Paul John

Transcribed pitch

[Self Introduction] Hey my name is Paul John [Issue] and my team is creating a casual dating app based on sandwiches.[Specific example] Imagine that you are a college student and you want to try using a dating app, but you don't qualify for niche dating apps like FarmersOnly.com and you are intimidated by dating apps in general. What if you could have a casual dating app where you could learn the ropes and meet your soulmate or just a new friend while still having a fun time. This dating app provides a casual and silly environment where users can get used to 3 things: Using an app for relationships, meeting people in real life where previously you knew them online, and possibly starting relationships based on dates.

[So What?] So why should you care? Well, chances are you'll finally be able to use a dating app, and you can tell your friends. Simple enough. And if that's not all, as a college peer, your options for dating on campus are increased, as Subways are finally a viable dating location.

[Problem] So what's wrong with dating apps nowadays? Some common issues users will mention are that they may not have anything in common to talk about. Or the amount of required personal information feels excessive and can lead to privacy issues later on. Or, new users may feel pressured on first dates, or let down because people can lie on their profile. But that's for people who have already used the apps. What about those who have not? The main issue is that dating apps can be stigmatized. This means that the apps and their users are looked down upon as being, "desperate", "not good enough", or "abnormal". So, many people avoid dating apps because they don't want to be associated with those qualities, but they also might look down on those who currently are using the app.

[Solution] So what are we going to do about it? Well here's where a "sandwich-based dating app" comes in. We're going to have users put in their favorite to least favorite sandwiches and match people based on their sandwich preference. User bios will consist of their name, preference, and a photo; and options will be present for accepting or denying matches the algorithm finds.

[Benefits] Well it's unorthodox, but what is it going to get you? Well think about it: Users will have something in common to talk about. Privacy will be less of an issue since individuals are only submitting a single thing about themselves. Lying decreases as users have less reason to lie about sandwich preferences. Pressure goes down since it's a silly concept, and because even though the first date could lead to much more, it could also just be an enjoyable lunch with someone who likes the same sandwich, and stigma is going to turn into confused interest. Instead of saying, "I'm using a dating app." And getting responses like, "gross." You can say, "I'm using a sandwich-based dating app." And get responses like, "Huh? How does that work." Sidestepping the usual negative reaction and turning it from something to be ashamed of, to something that's fun and everyone can try and talk about. Thank you for listening.