

XQUEST

IT'S MORE THAN JUST A GAME

PROBLEM

Online dating doesn't work!

Some people still think that it's not the dating, but the users themselves that are to blame, because they:

- don't upload enough high-quality pictures,
- don't reveal enough details about themselves and their achievements, and
- send inappropriate messages, etc.

You can find hundreds of articles on the Internet that give advice about how to act and what you need to do, because on dating services you can't just be yourself. You need to stand out from the crowd as much as possible.

However, the real reason that online dating doesn't work is not that users are doing something wrong, but the fact that dating is stuck in the past and hasn't changed.

All the innovations in this sphere are nothing but beautiful packaging!

Just as when dating sites first appeared, a photo remains the main element that users rely on to make their choice. However, regardless of the quality, all photographs are static. A photograph cannot relay emotions, facial expressions, gestures or voice.

SOLUTION

Of all the technologies currently available, only video is able to show the true picture as we see it in real life. Even a short video can tell more about a person than dozens of photographs could. But this is not the main advantage we offer.

The main, unique feature of XQuest is the opportunity to have live conversations. Our app:

- **allows people to be themselves, to be natural**
- **improves communication skills and learn to be an interesting conversationalist**
- **eliminates first date jitters.**

Dating is all about communication, because that's the only way to get a complete picture of the other person.

STATUS

Currently we have a fully operational app on iOS, and we expect to launch an Android version soon. Over 3,000 people of different ages and from various locations participated in the beta testing. We invited people who had already used other dating services, and we have received dozens of positive responses. Here are some of them.



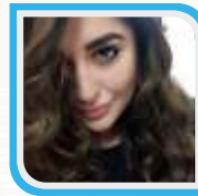
Kelly B. - "A brilliant idea! I have used (... lists other apps) and couldn't have even imagined that something like this existed. I noticed that photos don't play a role in XQuest. I played a game with people who didn't even post avatars and it didn't matter because I saw them practically in real time. This is real dating 2.0."



Axel N. - "This is one of the most beautiful and convenient UIs that I have ever used. Guys, you are true professionals!"



Yana S. - "During the testing, I managed to play three times, and it was a lot of fun). Before that, my view of online dating was that it's very boring – endless likes and the same old "Hello, how are you?" I can't wait for the official launch of the app!"



Maria S. - "Finally, you can forget your fears of a person looking different in real life than in the posted photos."

COMPETITION

Online dating services:

- **okcupid**
- **eHarmony**®
- **meetic**
- **badoo**
- **tinder.**
- **zoosk**®
- **match.com**®
- **PlentyOfFish**

Live streaming:



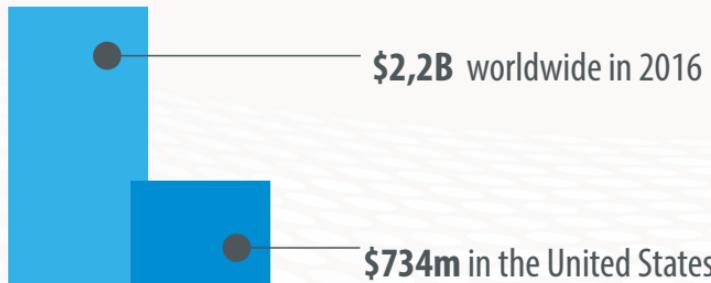
Anonymous Q&A services:



MARKET SIZE

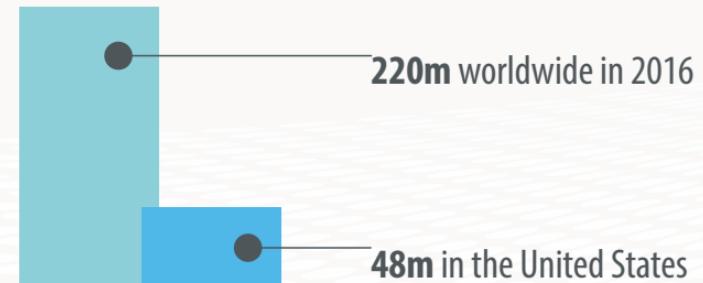
The data below represents only the online dating market segment

REVENUE



Revenue is expected to show an annual growth rate (**CAGR 2016-2021**) of 5.7 % resulting in a market volume of US **\$2,922m in 2021**

TOTAL USERS



User penetration is expected to hit **270m in 2021**

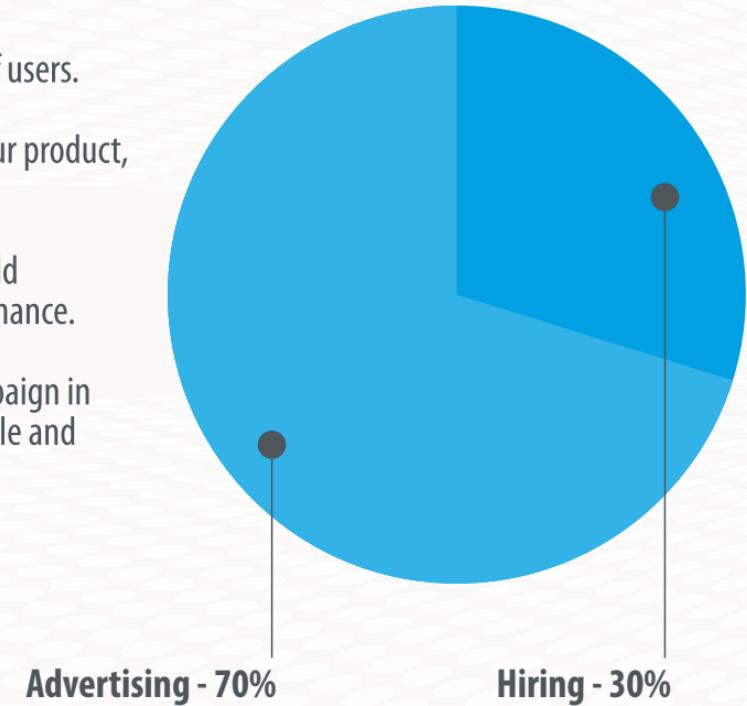
INVESTMENTS

At the initial stage, XQuest is highly dependent on the number of users.

For this reason, we haven't yet used cost-free ways to promote our product, such as technology blogs and other resources about start-ups.

Since each piece of news would appear at a different time it would not produce the desired effect, and we would not get a second chance.

Investments will be directed mainly towards an advertising campaign in order to accumulate the critical mass of users as quickly as possible and encourage geographic expansion.



BUSINESS MODEL

Xquest is a free application, but in the future we will expand the options available, some of which will be fee-based, such as:



Create your own game

Users will be able to create their own rooms with custom settings. For example, users will be able to:

- *change the current playing conditions of 3x3 (three males and three females) into a greater or smaller number of participants*
- *to create a game for people of the same gender instead of only between men and women*



Play with a specific person

Users will have the ability to select the person with whom they would like to play the game.



Hide your choice

Your choice will not be displayed if it's not mutual



Send virtual gifts

TEAM

Our team consists of people with more than 8 years of experience in the industry. Each of us has a wealth of knowledge in the design, development and operation of mobile and web applications.

Also, [Cuberto](#), one of the best digital agencies, participated in developing the application with us and we continue to work together.



Dmitry Bikoev
CEO & Founder



Ronald Chochev
CTO & Co-Founder



Roman Paskal
Developer



Alan Kulov
Developer



Victor Sobolev
Designer