Core Concept

The dating market is full of endless swiping. Plot shifts the focus from curated personalities to shared intentions. Instead of matching based on a static, overly curated profile, users match based on a specific date idea at a specific time and place. With plot:

1. Every interaction begins with a concrete plan.
2. The pressure is off to come up with something you think the person you already matched with might like.
3. Success is measured by real-world meetings, not hours spent in-app.

User Journey
1. A user creates a "Pin" on the map with a plan and their profile attached (like "Sunrise Hike & Coffee at Griffith Park, Saturday 7:00 AM").
2. Other users browse a live, interactive map of their city to see what's happening.
3. A user requests a match. If the plan creator accepts, they can message and coordinate from there, and get to know each other a bit before meeting.

User Interface & Experience
1. The map is a dynamic, GPS-based interface where date ideas are visual pins. Each pin displays the creator's profile photo and a brief icon-based description of the activity.
2. Profiles are streamlined to highlight compatibility for the specific date, featuring hobbies, past dates, and active requests.
3. The style is modern, and feels more like a city guide than a traditional dating gallery.

Communication/Marketing Strategy

Some One-Liners:
"Stop swiping on people, start matching on plans."
"Make unforgettable memories on your search for the one"
"Where and When Comes Before Who"

Marketing Hook: "In a world of digital pen-pals, Plot is for the doers. Whether it's a pottery class, a sunrise hike, or cocktails at a hidden speakeasy, your next great story starts with a plan. Don't just find a match, find an exciting reason to get out of the house."