



LET'S TALK

Meet smarter

Talk deeper

Connect better



66% of Americans find **small talk** awkward.

71% would **prefer silence** to small talk.

79% of Gen Z users report **dating app burnout**.

Strong link between social media use and perceived **social isolation**

A mobile app that helps users skip small talk and spark meaningful conversations. **Personalized**, **real-time**, **context-aware** and **minimal**



HOW BIG CAN WE GO?



Dating app market

\$1.35 Billion in 2024

Meetings and Events
Market

\$14 billion in 2025

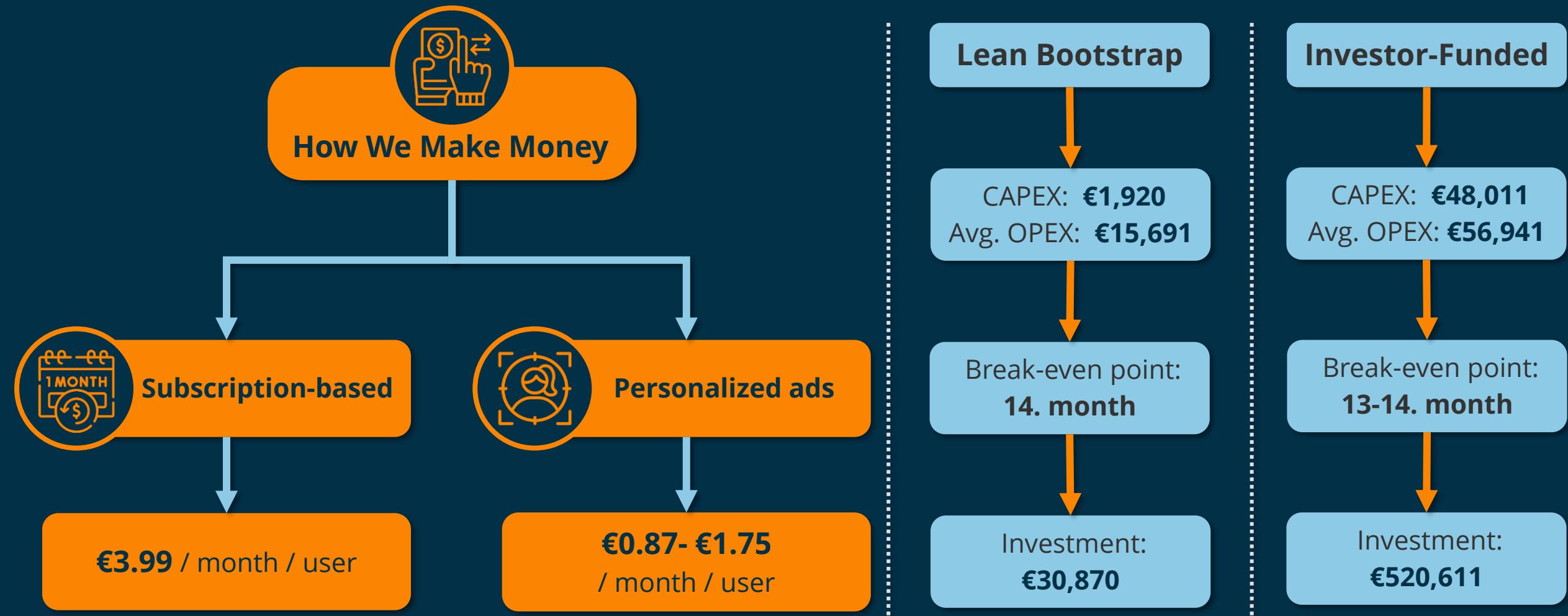


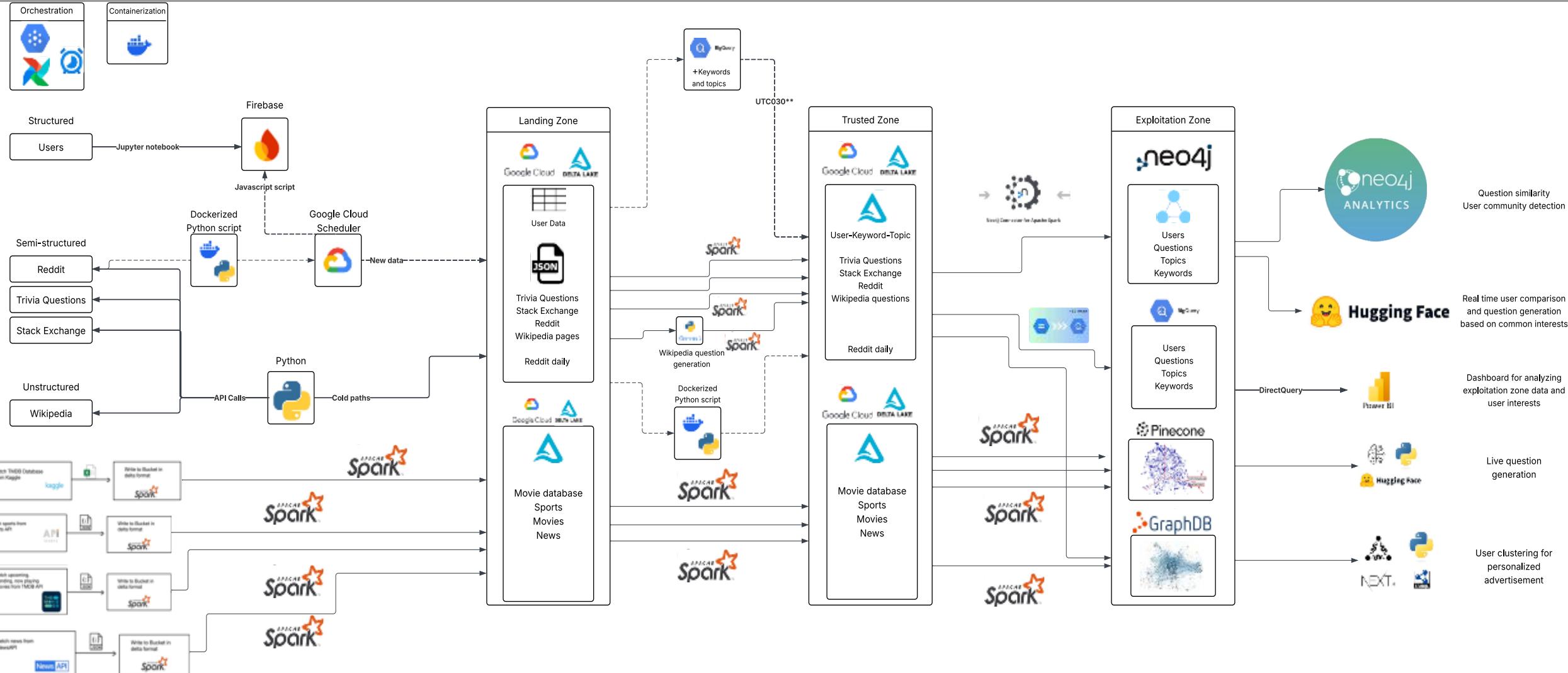
HOW BIG, HOW FAST ?



- Lean Bootstrap
- Investor funded

FINANCIAL PLAN







THANK YOU FOR YOUR ATTENTION!



ALFIO

Solution
Architect



KRISTOF

Chief
Financial
Officer



JOSU

Chief
Technology
Officer



STEFANOS

Chief Executive
Officer



NIMA

Chief Product
Officer



HEIDI

Chief of
Marketing
Officer



SUPPORTING DATA AND EXPERIMENTS

P R E S E N T A T I O N

- Problem
- Solution
- Market
- Traction
- Revenue
- Competitors
- Prototype
- Roadmap
- Team



A P P E N D I X

- | | |
|------------------------------|----------------------|
| Architecture | Reach initial market |
| Customer interviews/surveys | Team Roles |
| Industry Statistics | Product Roadmap |
| Landing Page signups | Pricing decision |
| MVP testimonials | Financial model |
| Customer interview with MVP | Branding |
| Difference from competition | |
| Initial and Expansion Market | |
| Market Size | |



SUPPORTING DATA EXTERNAL LINKS

SUPPORTING DOCUMENTS

- | | | | |
|-------------------------------------------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------|--------------------------------|
|  | Financial plan and traction |  | Landing Page |
|  | Lab 1 |  | Lean Canva Model |
|  | Lab 2 |  | Customer Survey results |
|  | Competitors analysis |  | Advertisement revenue analysis |
|  | Ethical aspects |  | Github's MVP page |
|  | Personas | | |
|  | Pivot Metrics | | |

*click on the boxes to get to the documents



LET'S TALK

Features | How it Works | Get Started

Skip the Small Talk

Did you see the latest space mission? 🚀

I'm actually following it! What do you think about...

Join Now

GraphDB Dashboard

Total Triples: 2433352
Classes: 22
Properties: 46

DESCAN Clustering Parameters

EPS (s): 40 Min Samples: 3 User Sample: 1000

Run Clustering

User Embedding Clusters

PCA 2 vs PCA 1

Cluster 0: Users: 63 Top Preferences: Game: drama, Game: strategy, Movie: Garden Party, Movie: Mum's the Word, Rap/Pop: rap/hip hop

Cluster 1: Users: 115 Top Preferences: Game: family, Game: strategy, Movie: 1995: The New Park Book, Movie: El Señor de los Anillos, Movie: Inception, Rap/Pop: rap/hip hop

Cluster 2: Users: 84 Top Preferences: Game: family, Game: strategy, Movie: 1995: The New Park Book, Movie: El Señor de los Anillos, Movie: Inception, Rap/Pop: rap/hip hop

Log In

What characteristics do you feel you have to have for a strong relationship?

What's your earliest family memory?

9:42

11



"I match with people, but I don't know how to make the conversation actually interesting enough to go somewhere."

Build genuine romantic connections beyond small talk

Make new friends in university and dorm settings

Struggles to keep conversations flowing after the match

Wants to skip superficial conversations

Finds small talk with strangers tiring

"Sometimes I just wish I had something fun or interesting to say instead of asking the same 'Where are you from?' over and over."

Build meaningful professional relationships at events

Struggles with awkward silences in social gatherings

"I want to connect beyond business cards, but I never know how to go beyond small talk without it feeling forced."

Wants deeper conversations, but doesn't know how to start

"I meet so many people on the road, but few conversations stay with me."

Feels awkward starting conversations at networking events

Tired of repetitive "what do you do?" small talk

Tired of ghosting and dead-end chats

Create meaningful connections while traveling



CATCH PHRASES

Find Common Ground Instantly: “Discover shared passions before you even say a word”

Human Connection, Upgraded : “Meet smarter. Talk deeper. Connect better”

Tech Con Corazón: “Smart enough to know your interests. Human enough to care”

The Future of Spontaneous Connection: “Less scrolling. More connecting”



OUR COMPETITORS / FUTURE PARTNERS

Name	Let'sTalk	Tinder	KnowMeBetter	THE AND
Target Use Case	In-person icebreaking	Online Dating	Conversation starters	Deep Qs for couples/friends
Personalization	High – based on shared interests	High – algorithm + swiping	Low – same for everyone	Medium – by deck type
Price	Freemium	Freemium	Freemium	17 to 89\$

Let'sTalk

Connects people instantly with smart, personalized topics based on shared interests.



Other Apps

Either random, scripted, or designed for other goals — not built for real-life spontaneous connection.



PRODUCT ROADMAP



Where we are headed



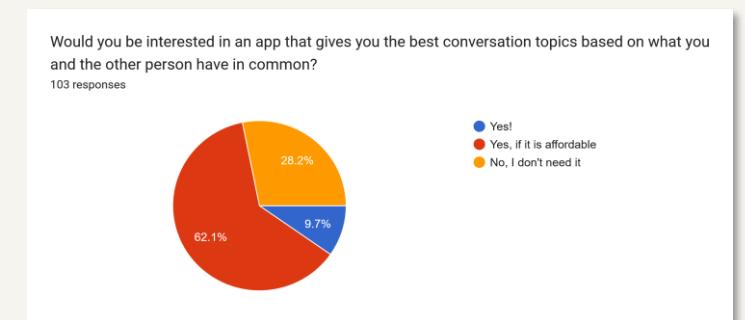
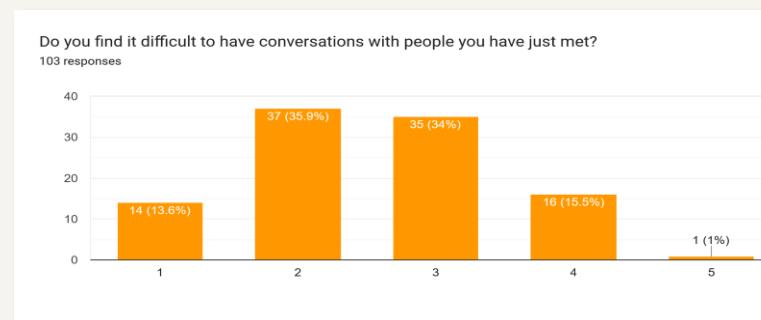
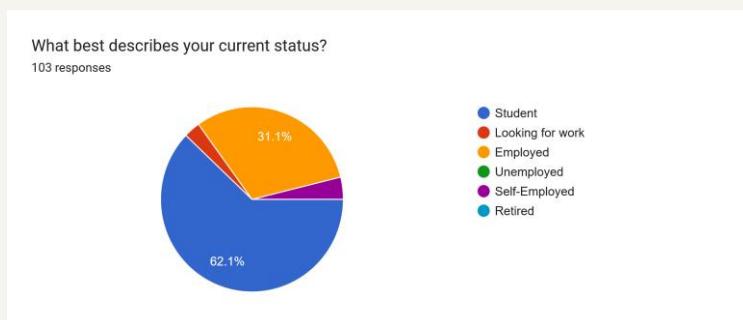
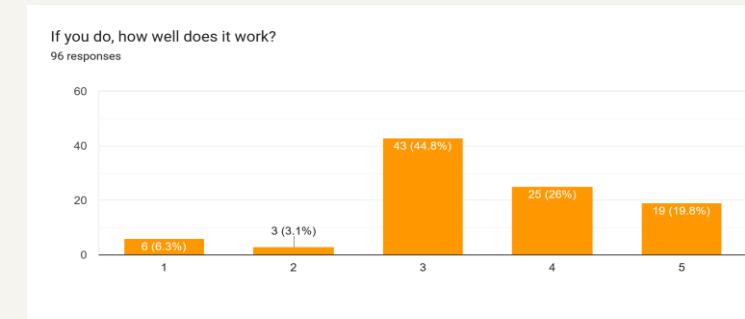
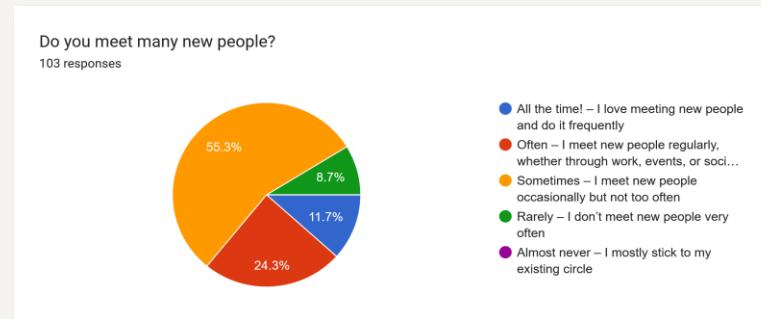
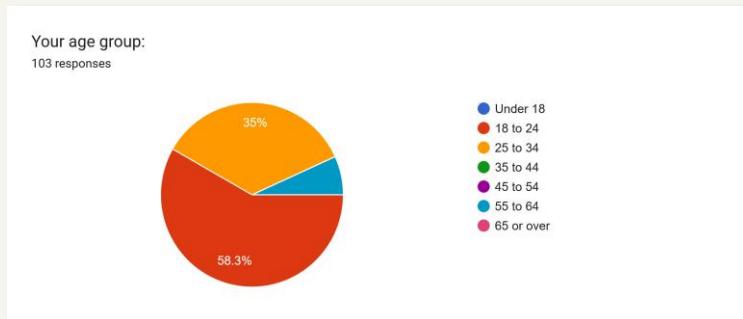
Evidence overview

- **Problem is Real and significant**
 - Evidence of customer interviews/surveys
 - Evidence of industry statistics
- **Clear and compelling solution to the problem**
 - Evidence of landing page signups
 - Evidence of MVP testimonials
 - Evidence of customer interviews with MVP usage
 - Evidence of difference from competition
- **Target market well-defined**
 - Evidence of initial market and expansion market
 - Evidence of market size in monetary value
 - Evidence of strategy to reach initial market (go-to-market)
- **Revenue model is viable and achievable**
 - Evidence of pricing decision
 - Evidence of customer growth related to investment

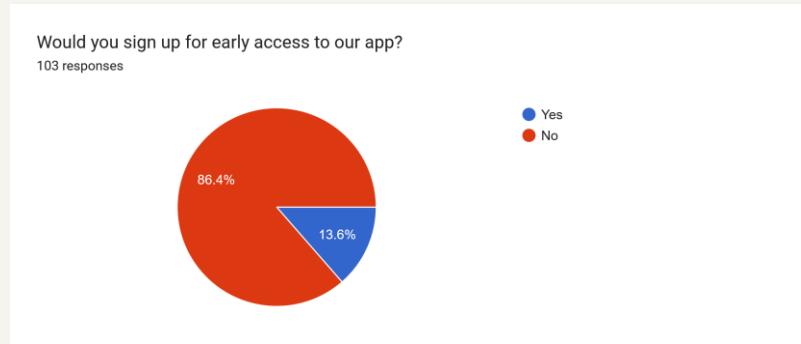
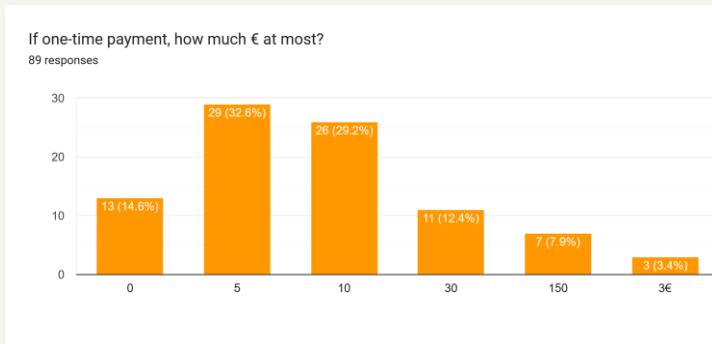
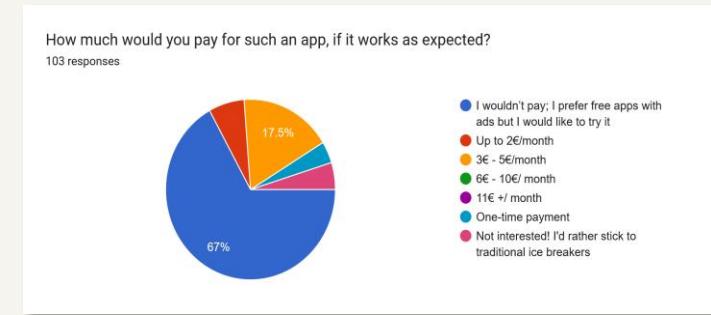
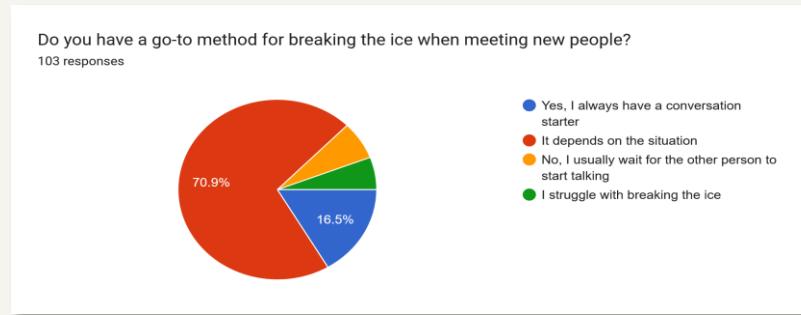
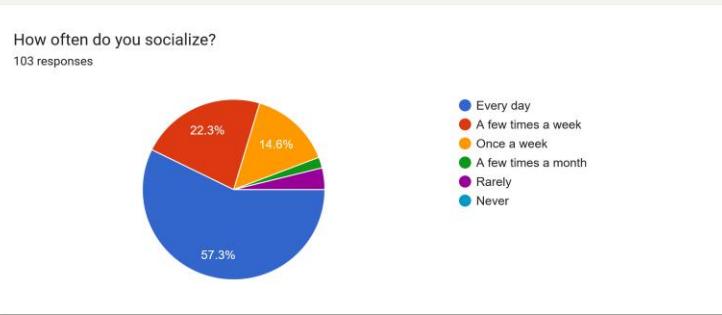


Evidence of customer interviews/surveys

Google Form survey with **103** responses, [*google form*](#)



Evidence of customer interviews/surveys



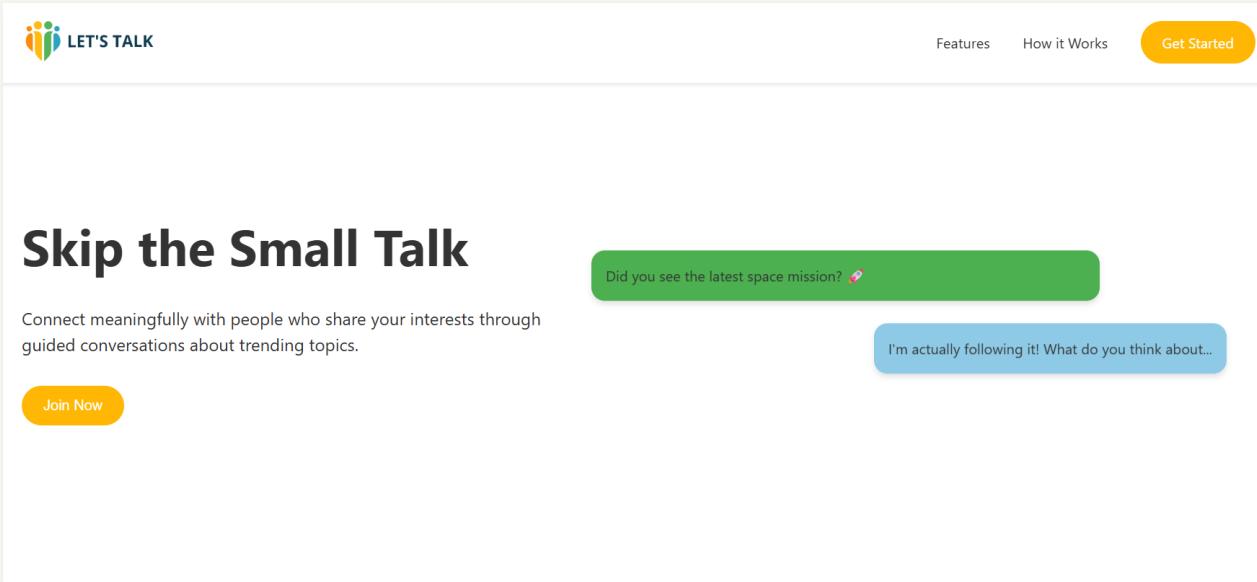
Evidence of industry statistics

- *79% of Gen Z users report dating app burnout, with repetitive conversations being one of the contributing factors.¹*
- *People systematically underestimate how rewarding conversations with strangers can be, leading to avoidance and missed social opportunities.³*
- A survey revealed that 71% of Americans prefer silence to engaging in small talk, indicating a discomfort or dissatisfaction with superficial conversations.²
- The same study found that 66% of Americans find small talk awkward, and 70% would rather sit in silence than engage in it.²

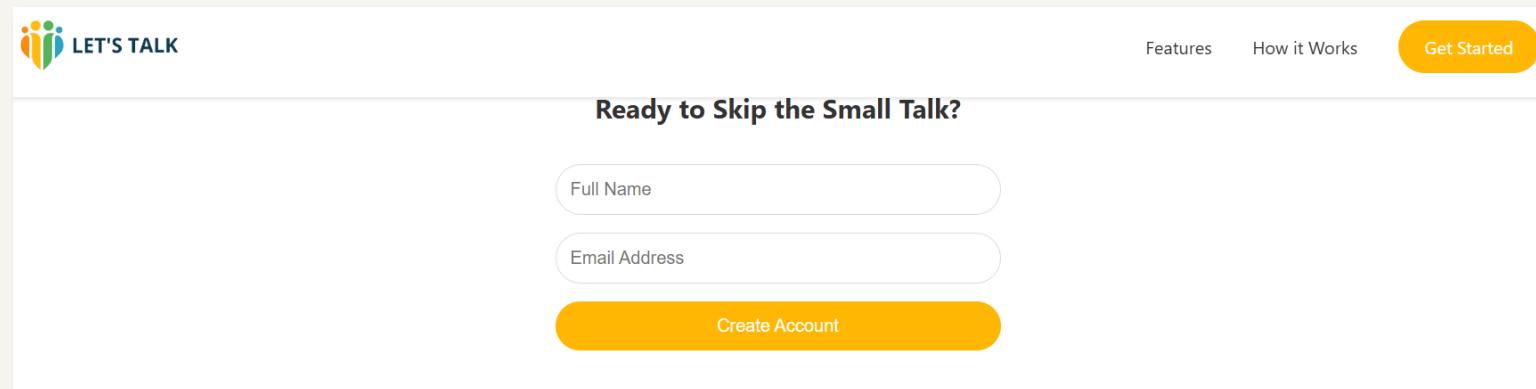
¹ Prendergast, 2024 | ² Zajechowski, 2024 | ³ Sandstrom et al., 2022



Evidence of landing page signups



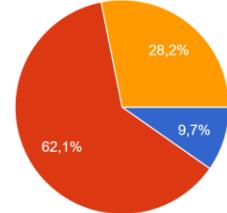
Total number of sign-ups: 34



Evidence of MVP testimonials

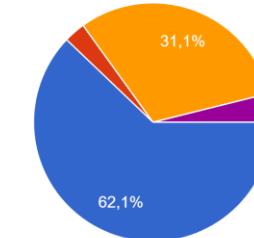
Early Survey Results: March – April 2025

Would you be interested in an app that gives you the best conversation topics based on what you and the other person have in common?
103 απαντήσεις



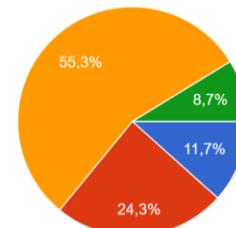
- Yes!
- Yes, if it is affordable
- No, I don't need it

What best describes your current status?
103 απαντήσεις



- Student
- Looking for work
- Employed
- Unemployed
- Self-Employed
- Retired

Do you meet many new people?
103 απαντήσεις



- All the time! – I love meeting new people and do it frequently
- Often – I meet new people regularly, whether through work, events, or soci...
- Sometimes – I meet new people occasionally but not too often
- Rarely – I don't meet new people very often
- Almost never – I mostly stick to my existing circle

MVP Usage Testimonials: June 2025

•“It would help with networking and social events. I could see myself using it often.”
— Adrian

•“This is something I'd keep on my phone just in case a convo gets slow.”
— Obai



Evidence of customer interviews with MVP usage

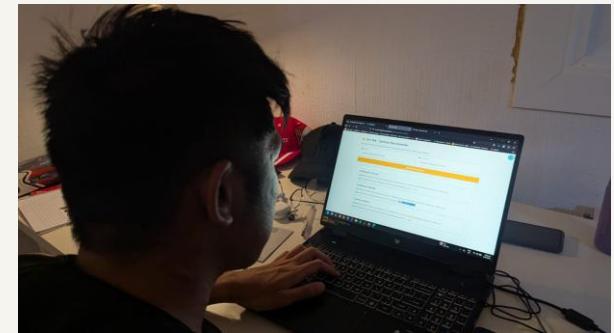


Obai (Socially Anxious User)

- Is it useful based on the demo?
 - "Yes, it can help streamline a conversation, especially for socially anxious people."
- Would you use it yourself?
 - "Yeah — I have some slight social anxiety, so it'd be helpful to use."
- Preferred pricing model?
 - "Freemium for sure."
- Willingness to pay?
 - "\$5.99 monthly, but I wouldn't like a one-time payment."

The 'Let's Talk - Question Recommender' tool interface. At the top, there are two dropdown menus for 'First User' (josujobs) and 'Second User' (kristofjones), each listing 1734 keywords and 8 topics. A yellow 'Get Recommendations' button is centered below them. Below this, there are three main sections: 'josujobs's Interests' (Keywords: 100k, 16 years, 2 would, a-few-good-men, abcd, abdullah, ability, abu-dhabi (+1725 more); Topics: Art, Entertainment, Japanese Anime & Manga, Film, Mythology, Other (+3 more)), 'kristofjones's Interests' (Keywords: 10 year old, 10-things-i-hate-about-you, 3d, a-beautiful-mind, a-new-hope, abbott, abbreviation, abstraction (+1981 more); Topics: Entertainment, Comics, Entertainment, Film, General Knowledge, Other (+3 more)), and 'Common Interests' (Keywords: act, actually get, adventures-of-tintin, affects, african, alignment, amp, amsterdam (+197 more); Topics: Film, Other, Social & Culture, Tech).

The second screenshot shows a Reddit post from memerobber69 in r/AikMen asking why mods use flairs instead of commenting. It has 9019 upvotes and 202 comments. Below it is a Trivia question: 'Amsterdam Centraal station is twinned with what station?' with 9.27 relevance. The common interests section for this trivia question lists 'amsterdam, central, station' under 'Keywords' and 'General Knowledge' under 'Topics'.



Adrian (Networking-Focused User)

- Is it useful based on the demo?
 - "Yes."
- Would you use it yourself?
 - "I could definitely see myself using it often."
- Preferred pricing model?
- Willingness to pay?
 - "Maybe €30 as a one-time payment."



Evidence of difference from competition

Let's talk is different from its competitors in that it does not only connect people but also helps them have better in-person conversations. Whether it is for a date, a networking event, or meeting someone new, the app suggests personalized questions based on the interest to make talking easier and more meaningful.

- **Dating apps like Tinder, Bumble, or Hinge** focus on matching. Let's Talk is different because it helps people who are already meeting to have a smoother and more enjoyable conversation.
- **Apps like Party Qs or TableTopics** use fixed question decks. Let's talk is more flexible because it adapts to the user's selected interests and social setting.
- **Lunchclub and similar networking tools** help people meet, but they do not support conversation itself. Let's Talk continues to help during the actual conversation.
- **For AI tools like ChatGPT** users needs to type, but for Let's Talk they only need to pick a contact and the app takes care of the rest.

In short, Let's Talk works in many situations, like first dates, professional events, or simply meeting someone new.

Competition

Dating apps:

- [Tinder](#)
- [Bumble](#)
- [Hinge](#)

Conversation starters / question apps:

- [TableTopics](#)
- [Party Qs](#)
- [KnowMeBetter](#)
- [Let's Get Deep](#)
- [The And \(The Skin Deep\)](#)
- [Actually Curious](#)
- [Parade](#)
- [Talk2You](#)
- [Holsom](#)

Networking tools:

- [Lunchclub](#)
- [Conversation Starter](#)

Other:

- [Slowly](#)
- [Quarantine Chat](#)
- [ChatGPT / AI assistants](#)



Evidence of initial market and expansion market

Initial Market:

- ▶ Target country: US
- ▶ Primary Target Audience: Gen Z (13- 28 years old)
- ▶ Secondary Target Audience: Millennials (29 to 44 years old)
- ▶ Dating App Users in the US in 2023: 17% of the population -> 60 million, [statista](#)
- ▶ Gen Z & Millennials of those 60 million: 44.5 million, [statista](#)
- ▶ Daily time spent on dating apps of target group in US by 2024: 54 minutes (weighted average) [statista](#)

Expansion Market Opportunity:

- ▶ Api endpoint B2B for dating apps: We could partner with other dating apps to offer our data that collects user's interests, which can be used for example by Tinder, for finding better matches.
Users of Online Dating market to reach 462.5m users by 2029, [statista](#)
- ▶ Partnering with events & venues: Every event, conference or meeting is based on social interaction. We can offer a day pass for the event's attendee that can easily be incorporated in the price of the ticket. Covering the global market would be insane, hence we can focus on some countries like the [US](#), where the market size is around \$146 bn this year. We chose again the US, as it allows to reuse our previous infrastructure without for example the need of translating the application or satisfy other countries' laws. According to [businessresearchinsights](#), slightly more 55% of events are B2B, which is what we are more interested in, as B2C includes festivals or concerts, events where we cannot capitalize much with our concept. Unfortunately, we do not know how many are paid events and how differently is their revenue generated in comparison with B2C, hence assuming a pessimistic view out of the total calculated we can consider that only 10% of the total US market is what we can exploit.



Evidence of market size in monetary value

- Dating App Market Value in 2024: \$ 6.18 bn, [businessofapps](#)
- Global Online Dating Market Value in 2023: \$ 7.22 bn, [globenewswire](#)
- Total Revenue Worldwide 2024: \$2.98bn, [statista](#)
- Total Revenue in the US 2024: \$1.35bn, [statista](#)
- Online dating average revenue per user (ARPU) worldwide: \$41.33, [statista](#)
- Estimated market value by 2030: \$ 13.14 billion, [globenewswire](#)

As we can see there are different values coming from different sources, depending on their calculations and what they considered a dating app. As we will first target the US market, the market value is around \$1.35 billion.



Evidence of strategy to reach initial market

- 1) Launch on College Campuses:
 - Densely populated with **Gen Zs** open to new ways of connecting
 - Via Campus Ambassador Program: Recruit **influential students** to demo the app
 - Via in-Person Demos: Booths during student orientation weeks, social events, and festivals
 - Evidence: Gen Z prefers in-person connections post-pandemic but still leverages digital tools, [pewresearch](#)
 - Evidence: 78% of Gen Z and Millennials say it's easier to connect when there's a shared interest or context, [snapchat report](#)
- 2) Short-Form Social Media Campaigns
 - Tik tok, Instagram and youtube reels: "Watch these strangers connect in 20 seconds"
 - Via micro-influences partners, "**Let's Talk Challenge**", trending hashtags
 - Evidence: 74% of Gen Z internet users utilize TikTok for search, [medium](#)
 - Evidence: A 2025 survey found that among 18- to 27-year-olds: 30.4% discover new products on Instagram, 23.2% on TikTok and 14.5% on Youtube, [searchengineland](#)
- 3) Event Activations:
 - Events are *natural environments* where people want to meet others but need help starting conversations
 - Sponsor or host a "Let's Talk" zone at **music, gaming, or startup** events
 - Evidence: Gen Z place high value on unique and meaningful experiences over material possessions, [bizcommunity](#)
 - Evidence: 82% of Gen Z attend live experiences like pop-ups and brand activations at least once a month, [explore.seeker](#)



Evidence of team roles

We were inspired by this website <https://masschallenge.org/articles/important-startup-roles/> about the fundamental roles a startup should have. Based on that we've assigned:

Alfio, Solution Architect: In the context of a big data application like ours, a person able to create the backend on which the application works on, is fundamental. Alfio is a perfect fit, both for his previous working experience and his attention to detail.

Heidi, Marketing Manager: Customer acquisition is a key aspect in every startup. Heidi, played a great role in the market research and analysis, plus she is a creative person, able to create convincing story telling, which is key in this role.

Josu, CTO: He is both a creative person and a skilled programmer, who was key in the development of the prototype. Fundamental aspects, for a role like the CTO, which requires both to be innovators but also being able to code especially in the first stages of a startup and after, when the developing team needs help to meet deadlines.

Kristof, CFO: His role in the financial plan was fundamental, based also on previous experience, he is the one of us with the most knowledge on this domain. Among his skills remarkably are for this role: budget definition, assessing risks and their linked expenses, monitoring costs, etc.

Nima, Product Manager: He did a great job in identifying the personas, researching customer needs and in the analysis of the results coming from our form and landing page. He is suited for the expansion of our product, by understanding the customer requests and assessing the market demands.

Stefanos, CEO: He is a leader both on the way he talks and presents to people. He is able to motivate the team, feel confident in public speaking, understanding KPIs, make data-driven decisions and optimize operations given his previous experience as data analyst and his management science background.



Evidence for Product Roadmap

We plan to evolve our product, both to attract new users, offer a better user experience, increase our revenue by analyzing our customers, and lastly be able to explore new markets, like the Meeting and Events one.

- Q3 2025
 - We plan to release the Android app first and on the second part of the quarter the IOS version. We do this, as it is probably impossible to come out in the market with both at the same time, given our team size, and we decided to first publish the Android version, as it has a bigger market share ([android-vs-ios](#)) and our first prototype is built already for Android.
 - At launch we want the question generation from live sources like news, upcoming movies, football matches etc., already active using LLMs.
- Q1 2026
 - Collecting user interests is the base functionality of the app. We can exploit this information by creating for example clusters of users to then show them personalized ads based on that cluster information. This is key for our revenue model, as it will allow us to have better returns for ads.
- Q3 2026
 - We plan to introduce new topics aside from the basic one our prototype has (movies, sports and technology). The newly introduced topics will be divided in free and premium ones. The second are accessible only to users who have the premium pass activated. Topics require time to be activated as we have to find data sources, apply filtering and data processing and lastly inject them in our pipeline.
- Q1 2027
 - As we want to expand in the meeting and events market, we need to have a different user experience for meeting attendees, hence we plan to develop daily premium pass that are activated for all the attendees of an event.
 - Additionally, we plan to introduce topics, like politics and philosophy, which allow deeper conversations, given the new audience we plan to target at this stage.



Evidence of pricing decision

User Willingness to Pay – Survey Insights

Google Form survey with **103** responses: "How much would you pay for such an app, if it works as expected?" [google form](#)

Key Responses:

- **67%** – *Wouldn't pay, prefer free with ads but open to trying it*
- **6.8%** – *Willing to pay up to 2€/month*
- **17.5%** – *Willing to pay 3€–5€/month*

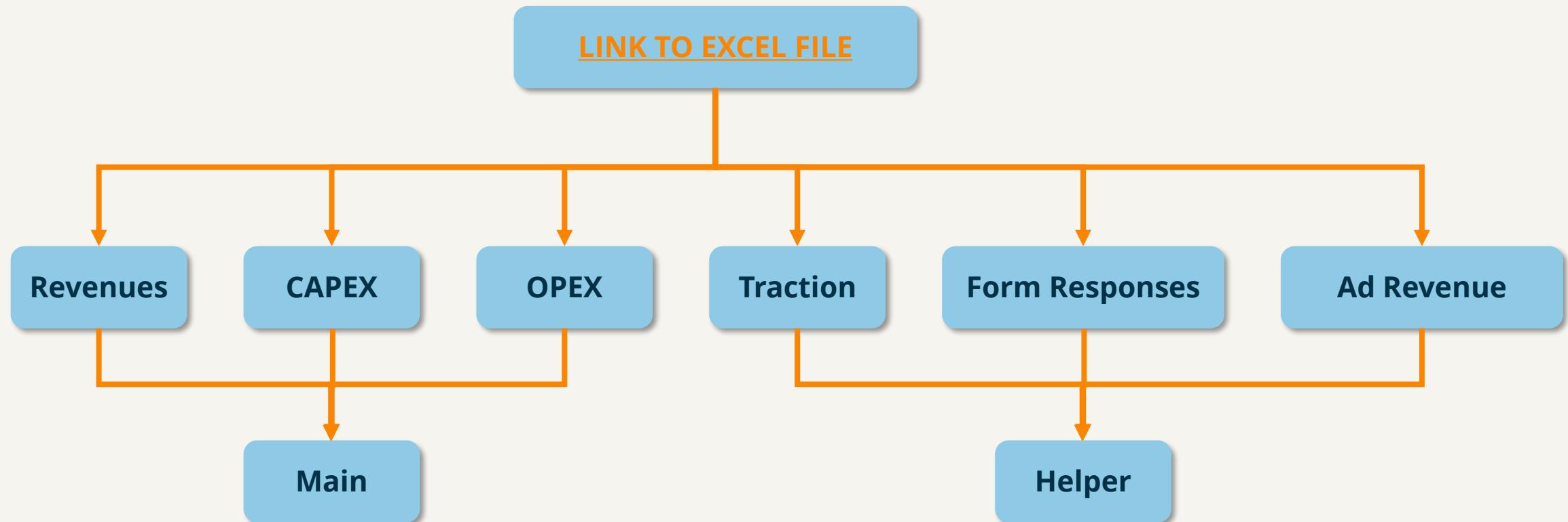
Weighted Average price per month: 4.16 € → **3.99€/month**, [excel sheet](#)

Hybrid Revenue Model:

- **Freemium model with ads** to attract the 67%
- Optional premium tier (**3.99€/month**) offering enhanced features (e.g., ad-free experience, extra categories)



Financial Plan Helper

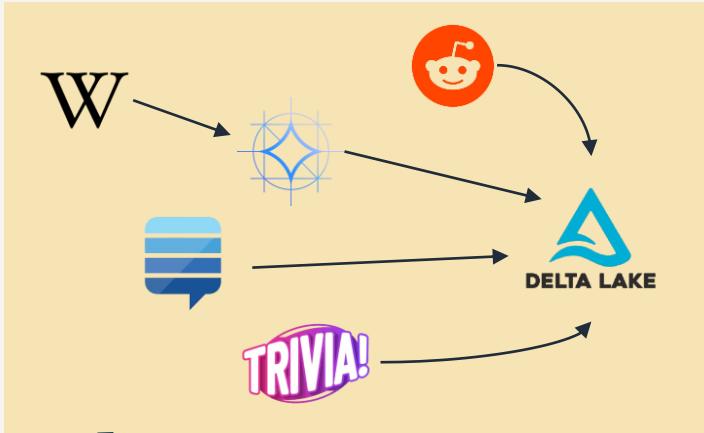


"Helper" pages **break down the business logic for the cornerstone numbers** showcased on the "Main" pages.
Every table has an "**assumption**" column, where supporting data (linked) can be found.

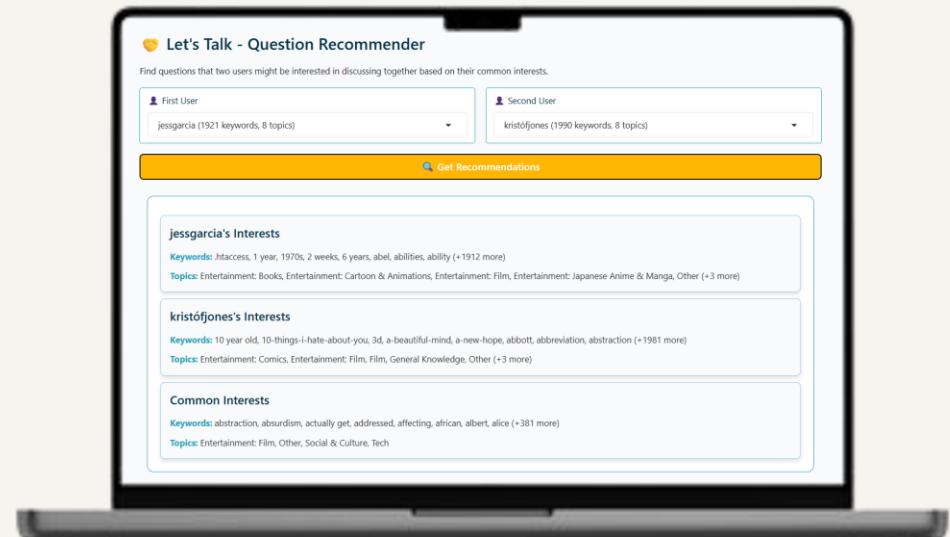
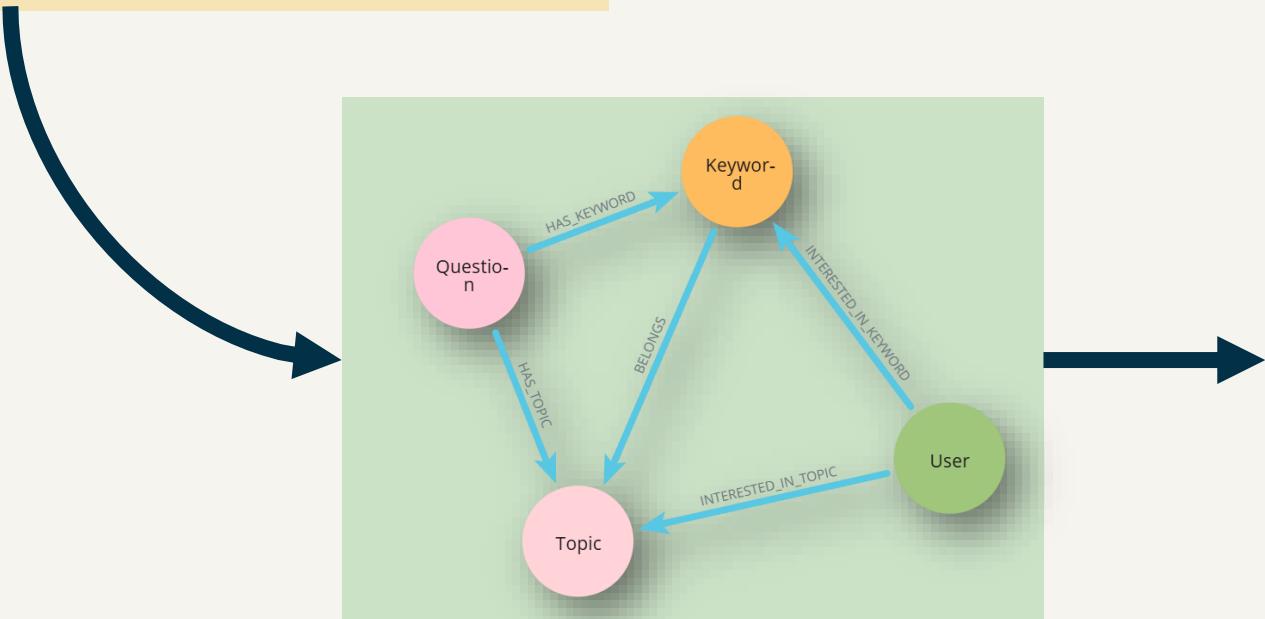
The rest of the business logic can be **explored through the formulas**.

Everything related to the financial plan can be found within the Excel file.

MVP – Prototype Details

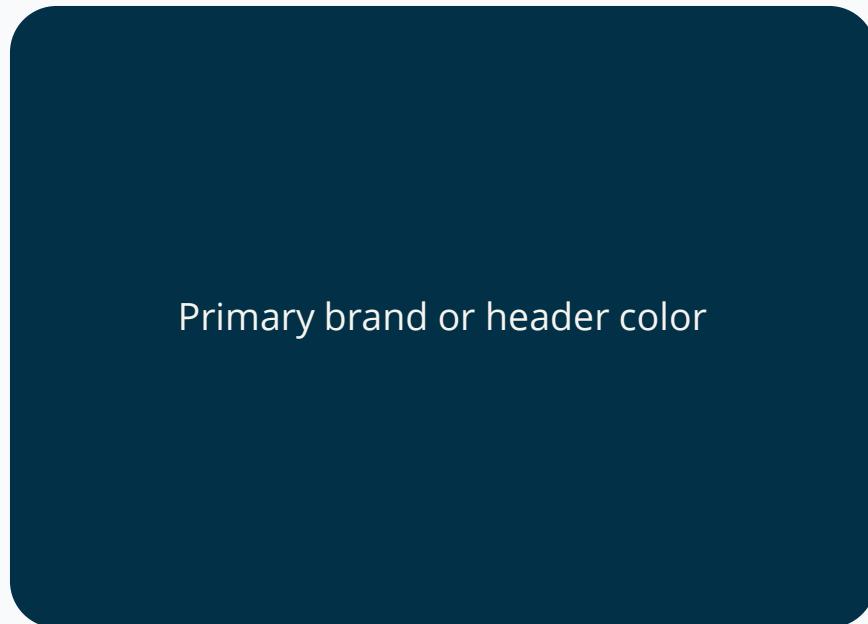


We collect Q&A data from multiple sources, clean and store it with DeltaLake, then model it in Neo4j as a graph of users, topics, and questions. A graph-based recommender selects diverse, relevant questions using user similarity and interest overlap—enabling personalized conversation starters.





Font: Open Sans



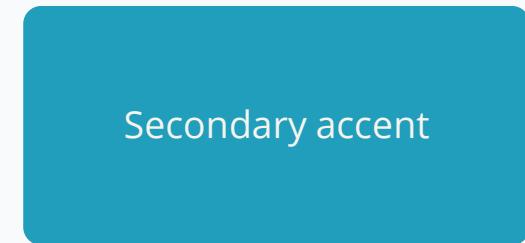
Primary brand or header color

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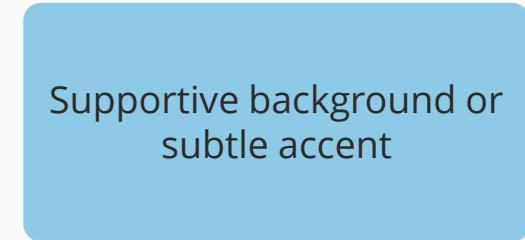


Main highlight/CTA color

#FFB703

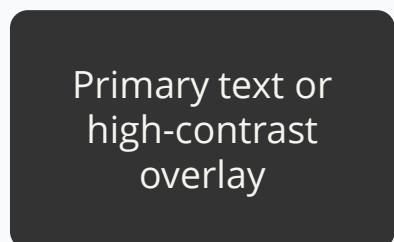


#219EBC



Supportive background or
subtle accent

#8ECAE6



Primary text or
high-contrast
overlay



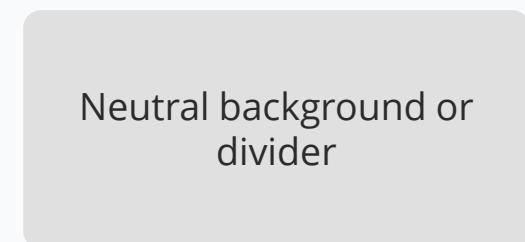
Success or
confirmation color

#333333



Alternative accent

#FB8500



Neutral background or
divider

#E0E0E0

Background: #F9FAFC



33





