

DISCOVER THE PERSON BEHIND THE PHOTO

CLiKD | DON'T JUST DATE ANYONE



Executive Summary

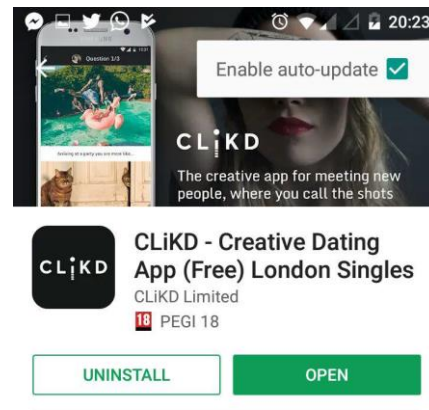
CLIKD

CLiKD is an **award-winning dating app** that gives users a creative way to meet new people. We are a young, innovative and popular dating brand in the UK. Our team has built a fashionable and tasteful dating app that celebrates individuality with which other brands are proud to be associated with.

USP: Users create their own personalised matching process – a 'test' unique to them.

Facts and Figures:

- Amazing **team**
- Based in **London**
- Currently in **BETA**
- Full product launch, **Sep 2018**
- On **iOS** and **Android** appstore
- Available **UK** wide
- Over **380k** app launches
- 23k** unique users / downloads
- Strong **organic** growth



#2 Trending Dating



The Telegraph

The best dating apps and sites for men in 2018

Forbes

BuzzFeed

MailOnline

BBC NEWS

CLiKD Remodels The Online Dating Questionnaire, Letting Singles Build Their Own Picture Quiz

CLIKD LAUNCHES INSTAGRAM OF THE DATING WORLD

Clkld dating app joins Tinder and Match.com as winner of top award



#2 Trending Dating App in UK



Investment Opportunity

On a shoe-string budget, Michael (the Founder & CEO) and his team, have managed to develop a fully-functioning BETA and have managed to already differentiate themselves in a crowded, yet growing market. With their award-winning product, they managed to get into major publications, become the #2 trending dating app (UK), and started generating revenue.

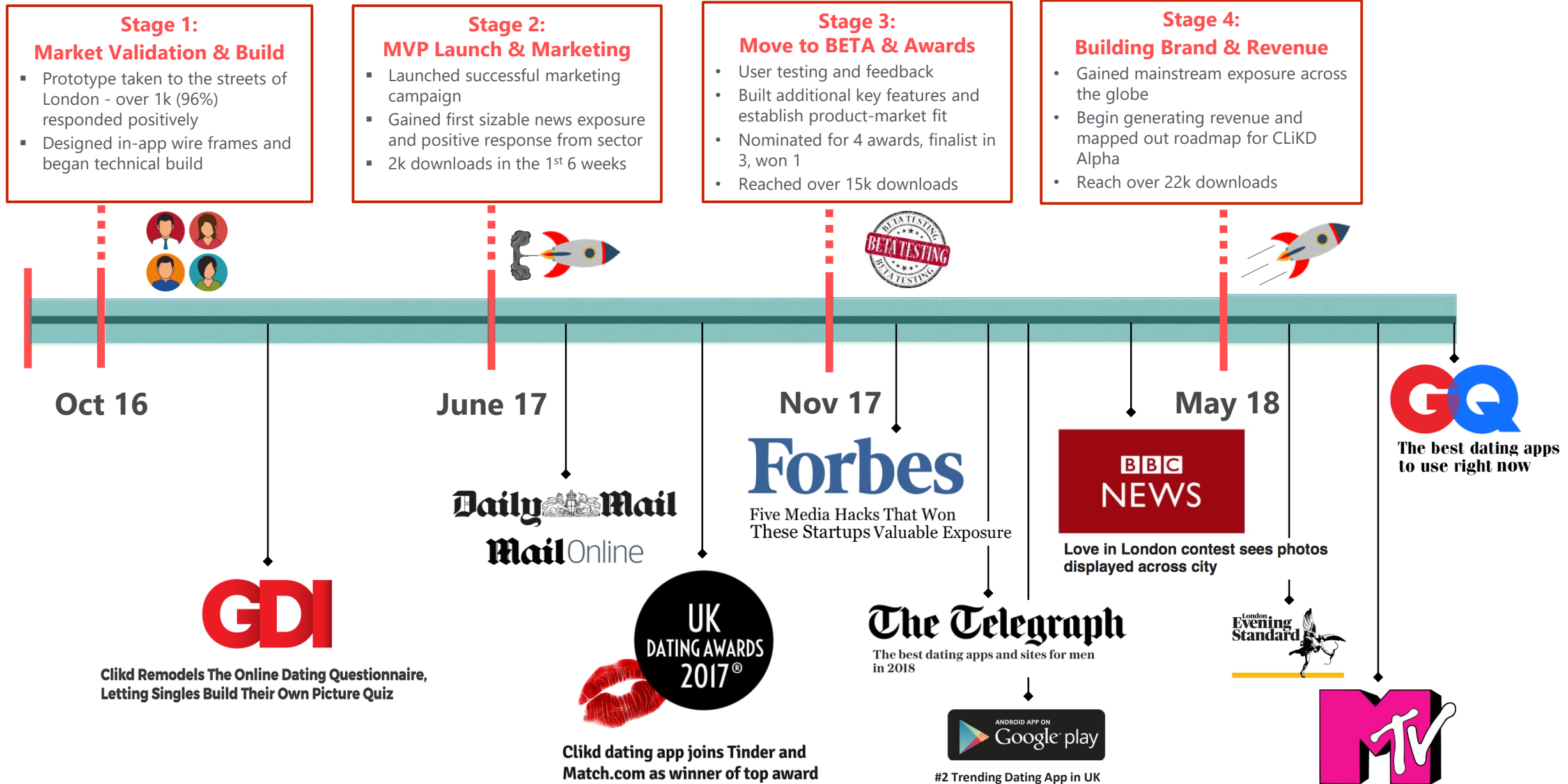
Raising: £500k

Market Potential:

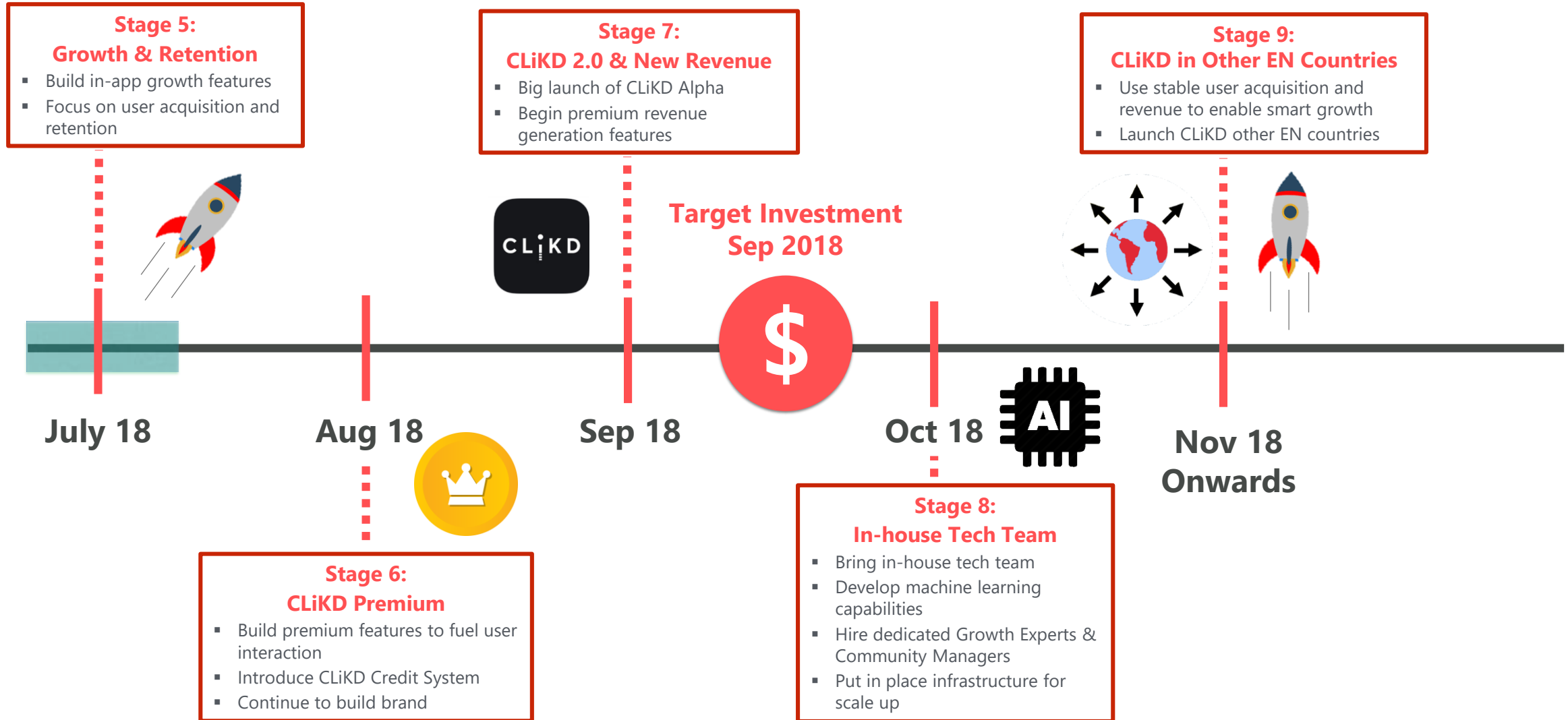
- The Dating App Market has a Global valuation of **\$3bn**
- Global user base of **400m+**
- YoY estimated annual growth of **10+%** from 2016
- Recent reported bid for app Bumble of **\$1.5b** by Match Group

The CLiKD Story So Far

CLiKD



The CLiKD 1-Year Road Map



A woman with long blonde hair and red lipstick is holding her right arm over her eyes. On her forearm is a detailed black and white tattoo of a Pentax camera being held by two hands. The camera has 'PENTAX' written on it. To the left of the woman is a large red circle with a dark blue horizontal bar across its center. The text 'MIND THE PROBLEM' is written in white capital letters on this bar.

MIND THE PROBLEM

The Socio-Cultural Trend

CLIKD

Feb 2018

The REAL reasons millennials struggle to find love: Relationship guru reveals modern dating fails - including trawling through Tinder and getting drunk on the first date

MailOnline

Jan 2018

UK Has A Minister Of Loneliness: This Is How Bad Loneliness Has Gotten

Forbes

May 2017

This is the age when men are the most lonely

EveningStandard.

Feb 2017

London is among the loneliest cities in the world

TimeOut

Sep 2017

The end of young love: Dating is in decline among the "i-Generation", study finds

The Telegraph

April 2017

TOO MUCH TINDER: WHY SOME SINGLE PEOPLE ARE EXPERIENCING A DATING BURNOUT



INDEPENDENT

Jan 2017

Why We Need To Move Away From 'Swipe Culture'

ODYSSEY

Feb 2016

All by myself: what Londoners say about being alone

theguardian

The Problem

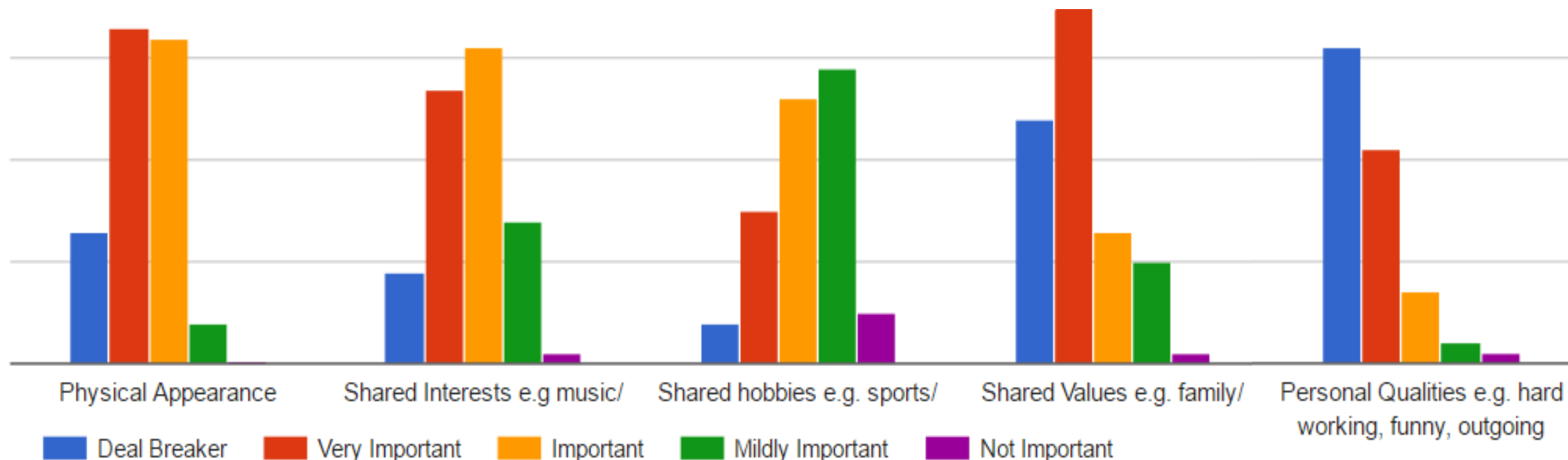
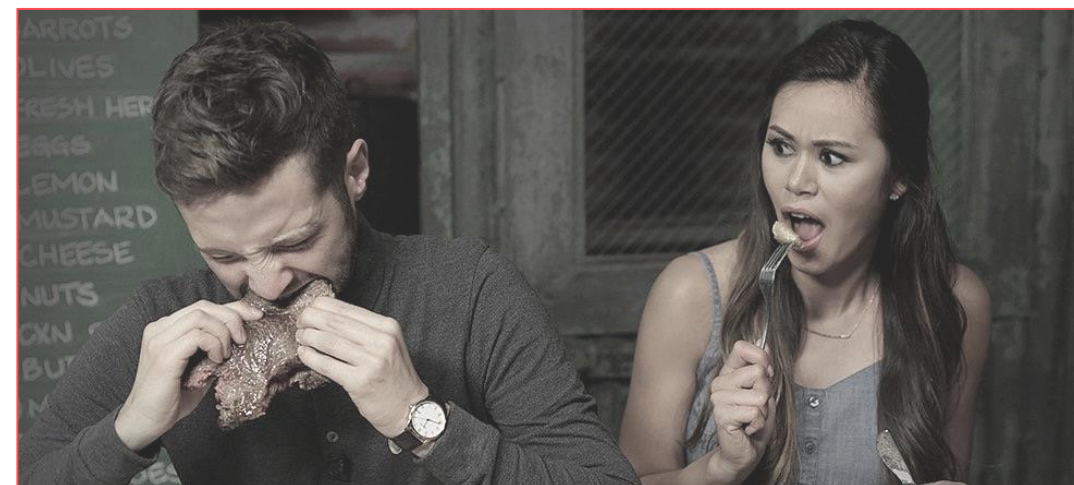
- 📷 In the fast paced world of apps and social media, people are lacking real connections; they want people on **their wavelength**
- 📷 They have grown fatigued with **swipe culture**
- 📷 On the other hand, they are not willing to spend **time and effort** on misleading questionnaire-based online dating websites



Dating Preferences

Our market surveys conducted in London show that while looks are important, finding someone who shares your **values, interests** and **personal qualities** has proven to be even more important. The results showed us that this was true for Gen Y, Gen X, Gen Z, amongst both genders and across all age groups.

Though this is a common theme across different markets, most digital dating services still do not cater for a '**connection**' that is based on more than just looks/or convenience. Until now.



A woman with long blonde hair and a black beanie is holding a camera over her eyes. She has a tattoo on her right arm that depicts a pair of hands holding a Pentax camera. The background is dark. On the left side, there is a large red bullseye graphic with a blue horizontal bar across its center containing the text "MIND THE SOLUTION".

MIND THE SOLUTION

CLiKD – Don't Date Just Anyone

CLiKD

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USP: Users create their own personalised matching process – a 'test' unique to them.



CLiKD – Creative Dating App

Date the person, not the ph...

OPEN



4.6 ★★★★★
48 Ratings

17+
Age

Cleverer and nicer than tinder

★★★★★

Jonnyboy74

It's quick, it's easy it's not even that sleazy. Gives me a bit more to go on than just a picture. Seems to be a lot of people on it, so overall looks like a goer. Will revisit this review in a couple of months.

Very good concept

★★★★★

Snakecfc

Numbers are on some of the other ones, however quality is on here. Categories are a great way to find what your looking for... if you know what your looking for!

Great idea to help find the one

★★★★★

toonjoe

Excellent to find an app that looks at new and innovative ways to find the 'one'. There's only so much swiping left and right one person can do.

Updates

★★★★★

zbvictoria

Really good concept and the updates have made all the difference! Have already been on some dates!

An app that makes tests fun!

★★★★★

JoeyAsin

Love that you have to do each other's test first, saves you from matching with someone you have nothing in common with.

Much better than regular dating...

★★★★★

hellaho88

This app is much better than regular meeting people apps, the questions are a really clever idea (although more questions would be good!) and the large variety of topics is great! 🙌

This app is definitely for people...

★★★★★

bowlthorr

Recommend this if you're looking for people who want something more serious.

No more swiping!

★★★★★

salolegend

This isn't one of those ones where you just sit and swipe until you lose the will to live.

Nice spin on a tiring format

★★★★★

foxtrotfiend

A refreshing spin on all the dating apps currently out there. The mini quiz can give you a nice conversation starter once you get past the matchmaking part!

Much more creative than all the...

★★★★★

DoNTTN

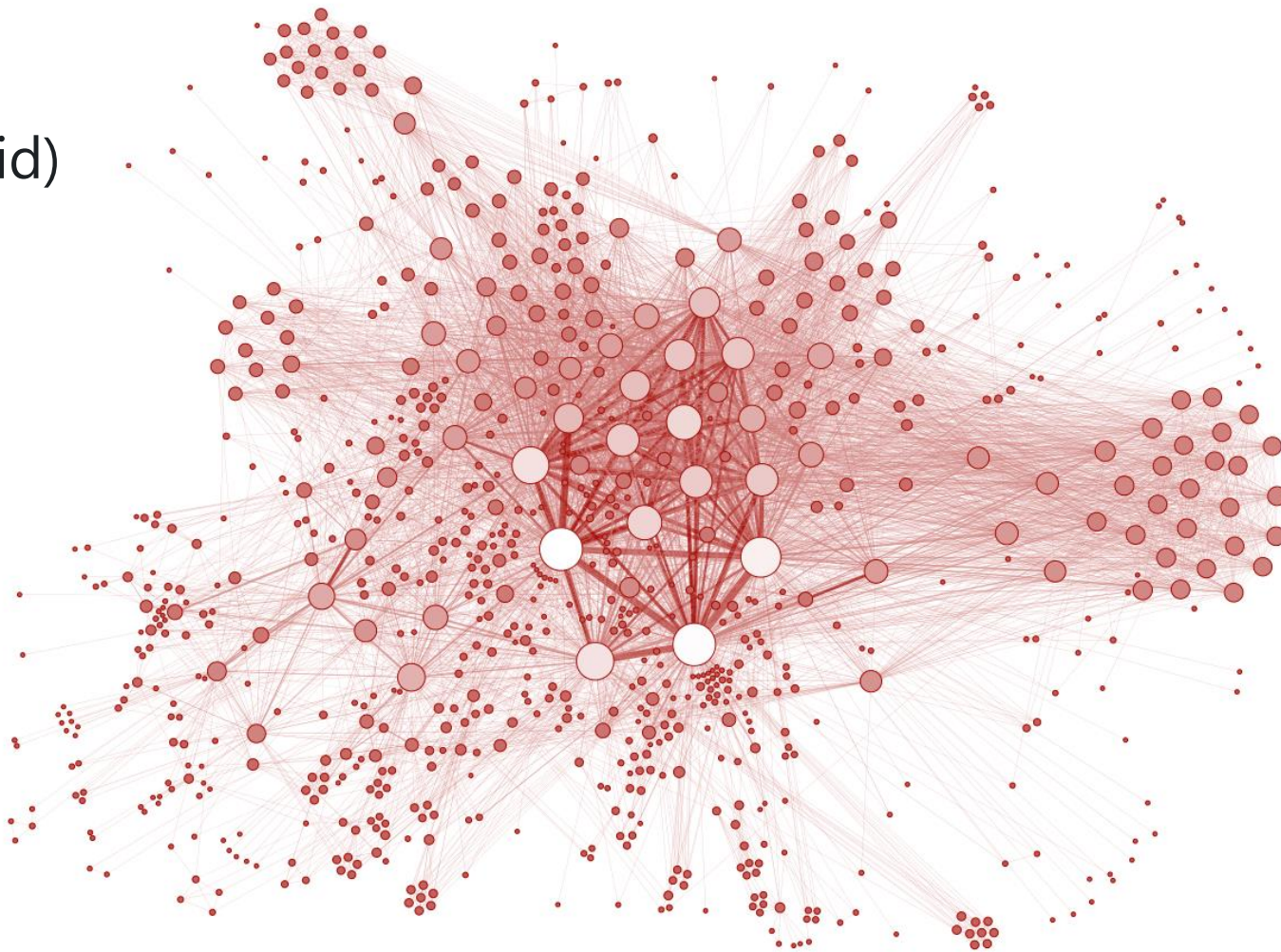
SO much better than the apps that are out there at the moment!

Current Tech

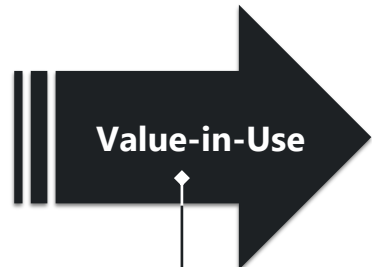
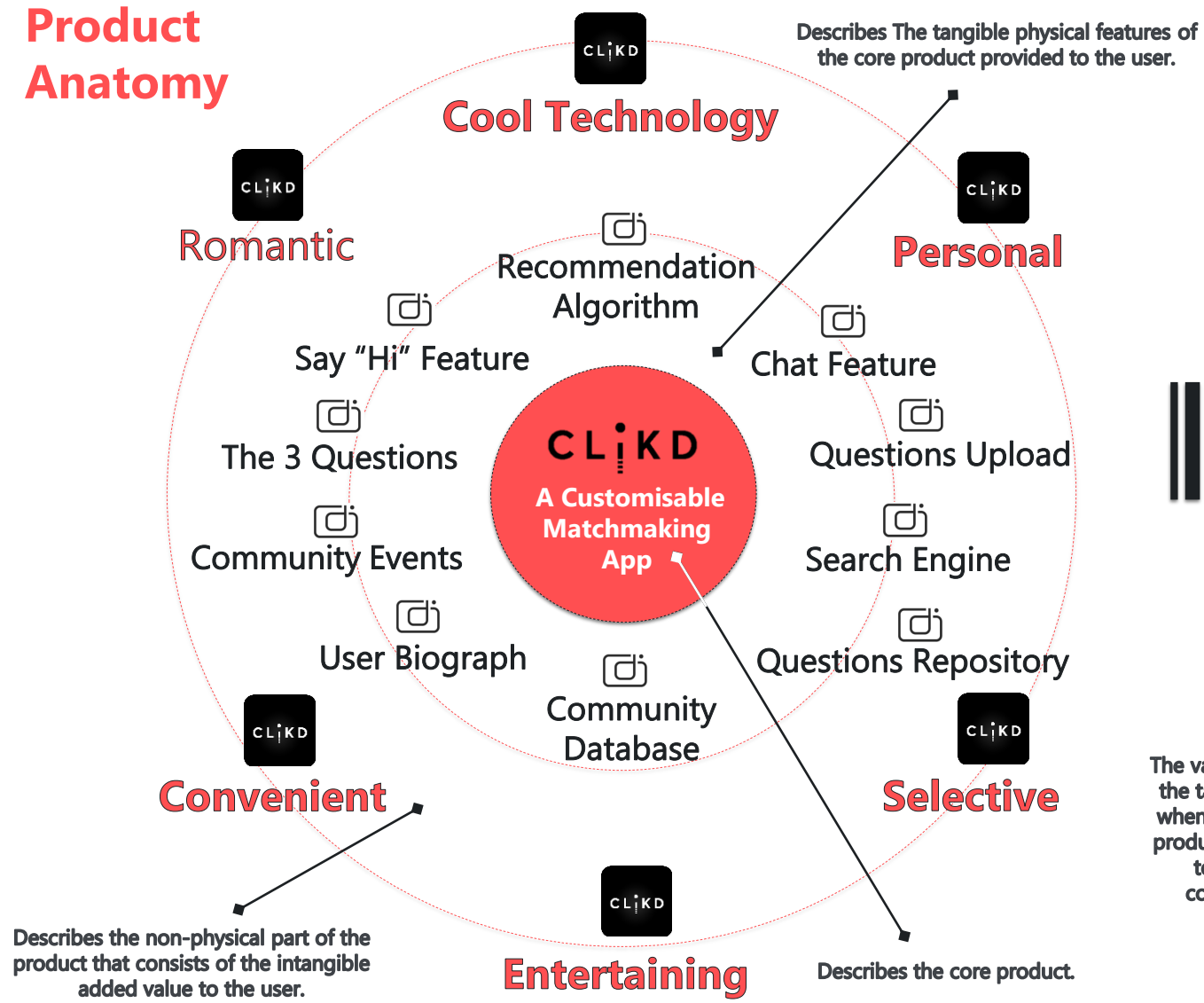
- ☑ Fully functioning app (iOS, Android)
- ☑ Own unique algorithm
- ☑ A matchmaking engine
- ☑ Large user-preference database

Future Tech (Post Investment)

- ☑ AI-driven recommendations on millions of our data points

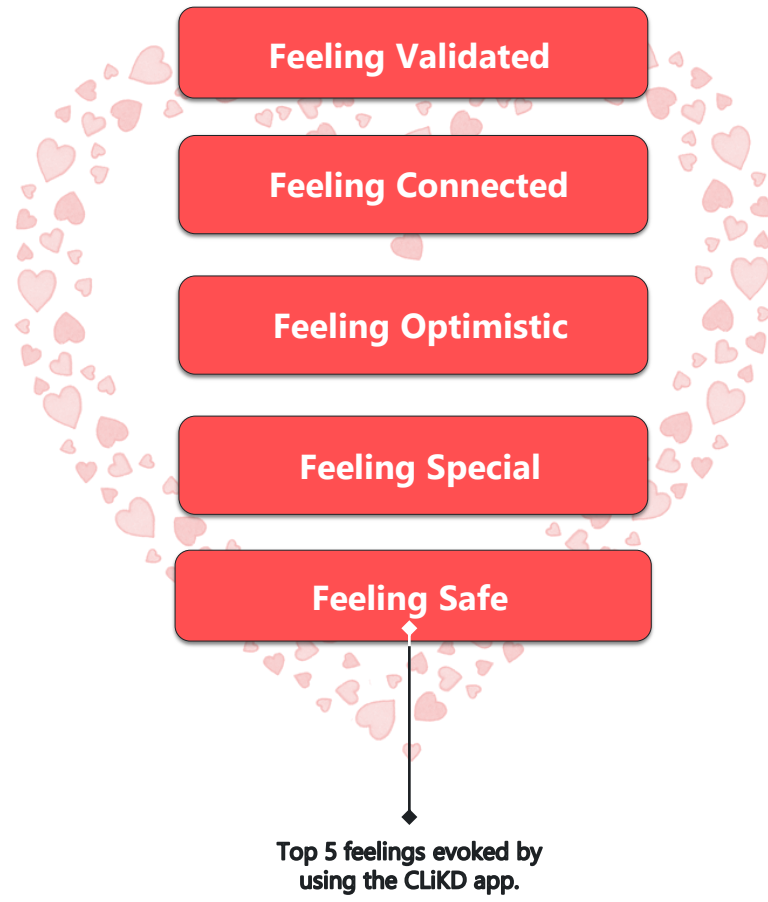


Product Anatomy



The value-in-use gives insights in how the target audience feels (emotions) when coming into contact with the 3 product layers. An emotion can relate to a single product layer or a combination of product layers.

User Experience



A woman with long blonde hair and a black beanie is holding a camera over her eyes. She has a tattoo on her right forearm that depicts a pair of hands holding a camera. The background is dark. On the left side of the image, there is a large red circle with a blue horizontal bar across its center. The text "MIND THE MARKET" is written in white capital letters on the blue bar.

MIND THE MARKET

Market Opportunity

According to ComScore, dating apps are now responsible for **one in five relationships** in the UK today. It's becoming more and more common to seek out our potential romantic partners using smartphones.

However, looking into the future, those that have grown up with technology are predicted to be **even more comfortable** with turning to technological dating solutions than previous generations.

The Market

- ☐ The Dating App Market has a Global valuation of **\$3bn** (Mintel, 2016)
- ☐ Global user base of **400m+** (Mintel, 2016)
- ☐ YoY estimated annual growth of **10+%** after 2016 (Mintel, 2016)
- ☐ Recent reported bid for app Bumble of **\$1.5b** by Match Group (Forbes, 2017)

Dating Apps: Category Snapshot

App User Penetration

% Reach of Total App Audience

11%

#1 Ranked App

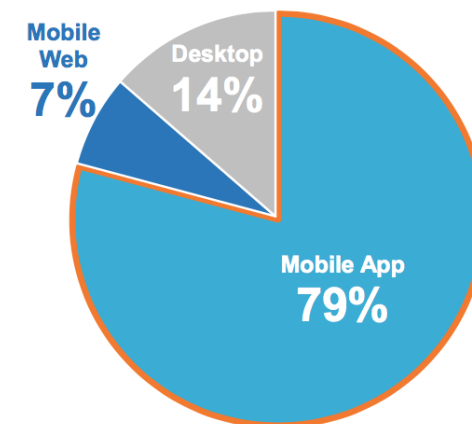
by Unique Visitors



Tinder

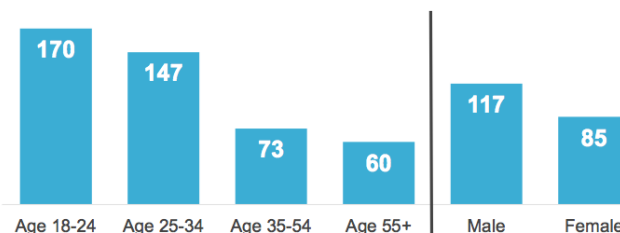
Usage Breakdown

by Share of Category's Total Digital Time Spent



Demographic Profile

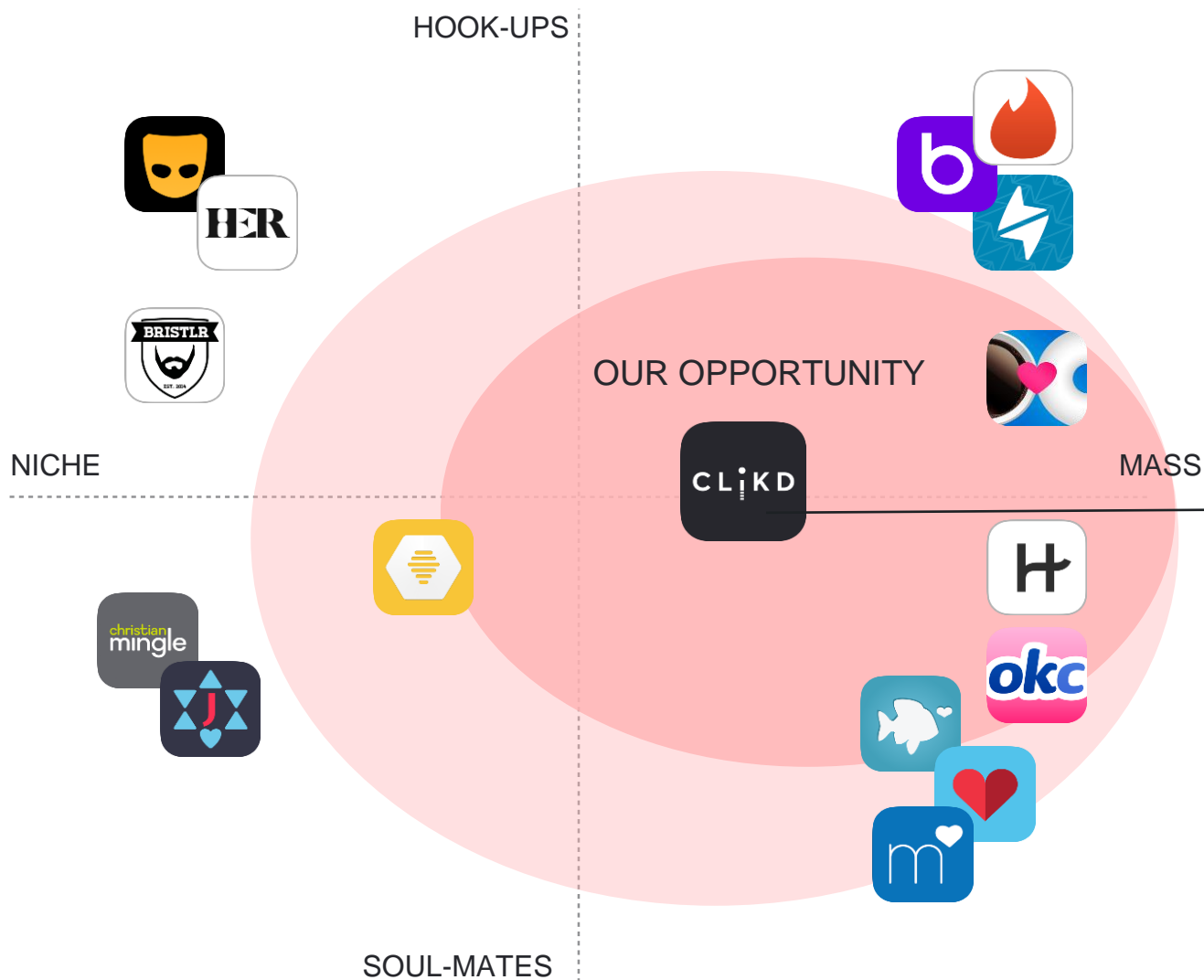
Index of Category vs. Total App Audience



The User

- ☐ Average user spends **2.3 hours per day** using mobile apps
- ☐ 18-24-year-olds spend **2/3rds** of their digital media time on smartphones
- ☐ **79%** of online dating users are using mobile dating apps
- ☐ **Only** 14% are desktop and 7% are using the mobile web

The Competition



Though CLiKD resides in a oligopolistic market, it has clearly identified a previously unaddressed market and has successfully differentiated itself



CLiKD - Best New Dating App 2017



Happn

Web: www.happn.com

Head Office: Paris

USP: Happn uses your phone GPS to show you people you've crossed paths

Slogan: "it could Happn at any moment".

Target Audience: Gen Z, 18-25

Milestones and Key Facts:

- Happn launched in Feb 2014 in Paris.
- By Oct 2016 it had reached 23million users and launched in 40 cities
- It raised £22million in funding so far
- After 12 months Happn began to spend on social media advertising



Web: www.coffeemeetsbage.com

Head Office: San Francisco



USP: CMB makes introductions among quality singles

Slogan: "meet your everything bagel today"

Target Audience: all, female friendly, city based

Milestones and Key Facts:

- Coffee Meets Bagel launched in Mar 2012 in New York
- Its initial commercial stream was bringing in funds through partnerships with local businesses where people could meet
- CMB focused on growing city by city whilst growing local partners

Launched	 Feb 2014	 May 2012
Users today (Feb-18)	23m	8m
Initial seed	\$500K	\$100k
Money raised so far	\$22m	\$11.2m
Valuation	\$800m	\$450m
ROI from initial seed	240x seed	280x seed

Our research shows that successful dating apps have a few things in common:

1. They grow fast and are **scalable**
2. They have extremely **low sunk costs**
3. They offer exceedingly **good ROI**



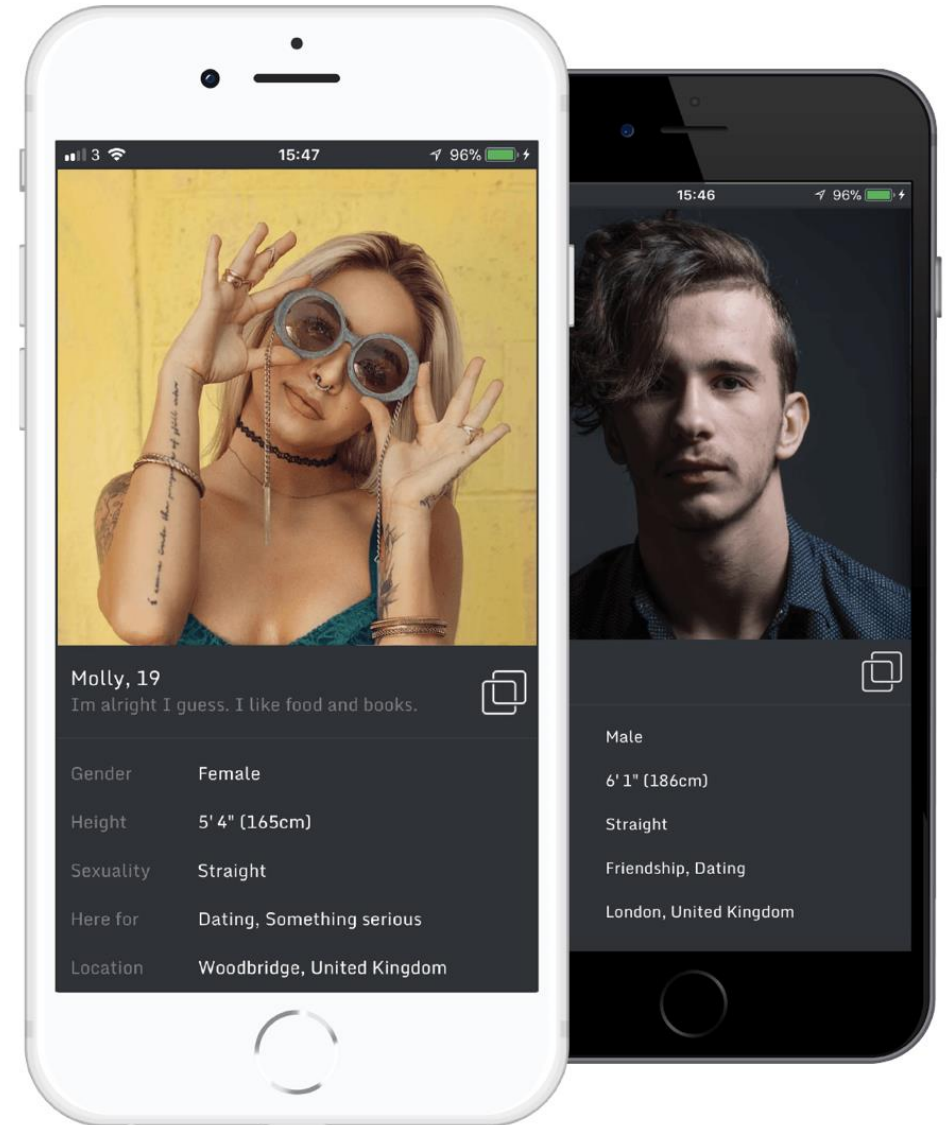
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MIND THE EXECUTION SO FAR

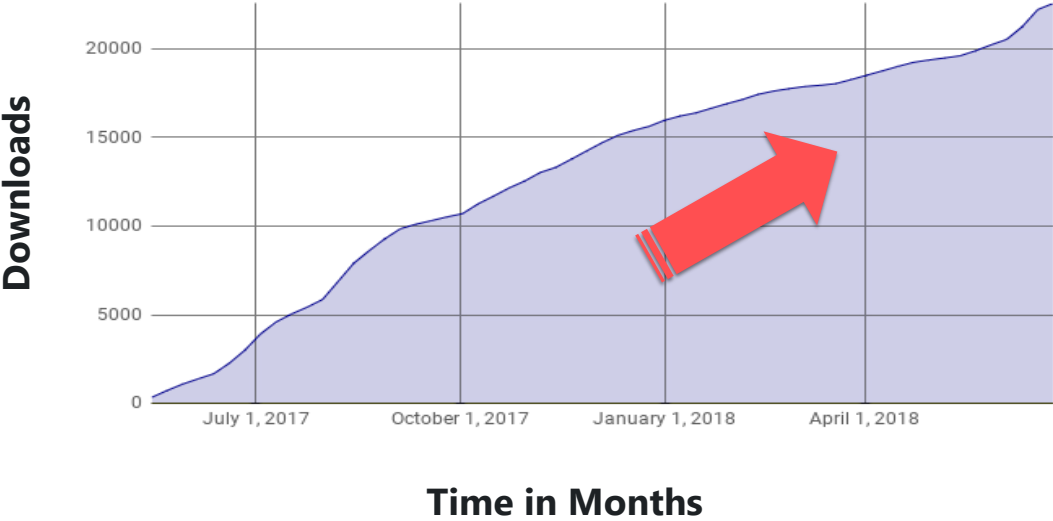
CLiKD far exceeds the industry averages in terms of retention. Though, Tinder is still industry leader with unique users.

Our user stats as of Jun '18:

- 📱 Over **380k** app launches
- 📱 **23k** unique users
- 📱 Average user uses the App 16x
- 📱 Retention of active users is **35%+** after week 1 of download
- 📱 Retention of active users is **24%** after month 1 of download



Cumulative Downloads over Time



YoY User Statistics - June '17 vs June '18

<div>Unique Users</div> <div>23.0K</div> <div>▲ 100% vs prev. 604 days</div>	<div>Top 10% launch count ⓘ</div> <div>32</div> <div>▲ 100% vs prev. 604 days</div>	<div>Week 1 retention</div> <div>31.7%</div>
<div>Sessions ⓘ</div> <div>284K</div> <div>▲ 100% vs prev. 604 days</div>	<div>App Launches</div> <div>374K</div> <div>▲ 100% vs prev. 604 days</div>	<div>App Installs</div> <div>22.9K</div> <div>▲ 100% vs prev. 604 days</div>

Key Media Coverage

CLIKD

The Telegraph

The best dating apps and sites for men
in 2018

Clikd dating app joins Tinder and Match.com as
winner of top award



BBC
RADIO

THE SUNDAY TIMES
travel
magazine

CLIKD LAUNCHES INSTAGRAM OF THE
DATING WORLD



Forbes

MailOnline

startups 

LOOK

Clikd Remodels The Online Dating Questionnaire,
Letting Singles Build Their Own Picture Quiz



#2 Trending Dating
App in UK

this summer internship will pay you
to go on dates

User Sentiment



El sh
2 reviews

★★★★★ 2 months ago
Best dating app I've used

Good recommendation from my...
★★★★★ julukimo
I was told by some friends to check out the app. It's been great so far and I've been on a couple dates.

Very good
★★★★★ 2 Nov Jdlloydy
A good compromise between the old school dating apps like match (to much form filling and not enough "matching") and the new school tinder which is too shallow



itsagirlthingblogging
JUNE 28, 2017 AT 8:38 PM

Great pictures for the questic
★★★★★ Nov Z1H1-DOS
Love the pictures for the questions, makes taking/doing the tests more creative.



Barry Dolo 18 October 2017
★★★★★
Seems like a pretty decent app, got a few good dates from over a short space of time



Charlie Johns
1 review
★★★★★ 2 months ago -
Makes Tinder look archaic... Big fa

Great app for something real!
★★★★★ 2 Nov diorchanz
Not as many people as the bigger apps, but I prefer that because it's more people looking for something real.



Mateo Aguirre 31 October 2017
★★★★★
Easy to use, interesting platform with the multiple questionnaires. Instead of Tinder and Happened, I haven't found ams or fake people. It gives another rspective to the online dating

Finally, a great way to break the i... 2 NOV takahomaz
★★★★★
The test questions are a good way to break the ice when you match with someone. Love that!

You can add your own questions! 2 NOV JamaicaK
★★★★★
It's really cool that you can add your own questions, makes the app more personal.



Anx GoKart 18 October 2017
★★★★★
CLIKD is amazing.. Leaps above other dating apps, such a brilliant way to filter out the bad ones! been using it since it started!!



20 October 2017
★★★★★
I have been against dating apps from the get go but I can honestly say that Clikd has changed my mind. It is about more than just superficial interests and tries to really get to you as well where your interests lie. I would definitely recommend it :)

Meeting awesome people already! 2 Nov nguyenc
★★★★★
Have been on 4 dates already! Can't complain.



Tian Glasgow 14 November 2017
★★★★★
Excellent design and very stable app to boot! The questions are a brilliant model to match with people especially as you can choose between easy going ones and more politically important choices. Highly reccomeded and as it's user numbers grow it'll soon be a top contender!

I've never heard of CLiKD before but it sounds really interesting! I love the fact you can create tests- it sounds fun! x

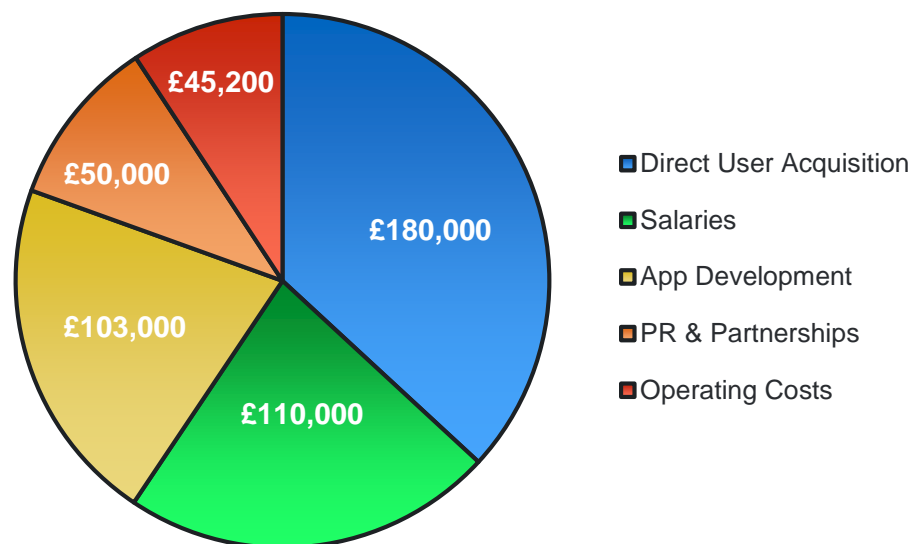
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MIND THE INVESTMENT OPPORTUNITY

Fundraising

We are looking to raise **£500k**, ideally in the form of smart money. This will be our 1st noteworthy investment. Earlier success stories show that ROI are typically more than **200x the initial seed**.

Cost Allocation



Detailed Financial Model Available

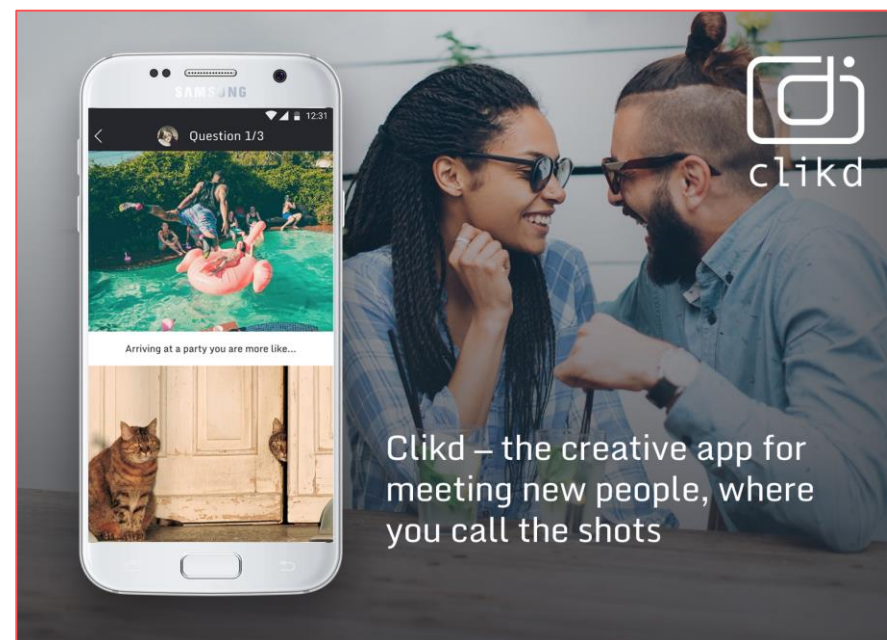
Upon Request

STRICTLY PRIVATE AND CONFIDENTIAL

Projections (Financial Model)

- 📱 **£920k,-** EBIT by 2020
- 📱 Current rate reach **1.4 million** users by 2020
- 📱 Current burn rate around **3k a month**
- 📱 **6 months** runway

The Future:



Revenue Streams & Business Model

CLiKD Current Revenue Streams :



Affiliate Earnings & Brand Campaigns

Aligned collaborations with other brands within the hotel, catering, fashion and travel industry, such as Big Box Festivals and School of Wok



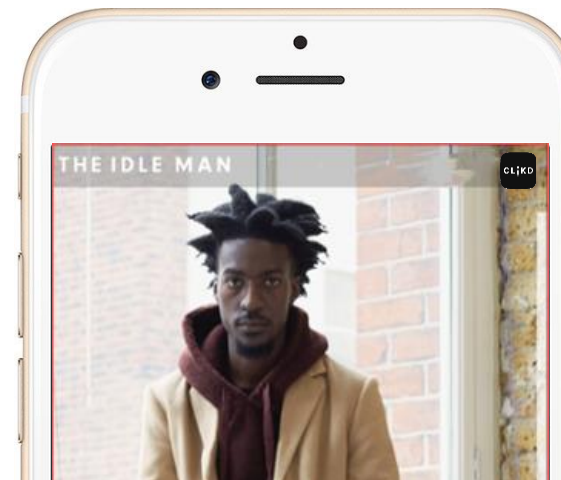
Native Advertising

As a premium creative brand we work with other cool brands by providing in-app advertising, such brands are The Idle Man and Ittag Luxury Scarves



CliKD Advisory

Giving PR, Marketing and Legal advice to currently 3 clients in the dating industry within Europe



CLiKD Future Revenue Streams



Premium Features

Premium features (£8.99 monthly) - typically 85% free, 15% pay premium industry wide – includes more recommendations, Deal Breakers and 5 Qs



Premium Examples

- "Hi" functionality
- More recommendations

Men want more recommendations!



Premium Examples

- More info on your match
- Stats on tests taken by you

Women want more information!

- More Qs feature
- Adjust "pass" threshold feature
- Deal breaker feature

Management Team



Michael Blakeley - Founder & CEO

- A qualified lawyer & Data Protection Officer
- Fellow of the startup Leadership Programme



Matthew Milner – COO

- Former board member of NSI Group – Uniform Dating
- Former Royal Marines Reserves London



Sasha Budzynski – CFO

- 8 years in finance
- Corporate (PwC) and start-up experience in finance



Ben Gritz – CTO

- 18 years of full stack and digital experience
- Expert in start-up scaling cutting-edge technical solutions

Early-Stage Investors and Advisors



Emin Can Turan – Investor & Strategy Advisor

- Marketing strategist and seasoned start-up consultant
- Head of Marketing at Grip, former marketing strategy and sr. leadership advisory at Walmart, Cisco and Google



Adam Kelly – Investor & Partnerships Advisor

- SVP and Head of Sales at IMG Media Group
- Sponsorship and strategic partnerships specialist



Suneet Shivaprasaad – Advisor, Growth Hacking

- Serial entrepreneur
- Mentor at Mass Challenge, Digital Futures and Queen Mary University

Seed Investor

