

Current Frustrations

- Too much focus on appearance
- Can't filter by emotional compatibility
- Disrespectful behaviour
- Low-effort conversations
- Overwhelming number of matches



Direct Competitors



Tinder

Casual/Hookups



Bumble

Oversimplified Profiles -
Women message first



Hinge

Basic filtering options -
Inconsistent match quality

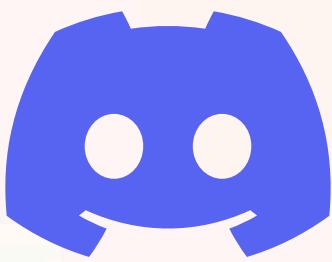
Indirect Competitors



Instagram



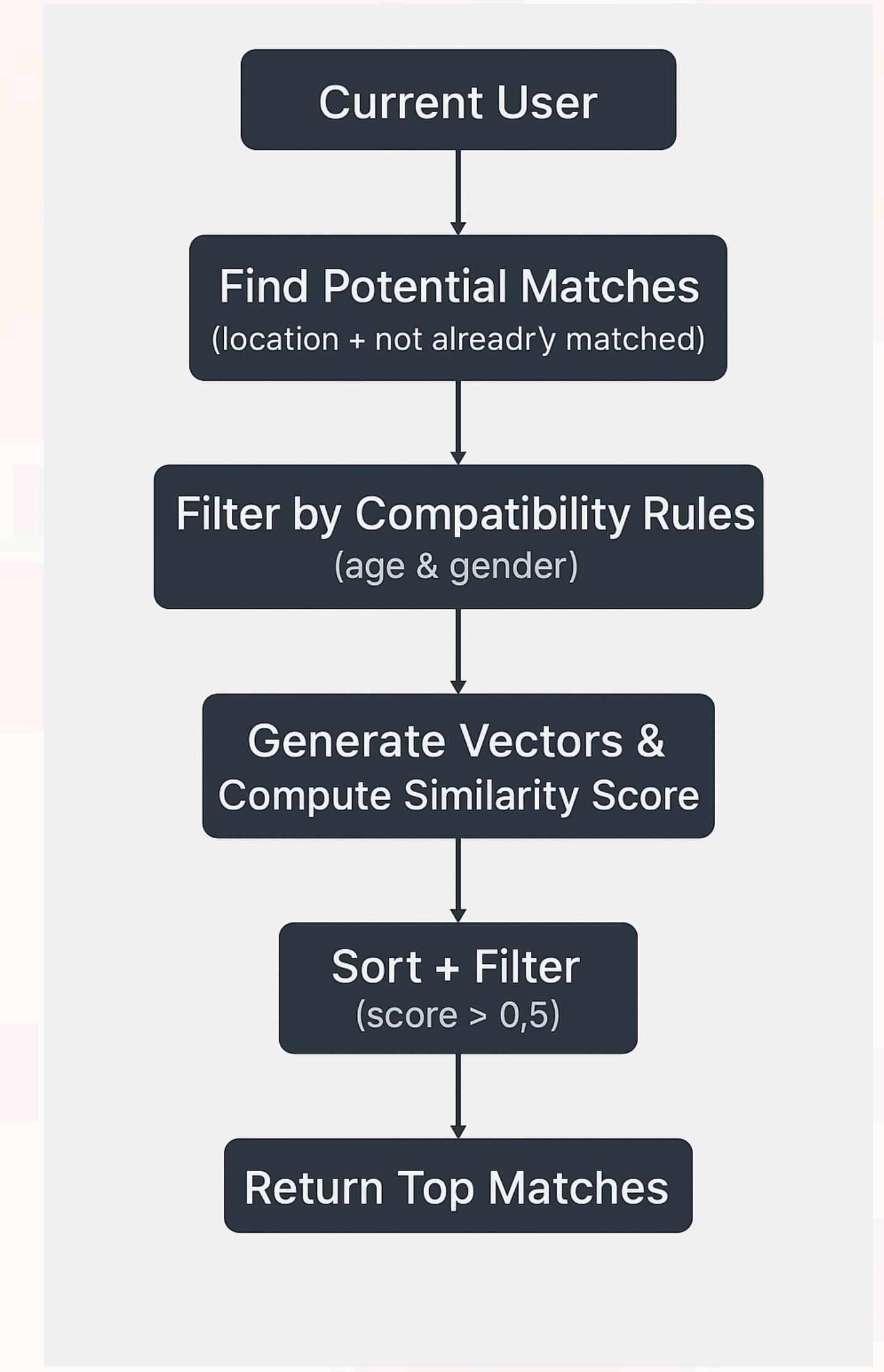
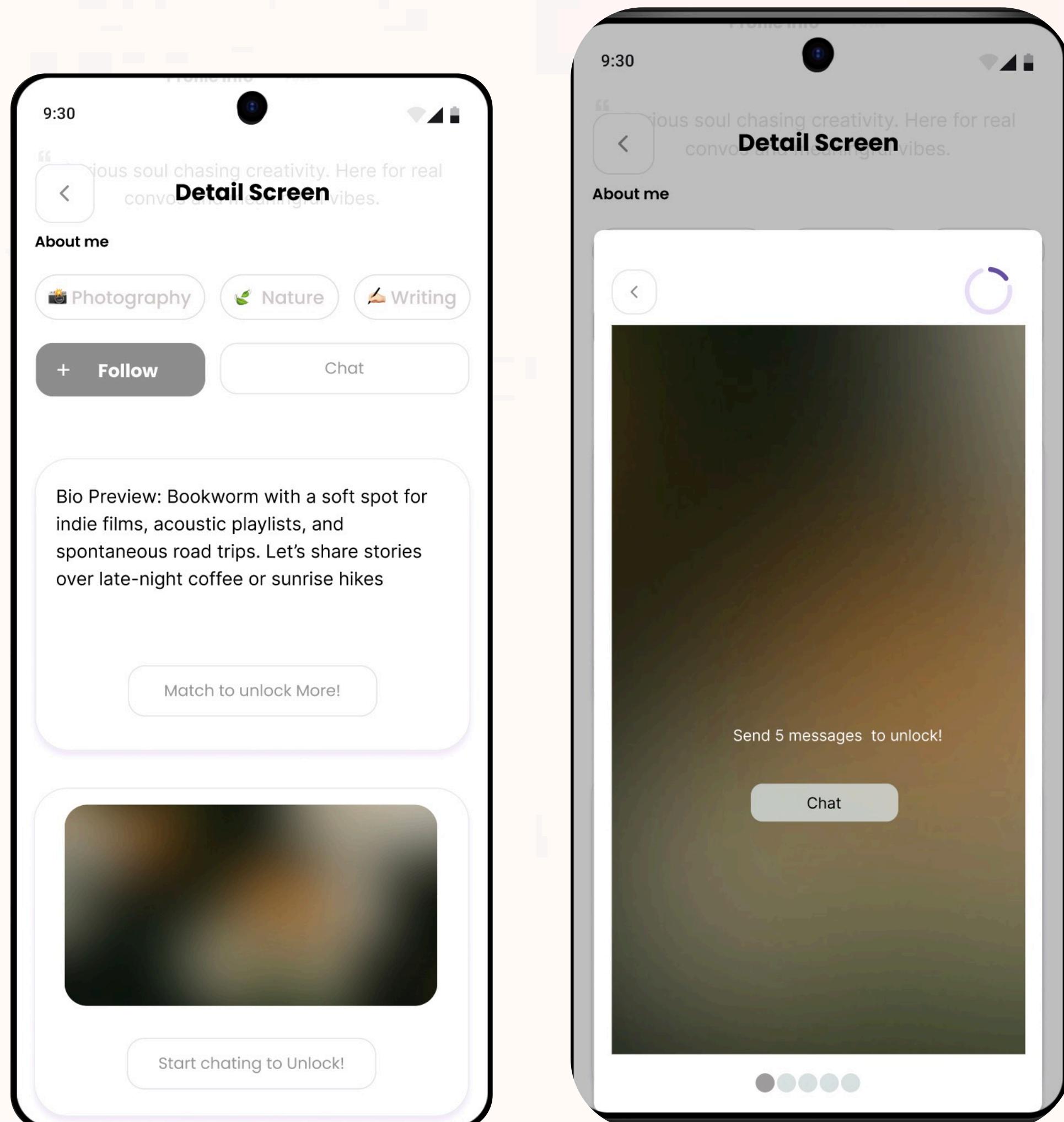
Reddit



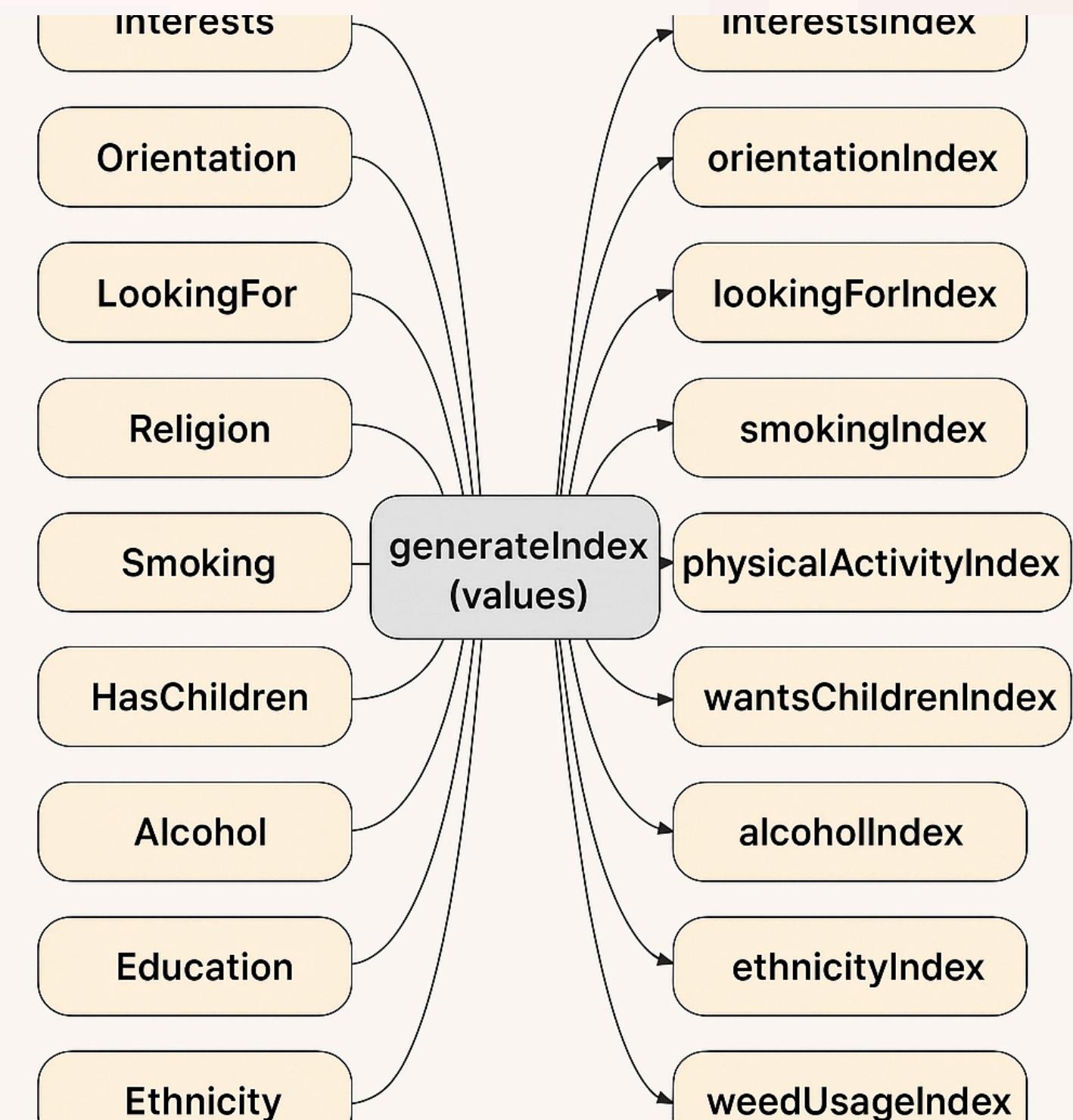
Discord

Reveal System

Secret Sauce



$$\cos(\theta) = \frac{\mathbf{A} \cdot \mathbf{B}}{\|\mathbf{A}\| \|\mathbf{B}\|} = \frac{\sum_{i=1}^n A_i B_i}{\sqrt{\sum_{i=1}^n A_i^2} \sqrt{\sum_{i=1}^n B_i^2}}$$



Marketing Objectives – Reveal Me (Phase 1 Launch)

Primary Objective:

- Achieve 5,000 app downloads and 500 Premium subscribers
- Target: students & LGBTQ+ young adults in urban campuses
- Deadline: October 31, 2025

Supporting Objectives:

- Brand Awareness: 10,000+ followers, 15,000 website visits
- Digital Engagement: 1.5+ min session, 10% newsletter sign-up
- Acquisition: $\leq \$2$ CPA, 3,000+ MAUs, 10% Premium conversion
- App Store: Launch in 5 cities, 4.5+ rating, category visibility

Why These Matter:

- Downloads = Reach
- Premium Conversions = Revenue
- Engagement = Retention & Loyalty
- App Store Success = Discoverability

Marketing Strategies – Reveal Me

- **IMC Element #1: Advertising**
 - TikTok, Instagram, YouTube Shorts campaigns
 - Real user stories + emotional authenticity
 - Tagline: "Find someone who sees you. Not just your profile."
- **IMC Element #2: Promotion**
 - Referral bonuses + campus codes + contests
 - Example: "Invite 3 friends, get free Premium month"
- **IMC Element #3: Events & Experiences**
 - Reveal Nights + campus pop-ups
 - Speed-dating with quizzes + QR download stations
- Bringing It Together: Advertising → Awareness | Promotion → Engagement | Events → Loyalty

KPIs

5,000+ downloads

3,000+ active users

>10% Premim conversion

800+ social followers

50,000+ impressions

Tiktok & engagement >3%

App Store click-through 1.25%

Soft Launch - Oct 2025

Full Launch - Dec 2025

Premium Features Go Live - Nov 2025

Influencer Campaign - Sept 2025

Fall Campus Tour - Sept-Oct 2025

Referral Promo Launch - Sept 2025

KPI Review & Optimization - Jan 2026

Digital & Distribution Channels

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Revenue Model

Freemium Strategy:

- Free base app
- Premium tier (\$9.99/month)
- Micro transactions (super likes, boosts)
- Partner deals (campus cafés, events)
- Sponsored content

Implementation Plan:

July-Sept Build & Hype	<ul style="list-style-type: none">• Finalize mvp (core features)• Launch landing page, referral promo, influencer marketing
Oct-Dec Launch & Learn	<ul style="list-style-type: none">• Soft launch with early users & ambassadors• Roll out premium features and national launch, while tracking KPS
Jan-Mar Optimize & Expand	<ul style="list-style-type: none">• Run seasonal campaigns (New Year, Valentines, exams)• Deepen community engagement through schools events, and content

Summary:

- Reveal Me prioritizes real, emotionally safe connections
- We're not swiping — we're building trust
- Marketing targets student life cycles for smart adoption
- Offline events + social campaigns = community trust
- Android-first rollout with measurable milestones
- Scalable launch: campuses → nationwide
- Thank you — excited to answer your questions!

Q&A