

ivi

The only app that offsets
missed connections.

A woman with long blonde hair, wearing a dark blue dress, stands in a crowded bar or club. She is looking towards the camera with a neutral expression. The background is filled with other people, some of whom are visible in the foreground, and the scene is lit with warm, colorful lights.

“To err is human, but it feels divine.”

– Mae West



pitt.missedconnections

36 Posts

9 Followers



958 Posts

6,917 Followers

3,582 Following

Problem:

Only Way of Connecting w/a Missed Stranger is a Shot in the Dark

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ndmiss

Notre Dame Missed Connections

to the handsome British guy in century apartments floor three with the light stubble, I followed you while you had your laundry and then when you left I took a big sniff of your socks and it smelled so good 😊

Delivered

371 likes

uscm.missedconnections you did WHAT????

View all 12 comments

12 hours ago



80 Posts

3,508 Followers

Rutgers Missed Connections

Dating Service

Anonymous page for connecting with those you've got nothing to lose ;) Check our stories to connect!

Too the girl who's sweater I

complimented in stokes on Thursday should've asked for your number



93 Posts

1,182 Followers

usc.missedconnections

to the girl petting the dogs in front of the ADM building wearing blue jeans, reebok shoes, and a white t-shirt on her head who was sitting in the grass after—I was struck by how mesmerized when you came up but I'm sure you that lol was obvious. I couldn't stop staring and now I can't do my stupid work bc I can't stop thinking of you and my heart keeps going bum bum, bum bum, bum bum, ah ugh this blows!!! Lmk if by some divine miracle you wanna give me a chance, sincerely, the boy petting the dogs with his jaw on the floor & hopefully ur future husband<3

457 likes

usc.missedconnections reminder to start thinking about halloween costumes now! If I see another sorority girl dressed as a white claw it's on sight you can do better.

View all 22 comments

3 days ago



386 Posts

4,033 Followers

Michigan Missed Connections

Flirted with a rosshole in the winter garden? Passed a cutie place.

www.michigandaily.com/statement/michigan-missed-connections

Follow

Message



Connected...

Guidelin

ivi



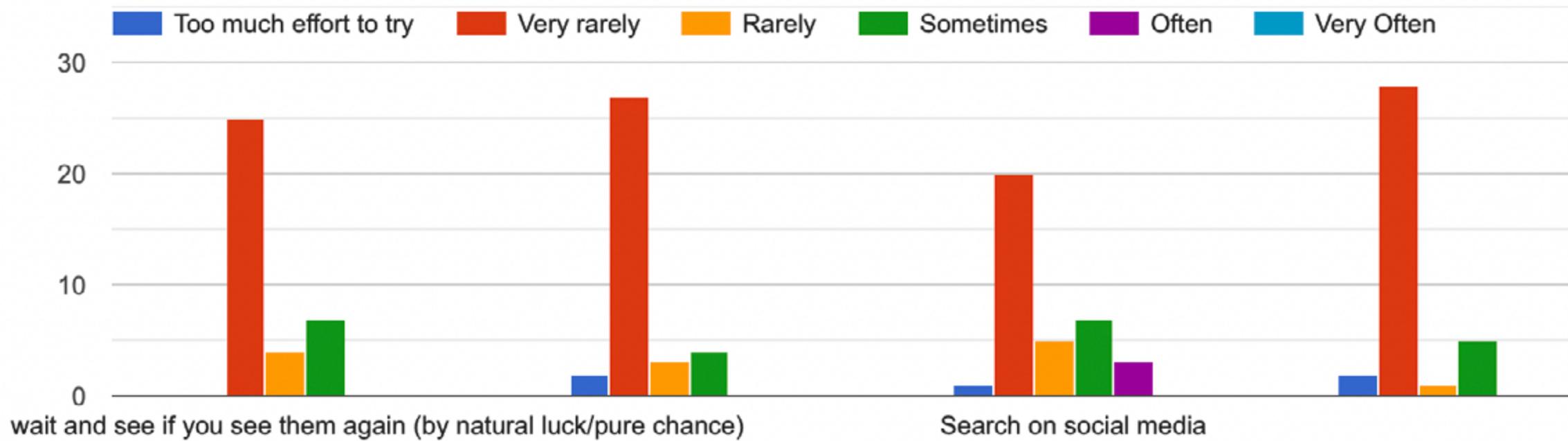
Validation

"It was pretty much an everyday thing... Each time [I'd see someone attractive but not say anything], I'd beat myself up afterward, knowing I would never see her again..."

"Whereas most current 'solutions' don't really help solve that problem, ivi could change that." — Will Taylor



of students at Chicago universities on how often each of the current solutions they've tried or considered works





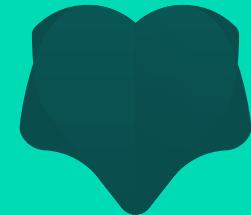
Solution: ivi

- Dating (MVP) & professional app, to connect with the people physically around you—even after the fact
- Latest peer-to-peer technology for ultra-precise relative networking
- Market: Singles & professionals in American cities and especially college campuses
- The “wingman” of networking apps (i.e. prevents you from missing connections)

Lost connections are a thing of the past



ivi



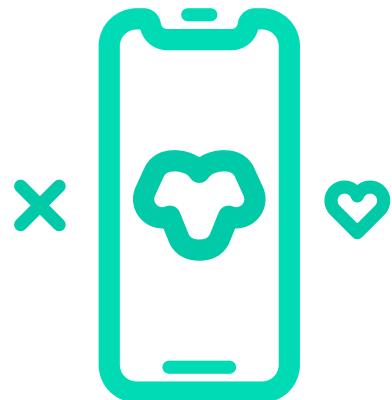
How It Works MVP

- User profiles: few pictures, first name, age, bio
- Users within close range* who exit before swiping on each other are temporarily loaded into “**Missed,**” where they can still find each other
- Currently nearby users (who enable this feature) can be viewed in “**Near You**”
- Other users up to 50 miles away can be found in “**Explore**”
- Swipe to indicate interest; if and only if both do, users can chat with each other

*1-50 meters optimally



Key Differentiators / Social Impact



Avoid Swipe Fatigue

Instead of just swiping through profiles for users up to 50 miles away, users are presented with others from their immediate vicinity*



Natural Safety

ivi inherently addresses catfishing: users don't have to swipe on people they don't remember seeing



Avoid Swipe Stigma

Since profiles appear based on a short distance, users don't even have to mention ivi and face embarrassment associated with dating apps

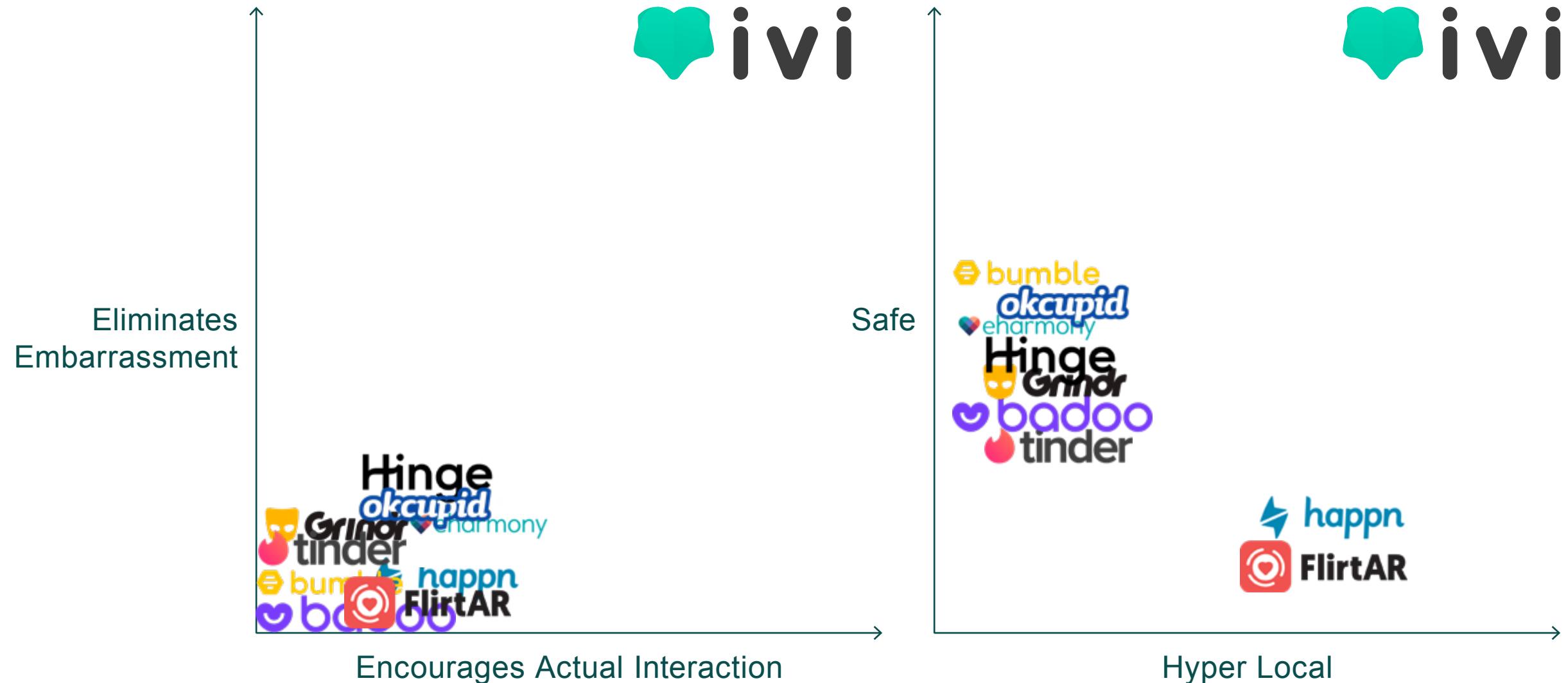
Think of ivi as your wingman and—unlike other dating apps—not a service you depend on for dates.

*1-50 meters optimally, but up to 200 meters





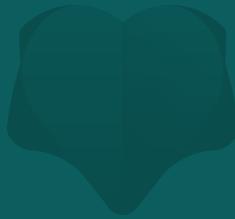
Competition / Social Impact





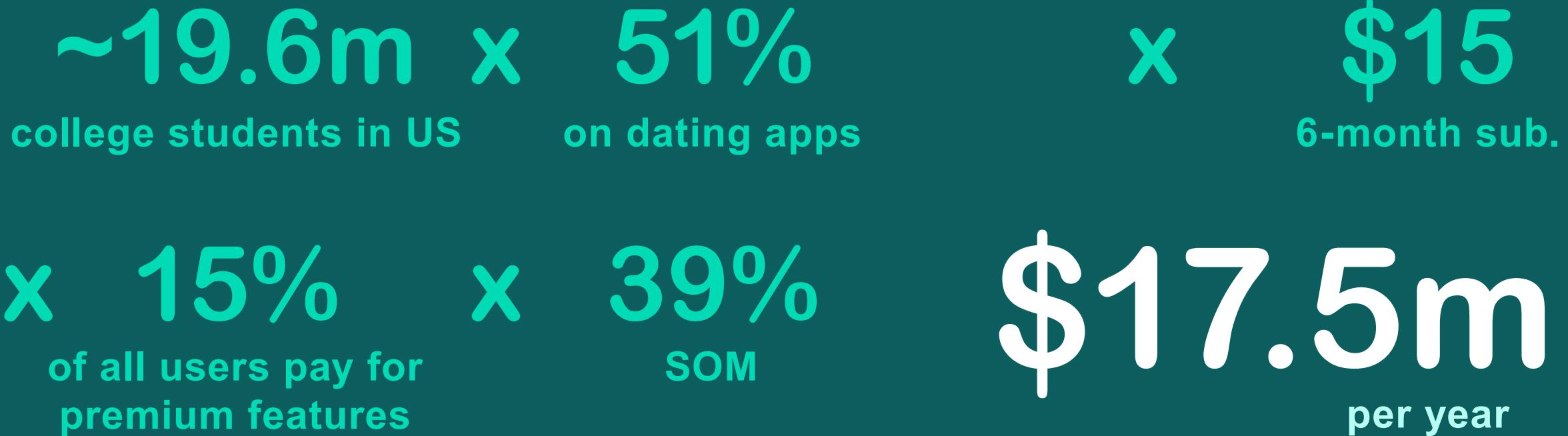
Business Model

- **Premium Profiles**, with more likes/increased queue size in “Missed” for more opportunities
- Pop-up ads in between profiles and on launch
- **Preferred Profiles**, to give preference to paying users’ profiles (i.e. push paying users’ profiles to top of any queue—e.g. “Missed,” “Near You,” or “Explore”—for short period of time)



Online Dating Market

College Students



Duffin, E. (2021, September 10). *U.S. number of college students 1965-2020*. Statista.

<https://www.statista.com/statistics/183995/us-college-enrollment-and-projections-in-public-and-private-institutions/>

Statista Research Department. (2021, July 5). *Online dating paying user share U.S. 2017-2024*. Statista.

<https://www.statista.com/statistics/426047/share-user-paying-online-dating-service/>



Team

Ryan Pairitz, CEO/CTO & Branding Director
Computer Science & Engineering
University of Notre Dame 2022
rpairitz@nd.edu
(574) 214-8079

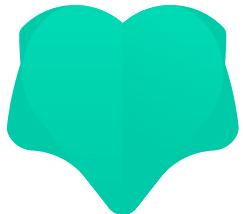
Advisors

Will Taylor, Marketing
Co-Founder, Soft Goods
Associate Director, VaynerMedia
Patrick Mullane, ???
Executive Director, Harvard Business School Online



Appendices





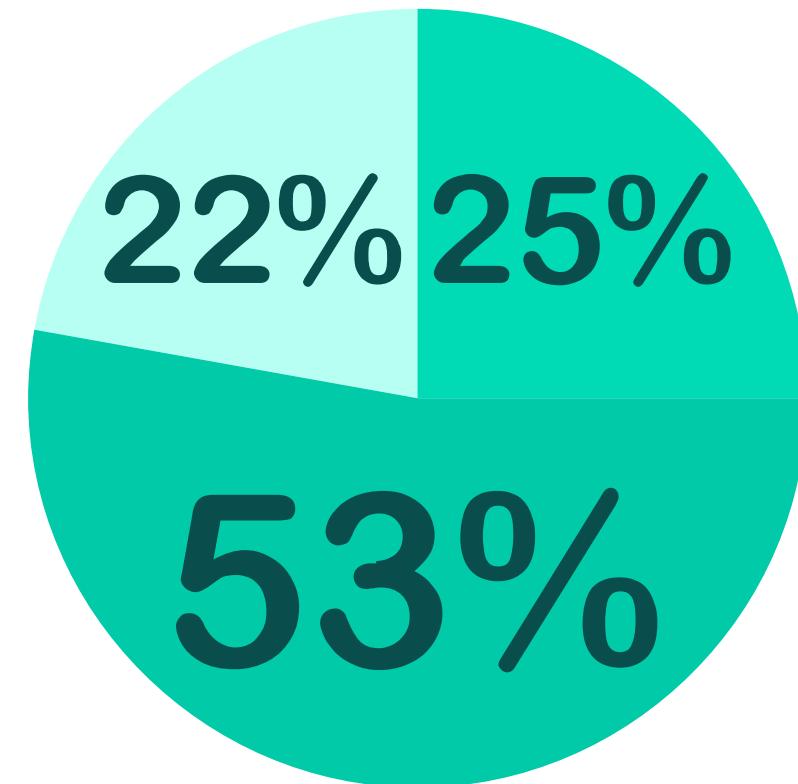
Further Validation

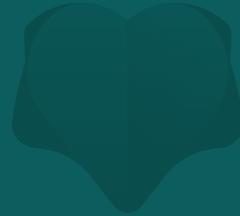
Problem Validation and Market Potential

Students at Chicago universities on whether they'd register for an app that safely logs their missed connections

Responses include 22% currently in relationships

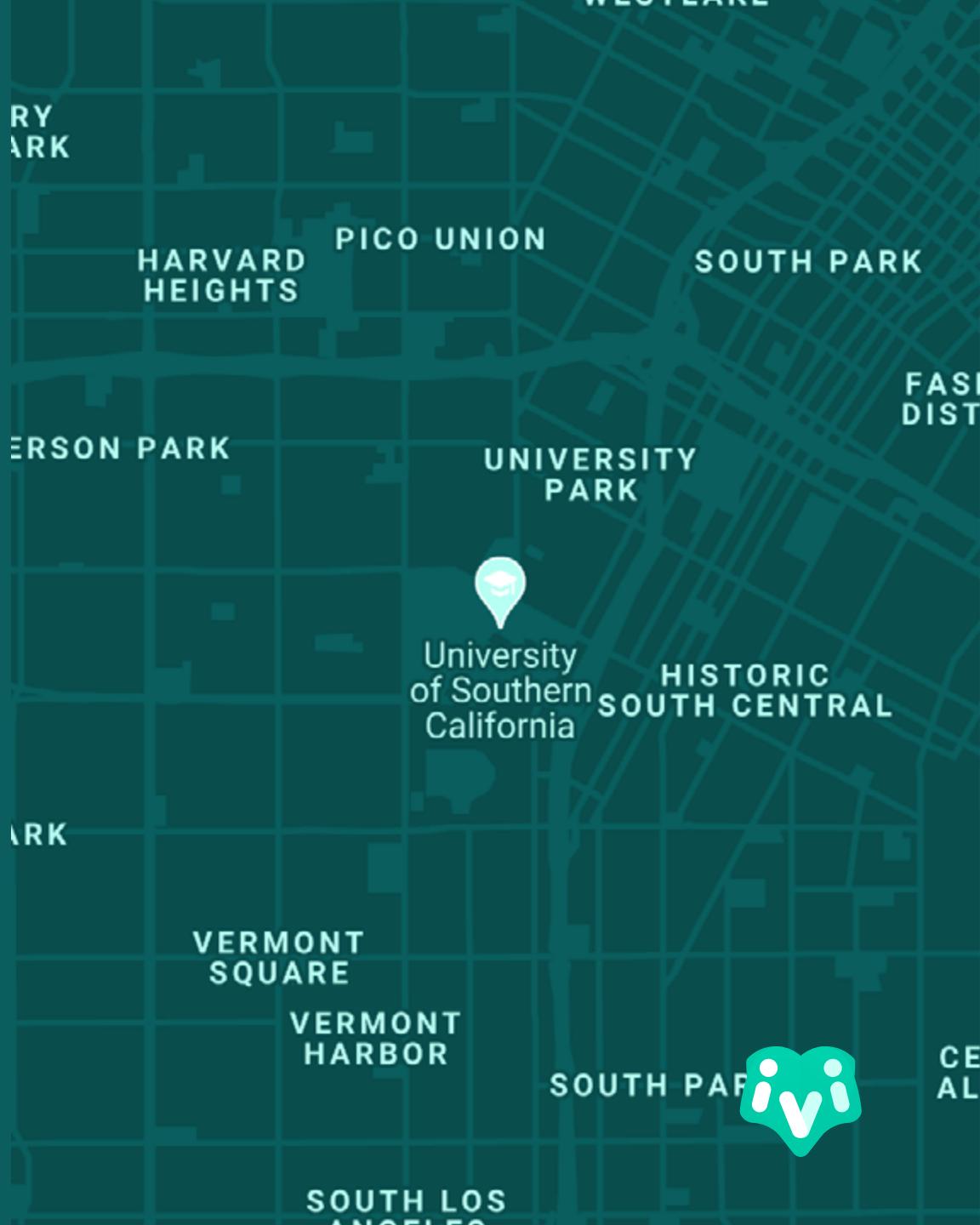
- Yes
- Not sure
- No





Go-to-Market: Strategy

- Biggest risk: Need enough people in centralized locations to be on the app, to make it viable
- Go to large universities (e.g. USC, Texas A&M, NYU, UCF, Georgia) and big U.S. cities
- Hand out merch (shirts, hats, bags, etc.) to sororities and fraternities and influencers
- Offer to pay cover for all club/bar goers who show their profile at the door
- Pay for advertisements by region on Instagram, Snapchat, “missed connections” & influencer accounts





Asks

Allocation: \$50,000

Use of funds: Development of MVP & Marketing

Early onboarding and growth

Develop a front for the app to provide proof of concept

Free entry to club/bar outside large college campus on ivi-sponsored night, to any students who shows their ivi profile

All who go would then be on the app and have been at the same location

Milestones hit: Attain high enough early user volume (5-10k) to prove necessary growth is feasible given funding

Milestones to-date: branding done, prototypes done, validation and experimentation