

OITH - One In The Hand

Executive Summary

Company Overview

OITH is a premium dating application built on a revolutionary principle: *one match at a time*. By eliminating endless swiping and requiring all users to pay, we create focused, meaningful connections that actually lead to real dates.

The Problem

Dating apps have created a paradox of choice. Users swipe for hours yet fewer than 12% of matches become dates. Women are overwhelmed with options while men mass-swipe desperately. Free tiers attract non-serious users, creating a race to the bottom.

The result: Frustrated users, low engagement, and a lot of lonely people.

Our Solution

Feature	Why It Works
One Match Daily	Forces evaluation over mindless swiping
Everyone Pays (\$10/mo)	Filters for serious, invested users
AI Date Suggestions	Analyzes conversations to prompt real meetings
Built-in Date Planner	Makes transitioning from chat to date seamless

"A bird in the hand is worth two in the bush" — We help users appreciate the match they have, not chase endless options.

Market Opportunity

	Size
TAM	(Global \$10.5B Online Dating)
SAM	(US\$2.1B Premium Dating)
SOM	\$50M (Target Segment)

Growing at 8% annually, with premium segment outpacing at 12% CAGR.

Business Model

Simple subscription: \$10/month (all features included)

Metric	Value
Monthly subscription	\$10.00
Net per user (after fees)	\$9.41
Annual option	\$96/year (20% discount)

Unit Economics:

Metric Target
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LTV \$157
CAC \$12
LTV:CAC 13:1
Payback Period 1.3 months
Gross Margin 85%+

Revenue Projections

Year	Users	Annual Revenue
1	20,000	\$807,000
2	75,000	\$3,500,000
3	200,000	\$12,000,000
5	650,000	\$52,000,000

Break-even: Month 9 at ~2,650 users

Traction

- ✓ Waitlist signups
 - ✓ User interviews validating demand
 - ✓ % willing to pay \$10/month
 - Working prototype complete
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Team

Matthew Ross — Founder & CEO

[Your background and relevant experience]

The Ask

Raising: \$500,000 SAFE

Valuation Cap: \$4M

Use of Funds: Product development, user acquisition, 18-month runway

Contact

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OITH Confidential - 3

"We succeed when you stop using us."