



We've all used some of these successful dating apps...



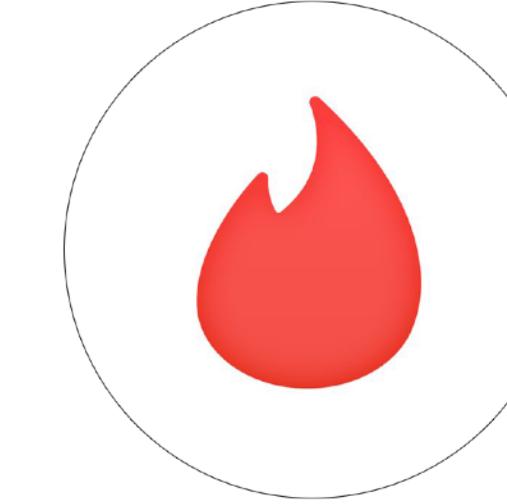
AdoptAGuy



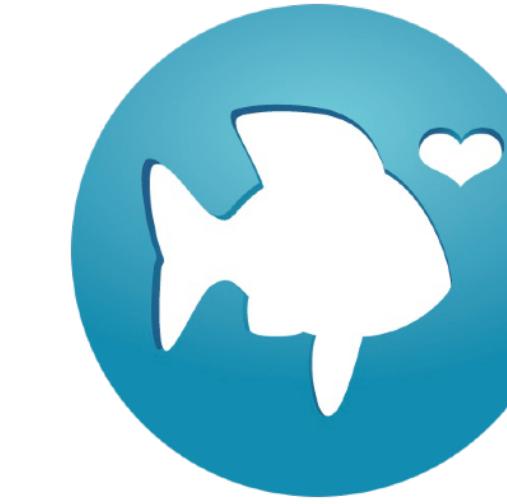
OKCupid



Happn



Tinder



PlentyOfFish

However, except for a few details, they all offer the
same experience.

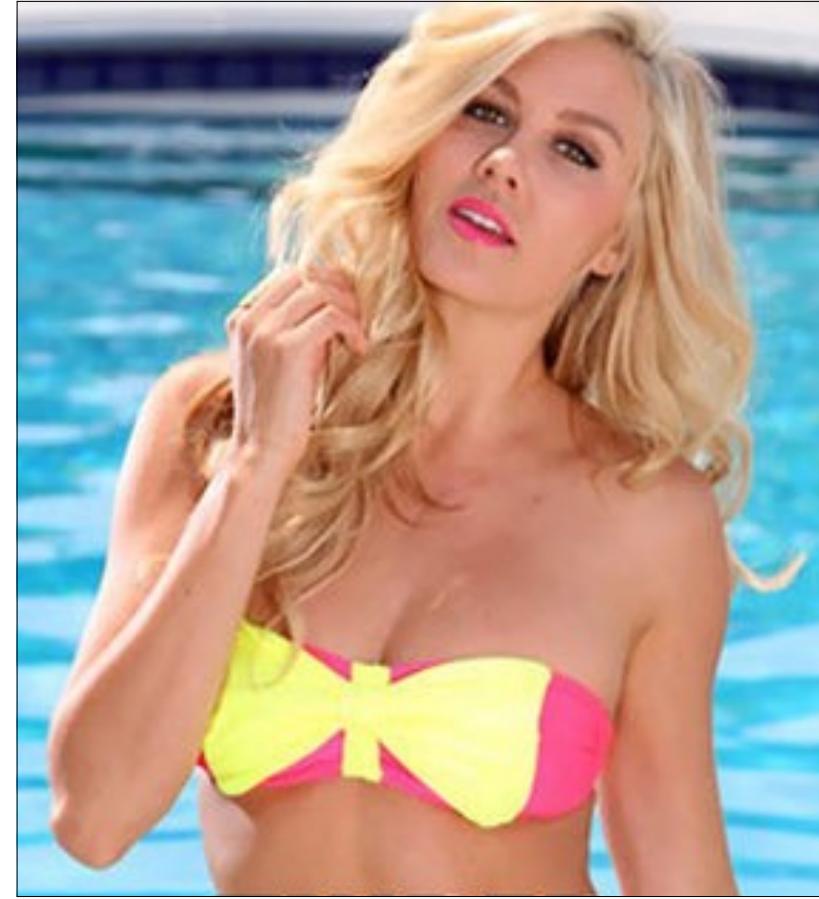
A cumbersome profile-centric journey...

1. **Editing a profile:** building an attractive profile with lots of pictures and descriptions
2. **Swiping/liking multiple profiles** and **waiting** for a "match"
3. **Writing** a (hopefully) good opening message
4. **Waiting...** expecting a text back
5. **Sending many texts**, sometimes for hours or even days

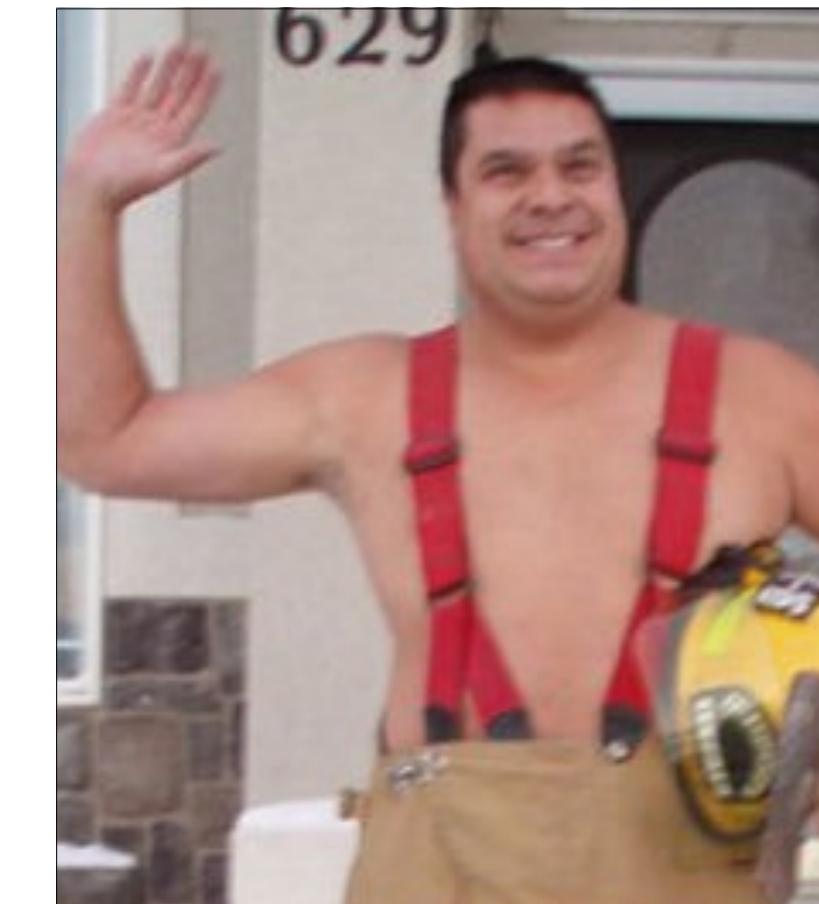
...to eventually (maybe) get a date...

...and possibly being highly disappointed

expectations



VS



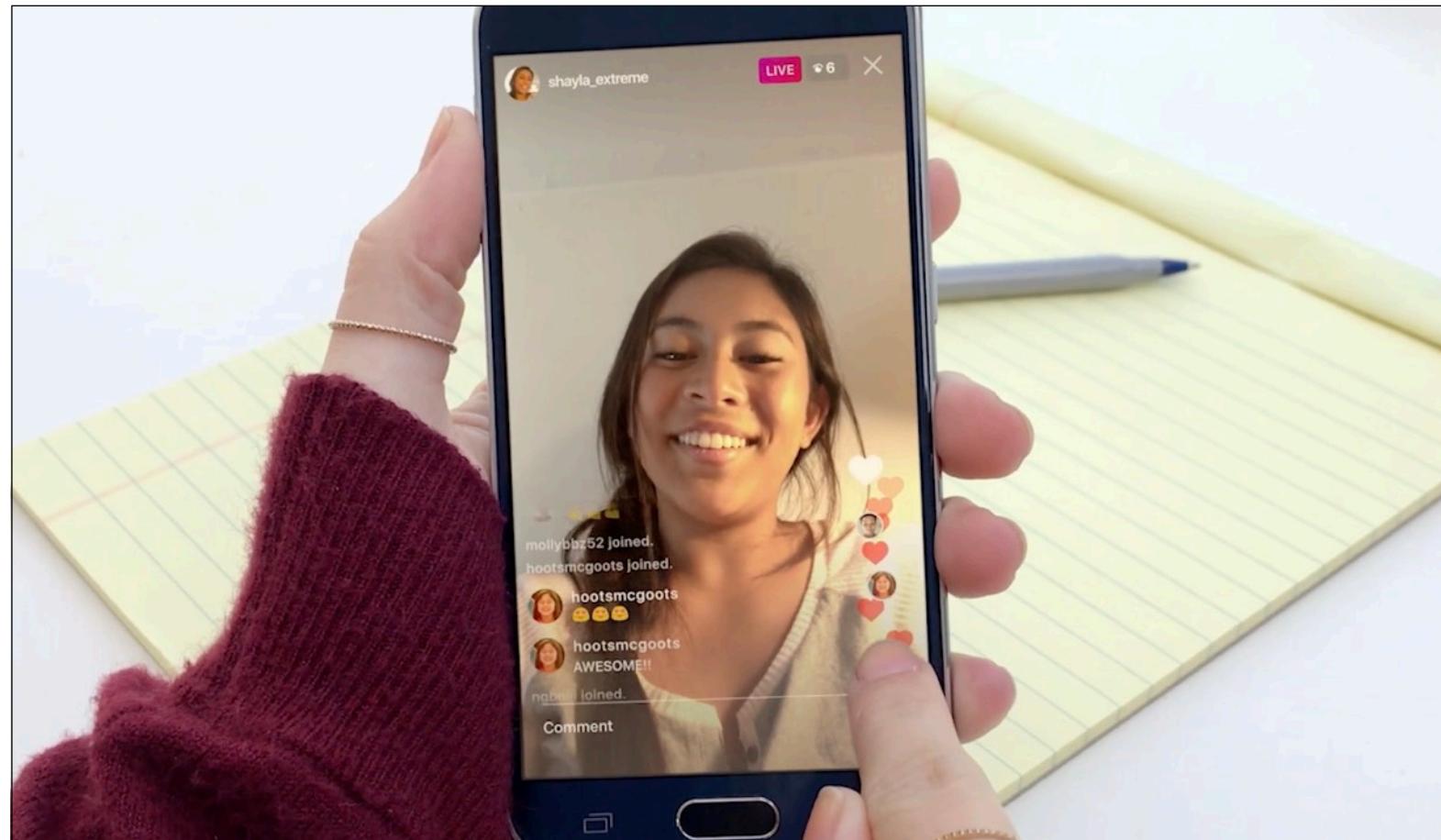
reality

problem

The dating app industry wants to make us believe we can find love in a few swipes, but it's actually a **much longer process**. Dating apps are **neither simple, nor spontaneous, nor authentic**, which leads to **frustration and disappointment**.

solution

What if we could build a **geolocation-based dating app** allowing its users **to meet and chat in real-time through live-video?**



Be more **spontaneous** and **authentic**

MARIE
28 ans, Pessac France
ID.112034256
#cheveuxlongs #nicopatch

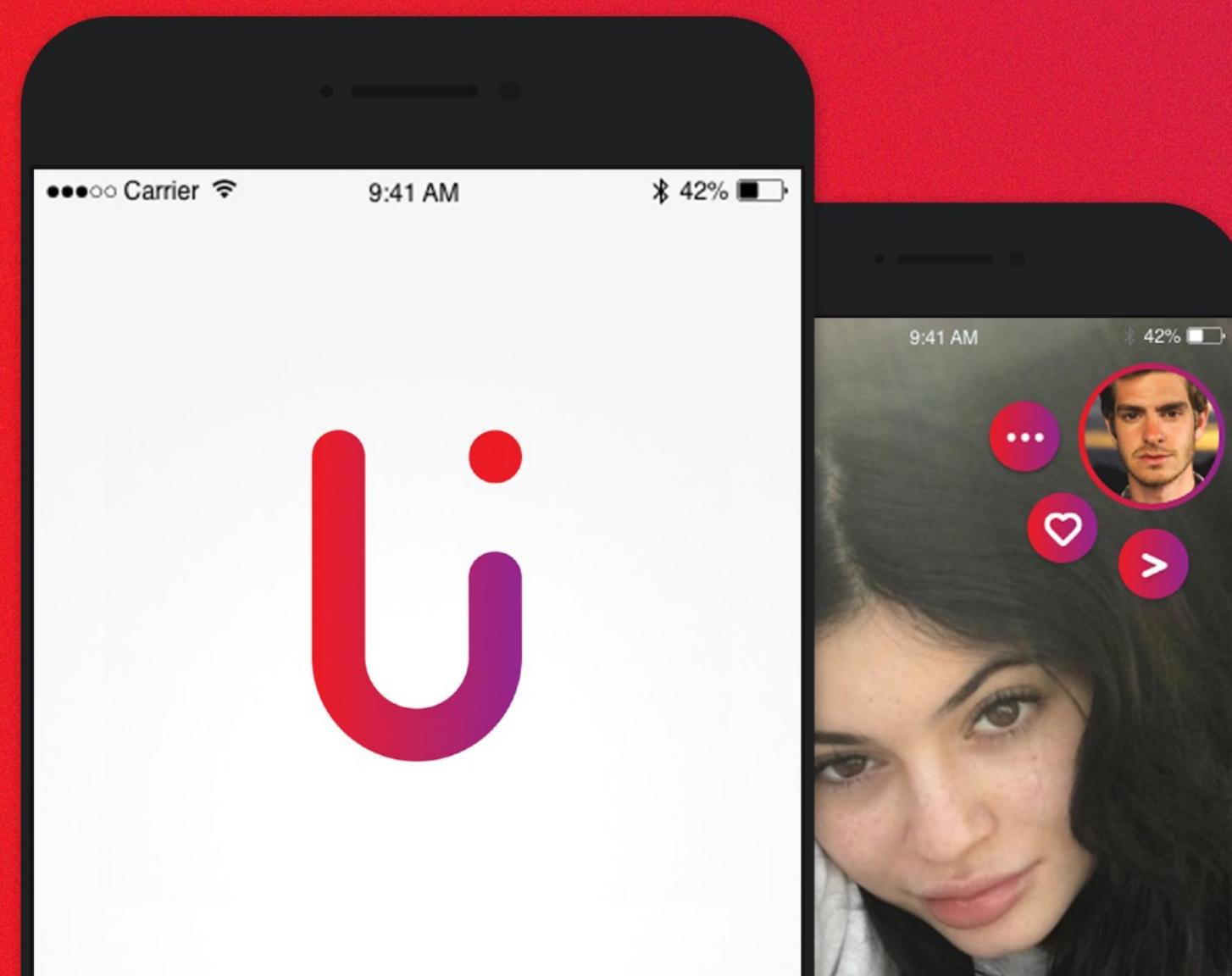
DÉTAILS

Yeux : bleus	Profession : non renseigné
Cheveux : châtais, longs, raides	Alcool : de temps en temps
Mensurations : 170 cm, 60 kg, équilibrée	Tabac : j'essaie d'arrêter
Style : classique	Alimentation : mange de tout
Origines : européennes	J'aime manger : non renseigné
Hobbies : sorties, voyages, ...	Signes particuliers : tatouage

Skip the time-consuming **profile step**

UVO

Meet new people,
in real time.

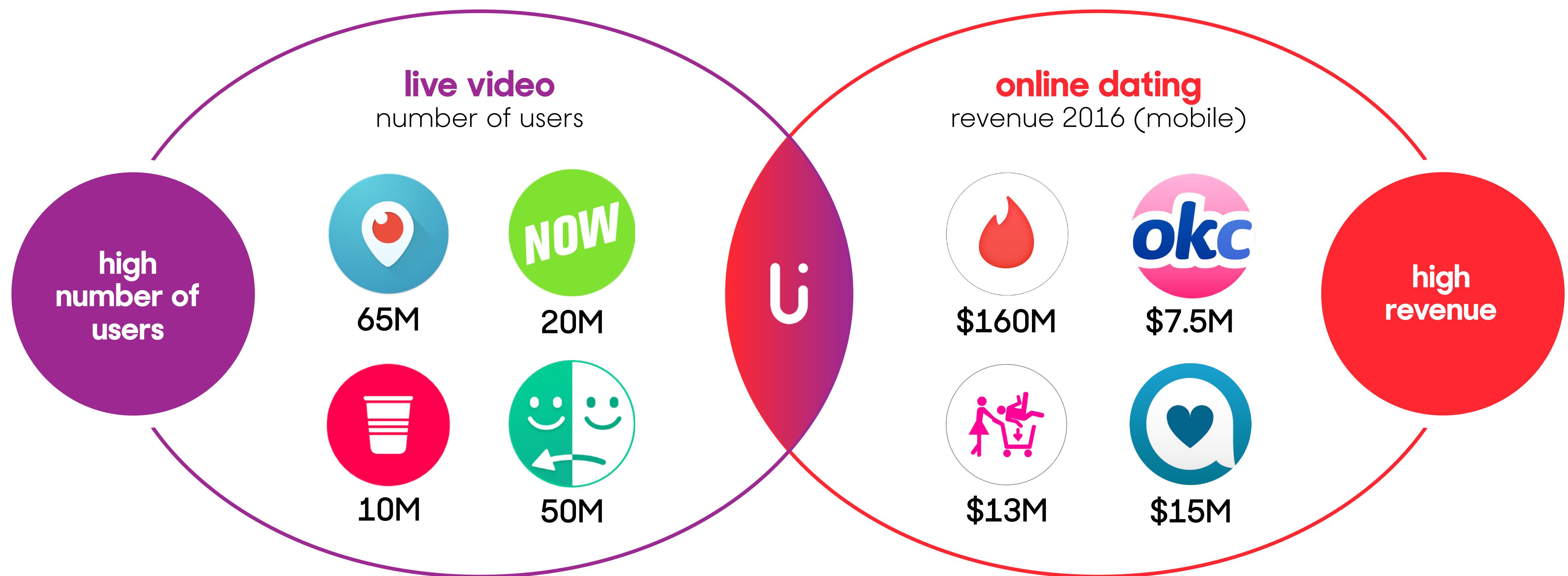


Download on the
App Store

ANDROID APP ON
Google Play

a low-risk market positioning

Livo's positioning lies at the intersection of **two of the largest and fastest growing markets:**
live video and **online dating**

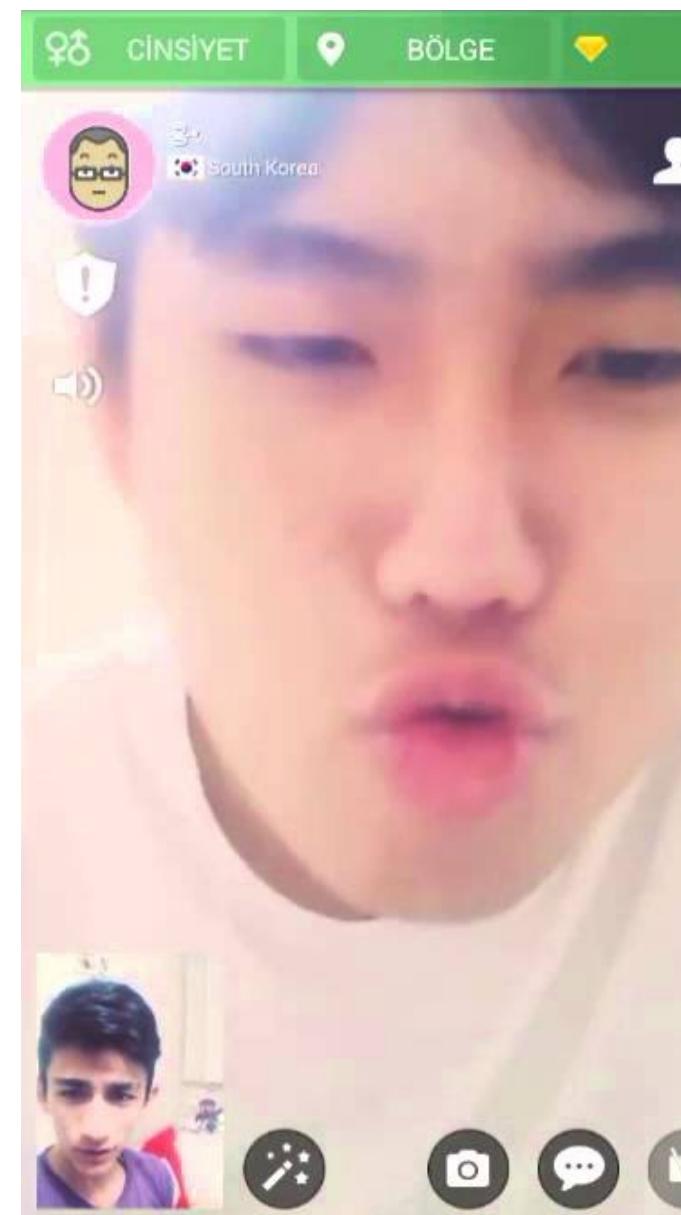


a highly profitable but vulnerable competitor

A new player of one-to-one live video which shares similar features with Livo has entered the occidental market in 2016.

strengths

- Rapid user growth •
- Top 10 most profitable app on Play Store (2016) •
- +50 million users worldwide •



Azar



weaknesses

- Inability to search for people around the user's location (which means Azar is NOT a dating app)
- Overrepresentation of the male gender
- Very limited user experience (unless spending a lot on in-app purchases)

We designed Livo to solve each of these pain points in order to offer a much greater experience than our competitors.

risks & opportunities

inability to find our
own market

missing funding
opportunities

possible competition with an
already established player

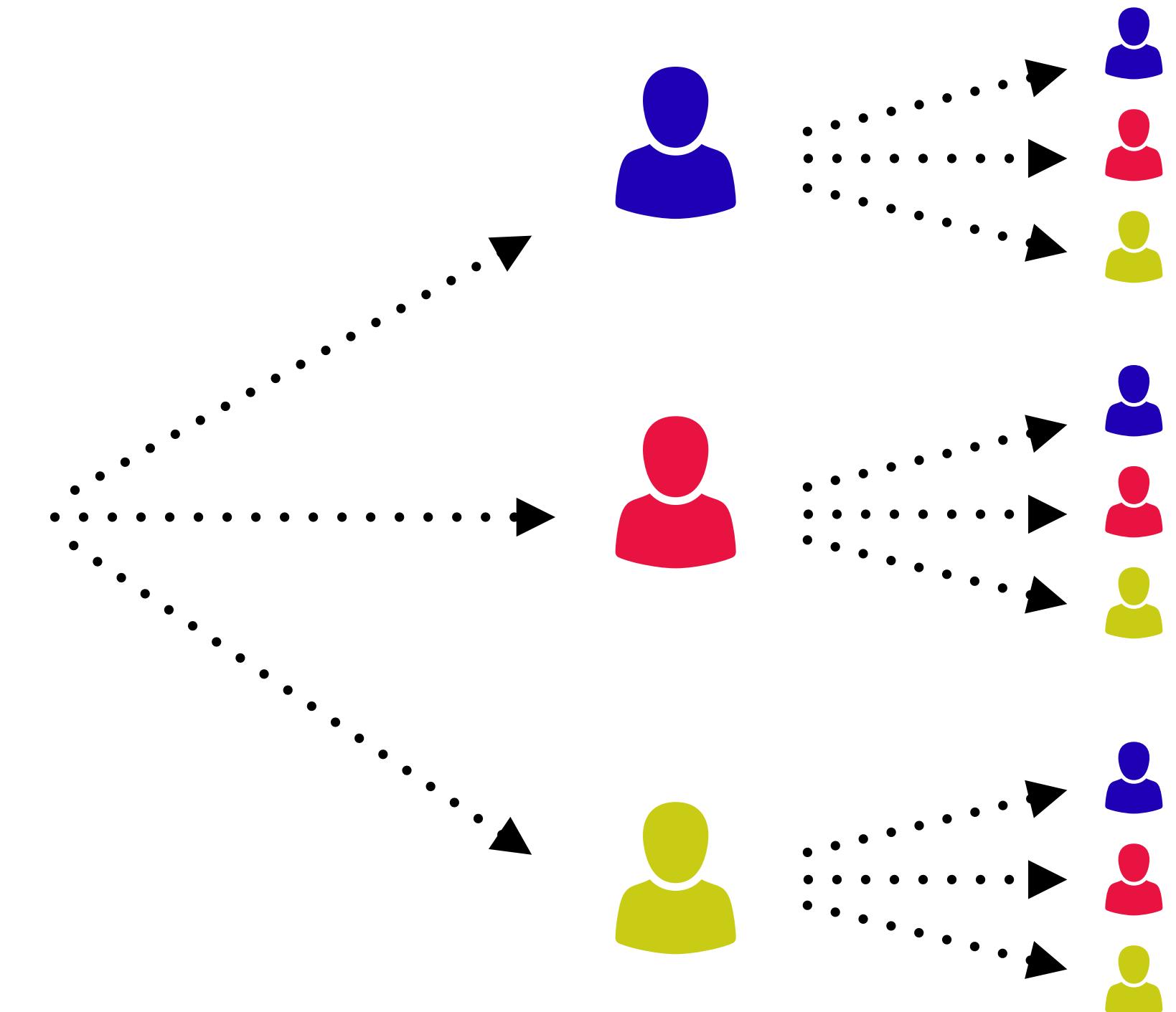
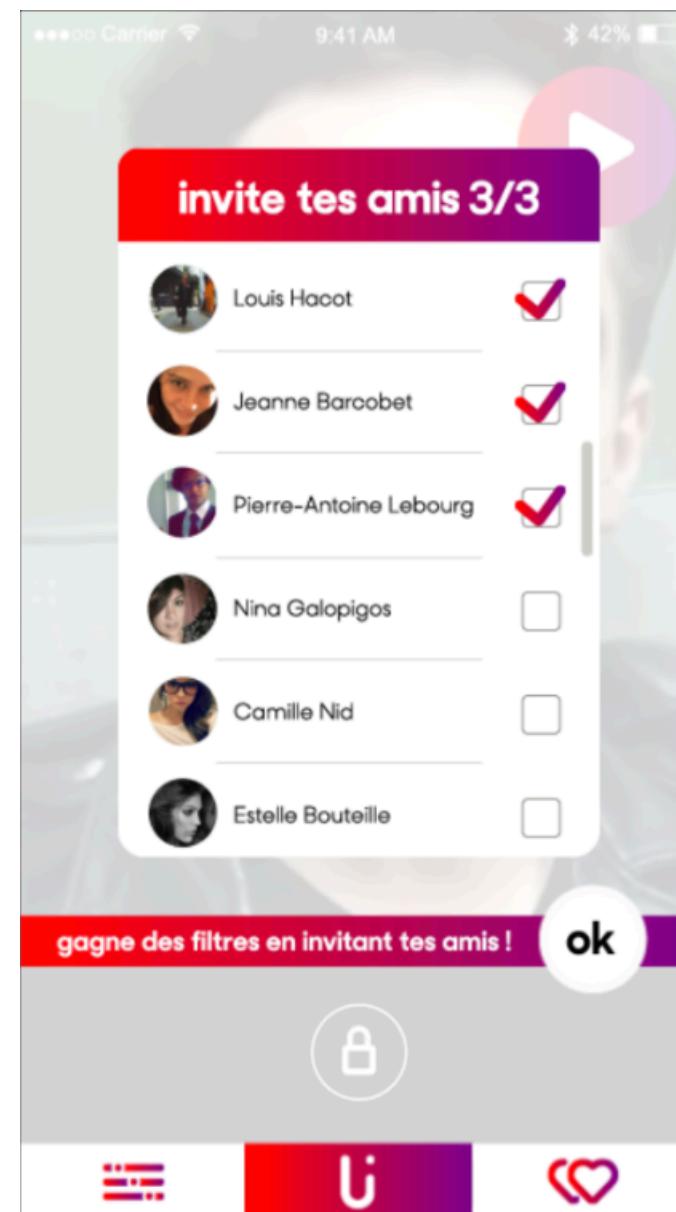
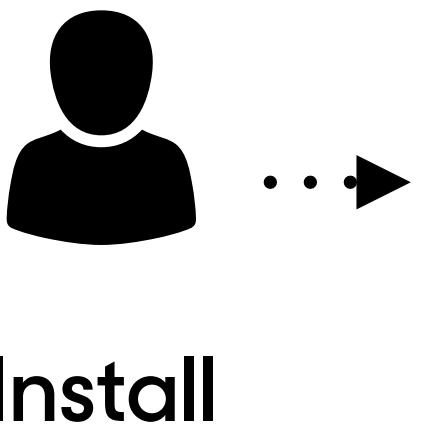
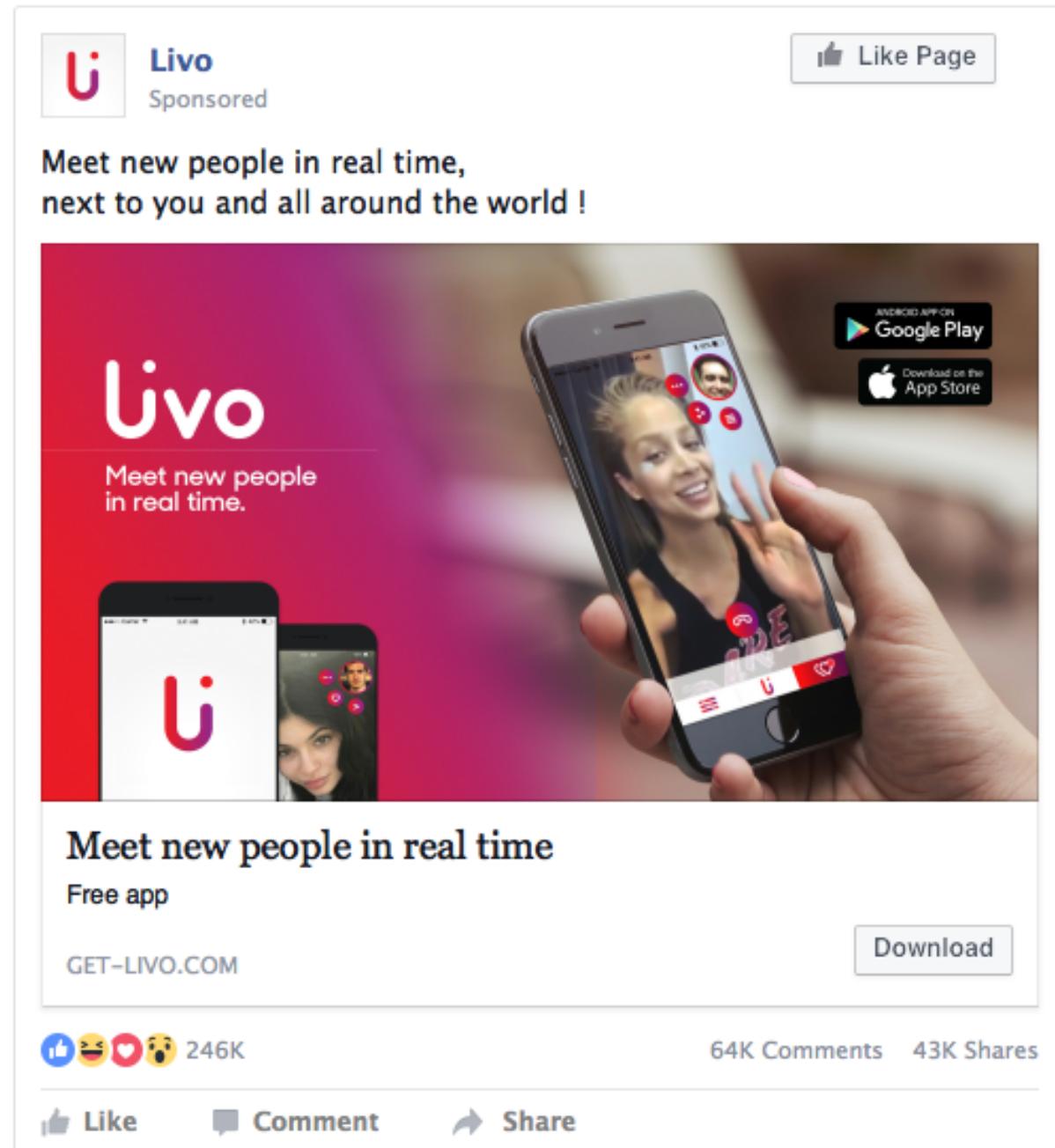
many pivot
opportunities

highly dynamic market

strong potential to
attract international
tech giants



conversion funnel



Facebook Mobile App Install Ads

User sees Livo native ad in his Facebook Mobile newsfeed

Referral

User invites 3 friends on Livo to unlock video filters

Organic Growth

Friends install Livo, then invite 3 other friends, and so on...

monetization



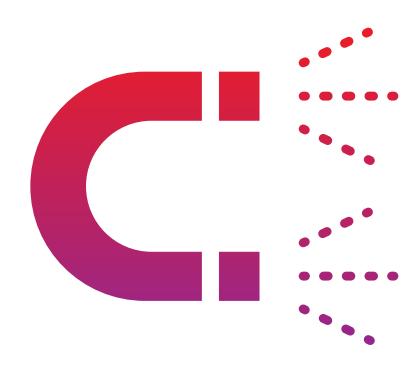
Livo will always be free.

However, users will be able to **enhance their experience** on the app by subscribing to **Livo +**, a **monthly subscription** allowing them to unlock **additional premium features**.

profit

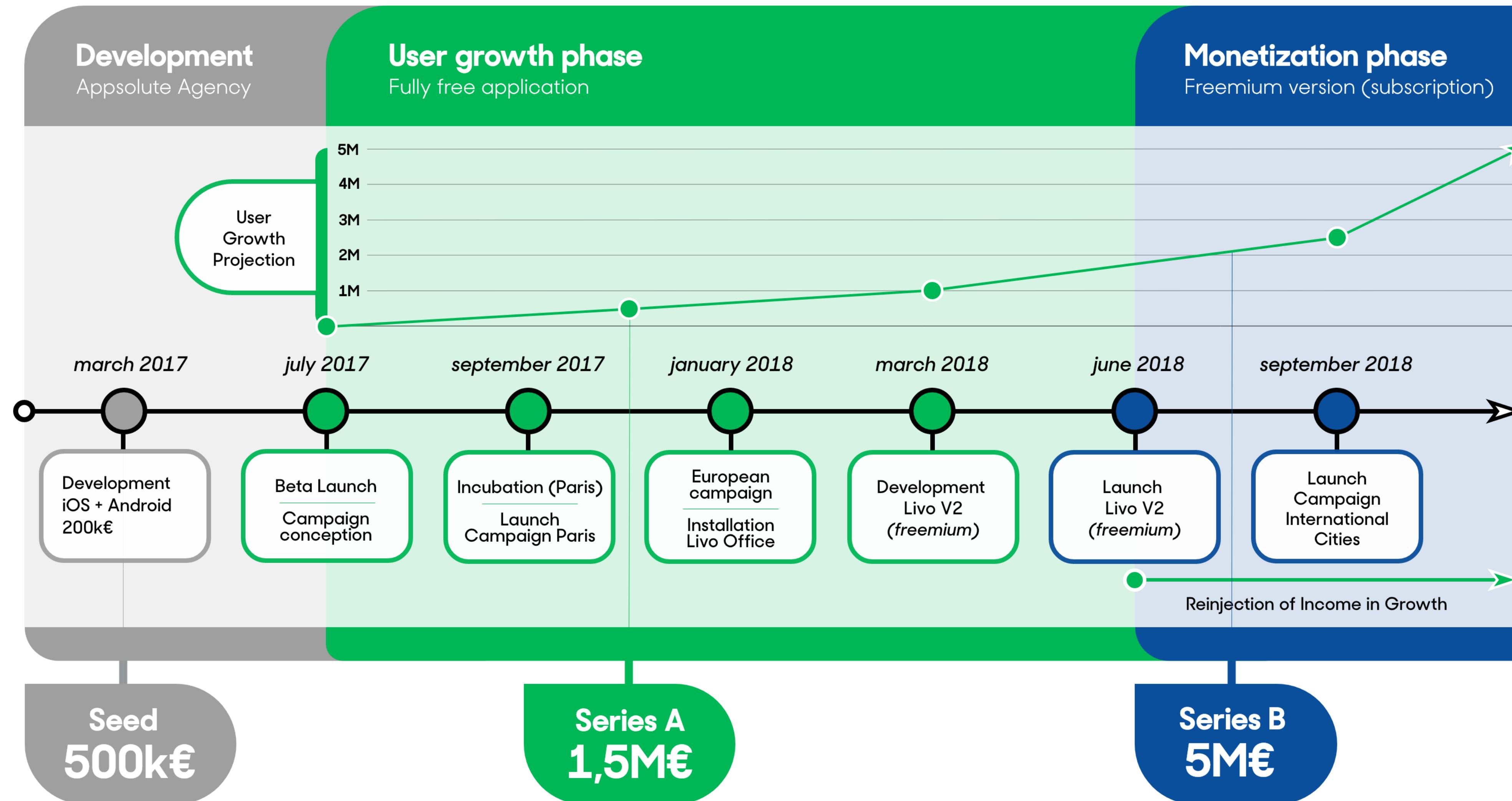
$$\left(\text{Customer LifeTime Value} - \text{Customer Acquisition Cost} \right) \times \text{Number of Users} + \text{Overhead} > 0$$

The equation illustrates the profit calculation for a business. It shows the difference between Customer LifeTime Value (CLTV) and Customer Acquisition Cost (CAC), multiplied by the Number of Users, plus Overhead, resulting in a value greater than zero.



By maintaining Customer Acquisition Cost (CAC) lower than Customer LifeTime Value (CLTV),
we'll make Livo a profitable (and scalable) business.

18 months



team livo

4 singles with a bright future



CEO
Co-founder
Associate

Stephan Orgiazzi



BUSINESS DEVELOPPER
Co-founder
Associate

Gaspard Fournet



CMO
Co-founder
Associate

Rodolphe Chambon



CTO
Associate

Thibault Clavel

tomorrow...



From dating app to global social network...

thank you

