



MEETCUTE

"Confluence of the Indian culture with the western influence."

Presented By Team MindMantra

Problem Statement and Solution



BAD
MATCHING
ALGORITHMS

Physical,
Psychological(MBTI)
and Astrological
features.

LIMITED
SCOPE

Help in relationship
management.

FREEMIUM
MODELS

Free for the user.



FEATURES

MATCHING ALGORITHM

A new algorithm designed for the best matches.
After all, we benefit from suitable matches.


CONFLICT RESOLUTION

Helping users during tough times of their relationship.

ACTIVITY RECOMMENDATIONS

Suggesting enjoyable activities and places for a couple based on their interests

BUSINESS MODEL



ADVERTISING

Activities couples can do
together

E-COMMERCE

Products to use or gift.

Unit Economics

CAC

LTV

CHURN RATE

MRR

TECHNICAL IMPLEMENTATION

DJANGO



MATHEMATICAL



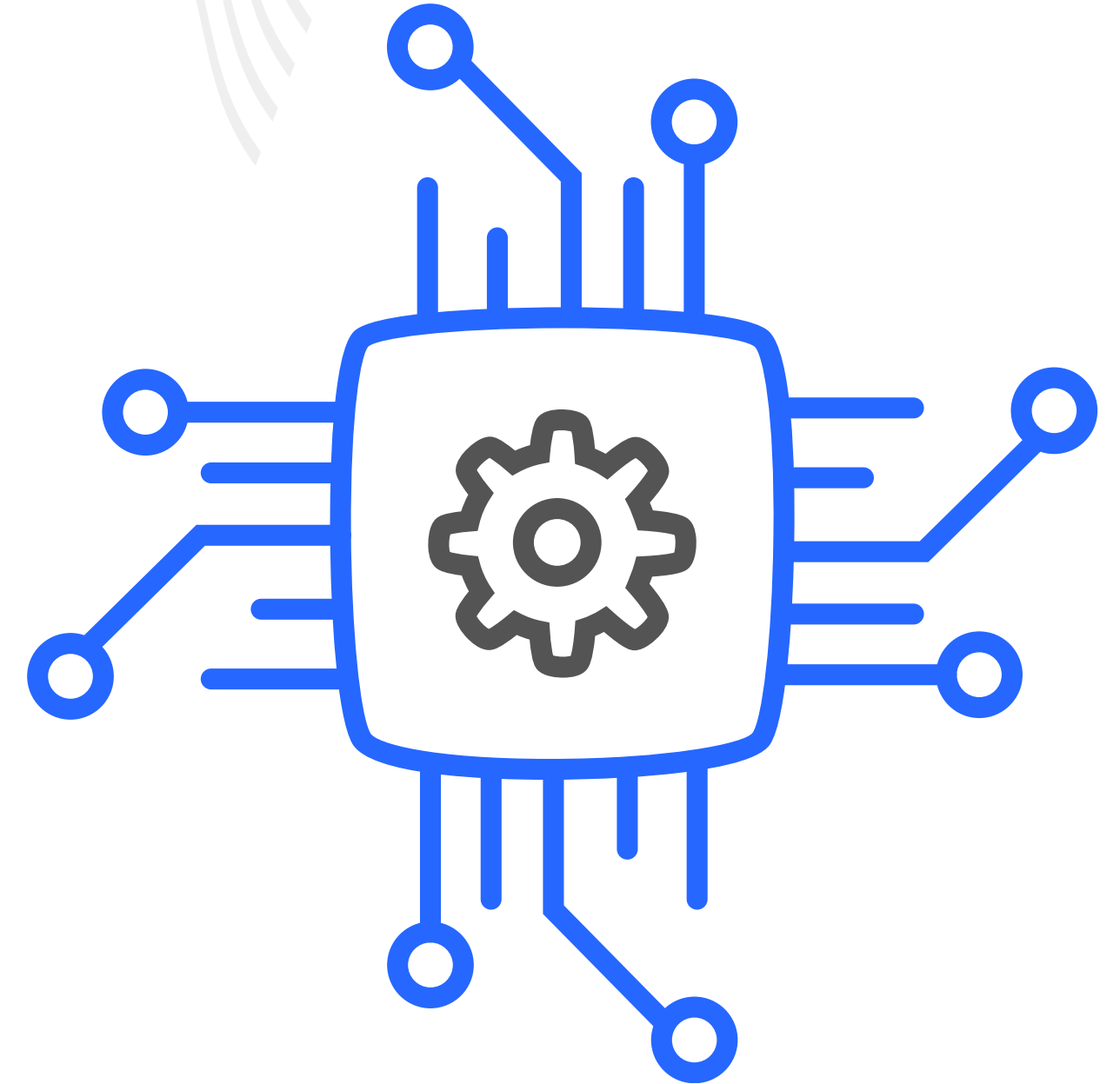
Web application

Backend

Algorithm implementation
in Python

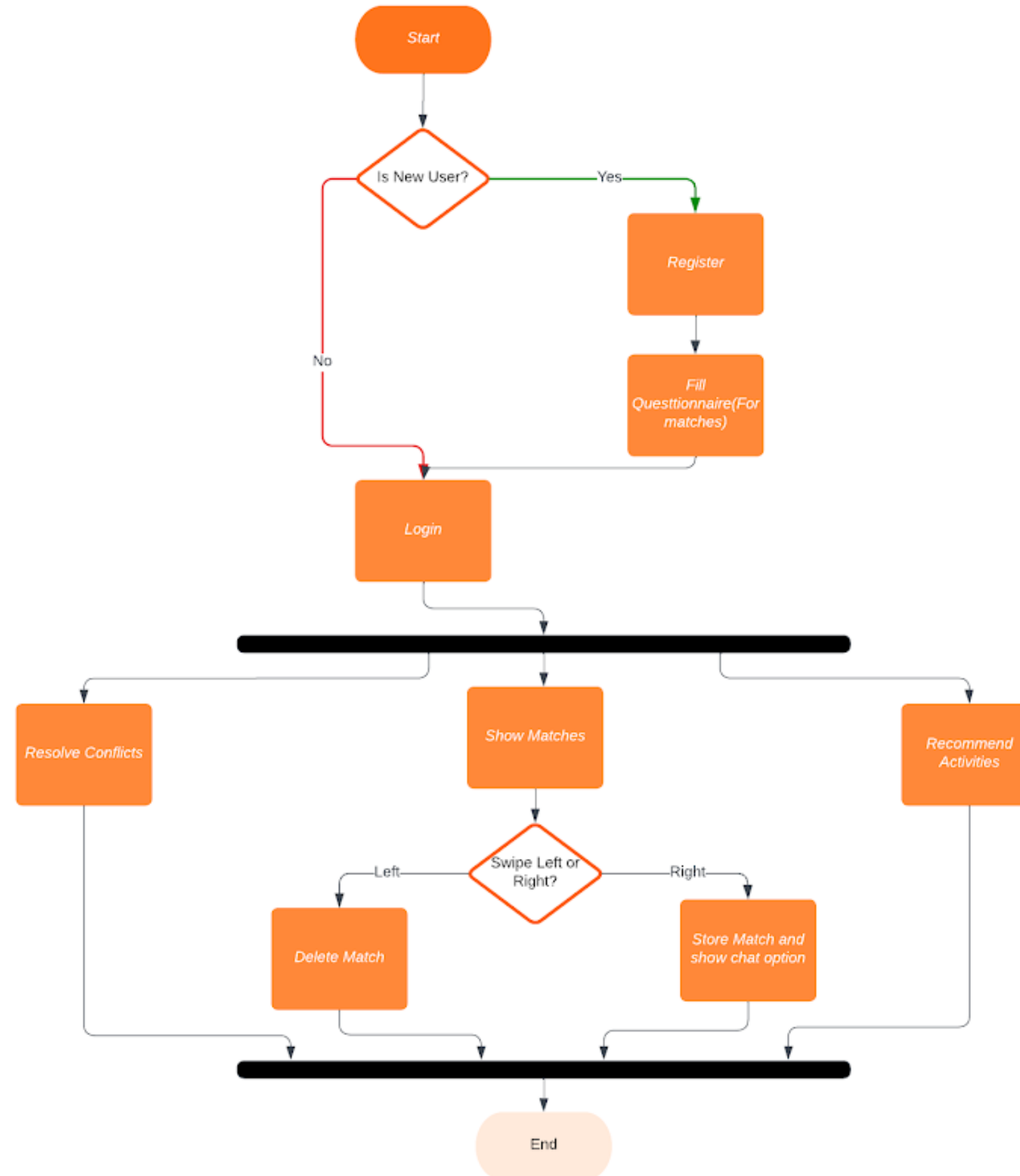
Matching algorithm

Activity recommendation



Flow Chart to Matches

TUSHAR SARKAR | April 2, 2023



MARKET RESEARCH

Survey on what problems users face

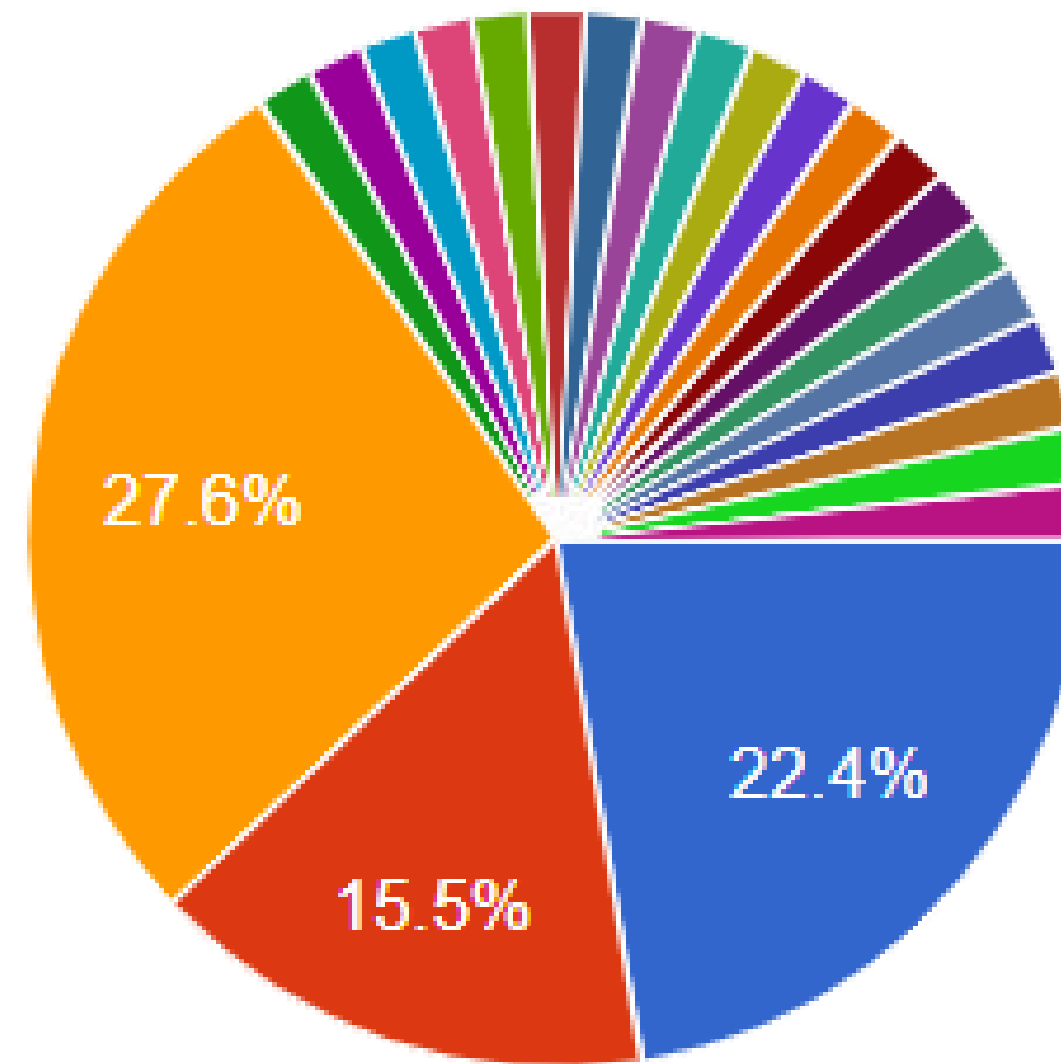
Proposed Target Segments

Demographic:

- Age-
 - 18-21 years
 - 22- 27 years
- Marital status- Single
- Income- Greater than Rs. 20,000

Geographic:

- Metropolitan cities-
- Mumbai(Pilot to be conducted here)
- Delhi
- Kolkata
- Chennai



- Safety concerns
- Abba nahi manenge
- Bad matching
- I've never used them
- Not interested
- Dating apps rarely are meant for dating
- Mera chutiye kaategi voh
- Being Male

COMPETITIVE ANALYSIS

1	Tinder	<ul style="list-style-type: none">• USP: User-Friendliness• Weakness: Hookup Stigma
2	Bumble	<ul style="list-style-type: none">• USP: Messaging Choice to women• Weakness: Hookup Stigma
3	Aisle	<ul style="list-style-type: none">• USP: Not for casual dating• Weakness: Technical problems
4	Hinge	<ul style="list-style-type: none">• USP: Designed to be deleted• Weakness: Customer Satisfaction
5	Meet7	<ul style="list-style-type: none">• USP: Emphasis of meeting people• Weakness: Verification issues

Thank You