Dateze App

Improving relationships by allowing people who knows "how to communicate properly" and people with "better understanding of self" find each other more conveniently

Dating apps in 2022

- Lack of authenticity
  - No reward for staying longer, no substantial user generated activity

- Difficulty during initial conversation
  - Texting lead to miscommunication often times during initial phase and it is really hard to come up with new and creative ways for breaking ice.

- Poor quality of matches
  - Wrong main selection criteria,
    - Modern dating apps : "Liking similar thing" as main criteria is unsustainable as preferences kept changing with life exposure and maturity.
    - Matrimonial apps : "same community" as main criteria has no real utility in modern social structure.

Solutions

- Lack of authenticity
  - We can improve authenticity by making Communication Score feedback from paid users as major criteria and expanding it's use case to friendships in order to encourage people stay longer on platform.

- Difficulty during initial conversation
  - We can improve the initial conversation with the help of customized NFTs Stickers packs.

- Poor Quality of matches
  - By making communication skills score as major criteria
    - Two people with good communication skills can form and sustain relationships more conveniently
  - By making SQ score as major criteria,
    - SQ score is ability of an individual to keep oneself mentally stable, two people with higher mental stability can form and sustain relationships more conveniently. SQ refers to "Understanding of self" and it can be calculated by "Psychometric Test". Basically people become mentally unstable when they loose their ability to control things they consider "important" and the most important thing for human is "self" and in order to take control of self the understanding of self SQ comes.

Total Addressable Market (TAM)

Top Down Analysis

Current Market (TAM)

100 Million Total Users

25 Million Authentic Users

8 Million Paid Users

(33% of Authentic Users)

$ 6.5 Billion USD

Tinder
- 75 Million Monthly Active users
- 10 Million Authentic Profiles
- 4 Million Paid Users

Matrimonial apps based on community as major criteria also falls under the category of dating and it is shrinking world wide due to open mindedness in society and it's one time utility.

In India, Most users of matrimonial apps belong to city where open mindedness is rising so the relevance of matrimonial is reducing. In Tier 2/3 cities people don't prefer finding someone with no mutual connection which reduce the relevancy of these sites further.

At world scale, matrimonial sites are quite insignificant due to cultural reasons. In fact, most community based matrimonial sites just changed themselves into dating apps utility wise.

Only **$ 300 Million out of $ 6.5 Billion** is market share of **community based matrimonial sites** in the entire world**.**

Total Addressable Market

Bottom Up Analysis - Part I

Potential TAM

500 Million Total Users*

300 Million Authentic Users*
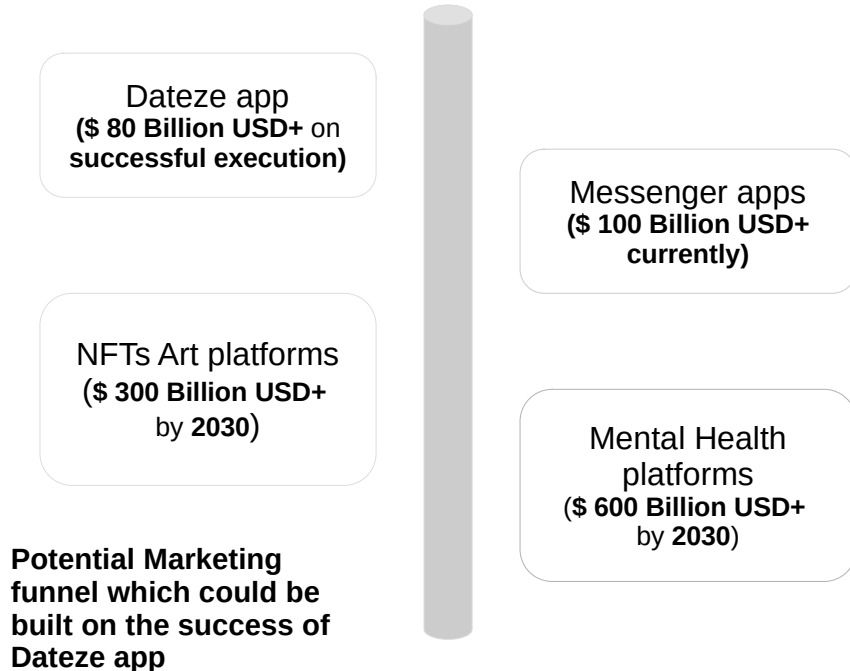
100 Million Paid Users*

(33% of Authentic Users)

$ 80 Billion USD*

Instagram

- Age group between 18-34 (70% of total 1.3 Billion Instagram users)

- People open or looking for dating/friendships/marriage and everything in between = 60% of 18-34 age group people = 1.3 Billion * 0.6 * 0.7 = 500 Million

- After Improving Authenticity, Instagram has posts (user generated activity) which make 80-90% profile authentic.

- By adding user generated activity factor (Communication + SQ rating) we potentially improve Authenticity from 25% to 60% in average case).

Total Addressable Market

Bottom Up Analysis – Part II

Uber mentioned 4 Billion USD (Top down) global market in pitch deck and after successful execution of same concept with slight variation it got evolved into 11 subsidiary and 75 Billion USD Market Cap and got into 7 Trillion USD (Bottom up) Transportation Market

Dateze app
($ 80 Billion USD+ on **successful execution)**

NFTs Art platforms
(**$ 300 Billion USD+** by **2030**)

Potential Marketing funnel which could be built on the success of Dateze app

Messenger apps
($ 100 Billion USD+ currently)

Mental Health platforms
(**$ 600 Billion USD+** by **2030**)

- **Messenger apps** : Dateze has messenger feature or messenger inside web app like Facebook messenger can never provide privacy like native messenger app (WhatsApp, Telegram, Signal) because private key has to be stored in the device for asymmetric encryption.

  - We can redirect people from Dateze to messenger app when people are comfortable with each other for further conversations.

  - People don't use WhatsApp much in US due to no special benefits, with NFTs based stickers, we can attract more people. Stickers can make conversations more expressive and interesting.

- **NFTs Art Platforms** : We can redirect people from sticker feature to our NFTs platforms. Currently there is no real utility of owning or creating NFTs based arts, Sticker feature can act as a gateway. Currently NFTs market place is 10 Billion USD and will be 300 Billion USD by 2030 which means there is lot to be done in this space.

- **Mental Health Platforms** : SQ feature can act as a gateway for mental health platforms, Mental Health industry will be $ 600 Billion USD in 2030 and currently it is $ 300 Billion USD which means there is a lot of problems which can be solved by technological platforms

Workoso App

Boosting economy by improving work review authenticity and work flexibility

Work apps in 2022

- Lack of authentic work reviews
  - Difficulty in recruitment.
    - Recommendations (LinkedIn):
      - Only helpful for people who belongs to leadership roles.
    - Work Reviews (Fiverr):
      - Only helpful for people doing well defined work, not for leadership roles.
  - Difficulty in team formation.
    - A good team requires combination of leaders (thinkers) and workers (doers), finding both with higher credibility on same platform isn't really easy.
  - Difficulty in investments/loans for new ventures.

- Lack of work flexibility
  - Prevent people doing experiments and starting out their own venture which ultimately reduce the speed of innovation.

Solutions

- Lack of authentic work reviews
  - Difficulty in recruitment, team formation and investments/loans.
    - We can improve recommendations and work reviews authenticity by publishing it on blockchain.

- Lack of work flexibility
  - We can improve it with the help of service oriented architecture (SOA) for work.
    - Every work should be done by a service.
      - Everyone should be able to create service
      - Each service must hold flexibility to add or remove members
      - Multiple services can merge themselves and form a company
        - To serve a particular market need or faster execution of tasks
        - To improve their reach or marketing.
  - Flexibility in work will give people more experimentation time
    - Speed up the innovation

Total Addressable Market (TAM)

Top Down Analysis

Current Market (TAM)

300 Million Total Users

150 Million Authentic Users

50 Million Paid Users

(33% of Authentic Users)

$ 48 Billion USD

LinkedIn
- 300 Million Monthly Active users
- 150 Million Authentic Profiles
- 50 Million Paid Users

In 2016, Microsoft bought LinkedIn at $ 26 Billion USD which represents 50% of total online recruitment business

Total Addressable Market

Bottom Up Analysis - Part I

Potential TAM

1.5 Billion Total Users*

3 Million sellers create 1 Billion USD valuation for Fiverr

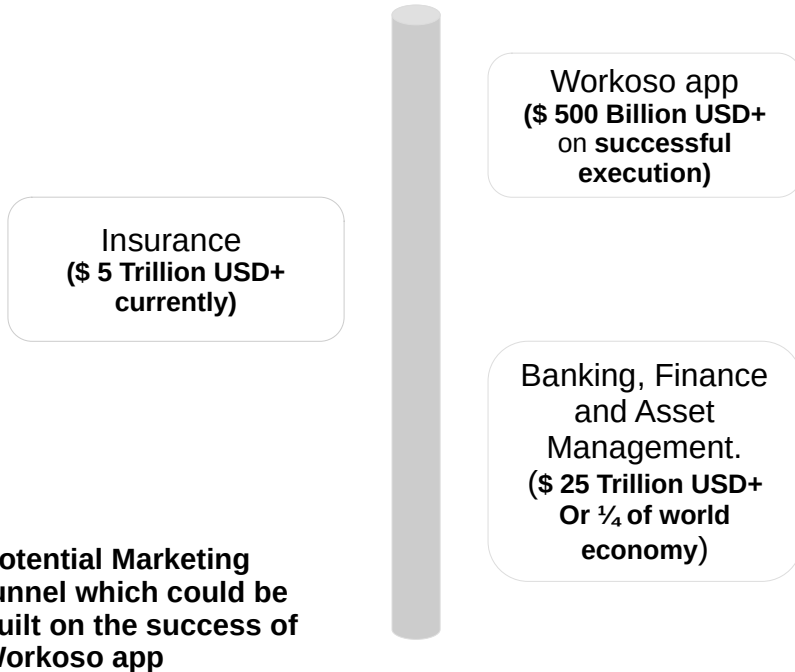1.5 Billion people might help create **$ 500 Billion USD***

- 3 Million sellers create 1 Billion USD valuation for Fiverr, 1.5 Billion people might create 500 Billion USD valuation

- Total number of adults work in formal sector = 1.5 Billion, whereas 3 Billion works in informal sector out of total 4.5 Billion population in working age group.

- Total number of people using digital banking = 2.5 Billion

Bottom Up Analysis – Part II

Analysis Methodology reference : Uber

Uber mentioned 4 Billion USD (Top down) global market in pitch deck and after successful execution of same concept with slight variation it got evolved into 11 subsidiary and 75 Billion USD Market Cap and got into 7 Trillion USD (Bottom up) Transportation Market

Potential Marketing funnel which could be built on the success of Workoso app

Workoso app
($ 500 Billion USD+ on **successful execution)**

Insurance
($ 5 Trillion USD+ currently)

Banking, Finance and Asset Management.
(**$ 25 Trillion USD+ Or ¼ of world economy**)

- **Work Reviews Authenticity** : It helps evaluating a person's working abilities and financial capabilities

- **Insurance** : Evaluation of Person's financial capabilities helps companies develop better Insurance Policies to protect people financially from various kinds of catastrophic incidents.

- **Finances, Banking and Asset Management** : Evaluation of Person's financial capabilities enable financial institutions to deploy financial resources faster with low risks in order to speed up the economic growth of entire state or country.

Linkhelp App

Boosting economy by improving work review authenticity and work flexibility

Discussion apps in 2022

- Discussions/Answers aren't helping people make decisions
  - Lack of context in answers
    - One answer can't be useful in all context, it may be correct but not necessarily helpful to make people understand things.
    - No proper context definition make "upvote/downvote" useless for most cases as people aren't searching for questions which are highly objective in nature say, "What is capital of USA?" on discussion sites like Quora, Reddit etc.
  - Poll feature is limited to "one user one vote" which restricts it's use-cases.

- Difficulty in implementing decisions due to
  - Lower one-one interaction
  - Lack of accountability and transparency.

Solutions

- Discussions/Answers aren't helping people make decisions
  - Lack of context in answers
    - We can improve the quality of answers with the help of "context" tags.
  - Poll feature is limited to "one user one vote"
    - We can do "weighted polls" on the basis of "context" tags for making better decisions.

- Difficulty in implementing decision
  - Lower one-one interaction :
    - It can be improved by "Help Post" and "Help Coin" feature.
      - Every "verified" user should be given a certain amount of "help coins" every week.
      - "Help coins" earned by helping others in a specific "context" can be utilized either on "polls belong to that specific context" or "asking for help via help posts".
        - If someone helped more in the context "education" then he/she must hold more ability to influence the decision in polls belong to "education" context.
  - Lack of transparency and accountability:
    - It can be improved with the help of blockchain.

Total Addressable Market (TAM)

Top Down Analysis

Current Market (TAM)

300 Million monthly users produce **$ 2 Billion USD** valuation for Quora and **$10 Billion USD** for Reddit

- but total valuation of **Content industry** is **$400 Billion USD**

Quora/Reddit
- 300 Million Monthly Active users

Google
- 275 Billion Monthly Searches.
  - 15% of them or **40 Billion** searches are **questions**.

- Content industry is growing and currently valued at **$ 400 Billion USD**

Total Addressable Market

Bottom Up Analysis

Analysis Methodology reference : Uber

Uber mentioned 4 Billion USD (Top down) global market in pitch deck and after successful execution of same concept with slight variation it got evolved into 11 subsidiary and 75 Billion USD Market Cap and got into 7 Trillion USD (Bottom up) Transportation Market

Linkhelp app
($ 400 Billion USD+ on **successful execution)**

Social Sector, CSR, NGOs, Govt Schemes
(**$ 400 Billion USD+**)

Elections, Parliamentary decision making with Blockchain

Potential Marketing funnel which could be built on the success of Linkhelp app

- **Answers with contexts** : It helps people finding answers which they can understand more easily

- **Polls with contexts :** It will help improve internal decision making in smaller communities.

- **Help coins** : It will improve helpfulness in the society and speed up the process of implementation of schemes or policies

  - **Social Sector, CSR, NGOs** : Evaluation of Person's identity help Social sectors, NGOs evaluate the need of person faster.

  - **Elections, Parliamentary bodies** : Evaluation of Person's ability to help in given context help speed up the decision making processes in parliamentary bodies and also it can also help people in better evaluation of candidates for elections.

Blockchain makes entire process transparent and decentralized so there is no need to worry about the credibility of election results.