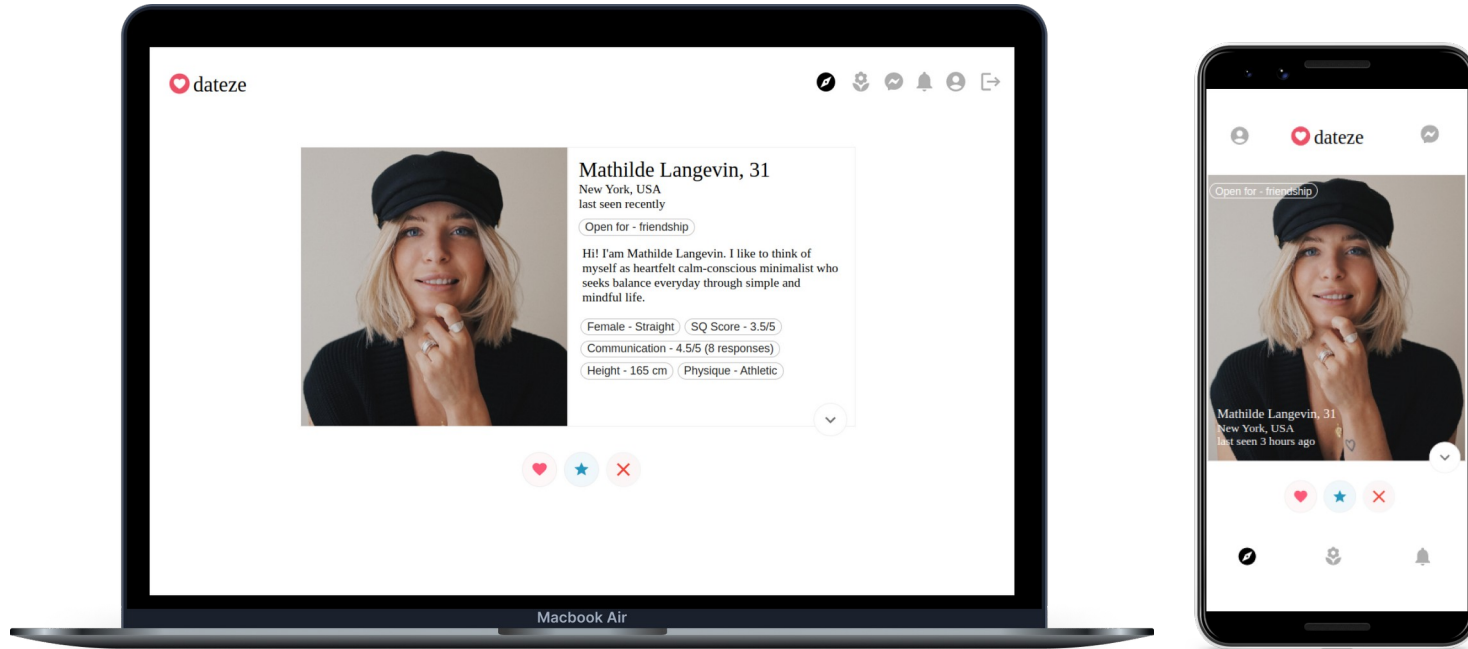


Dateze App



Improving match quality with communication and SQ scores.

Dating apps in 2023

- Lack of authenticity
 - No reward for staying longer, no substantial user generated activity
- 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 urban social structure.

Solutions

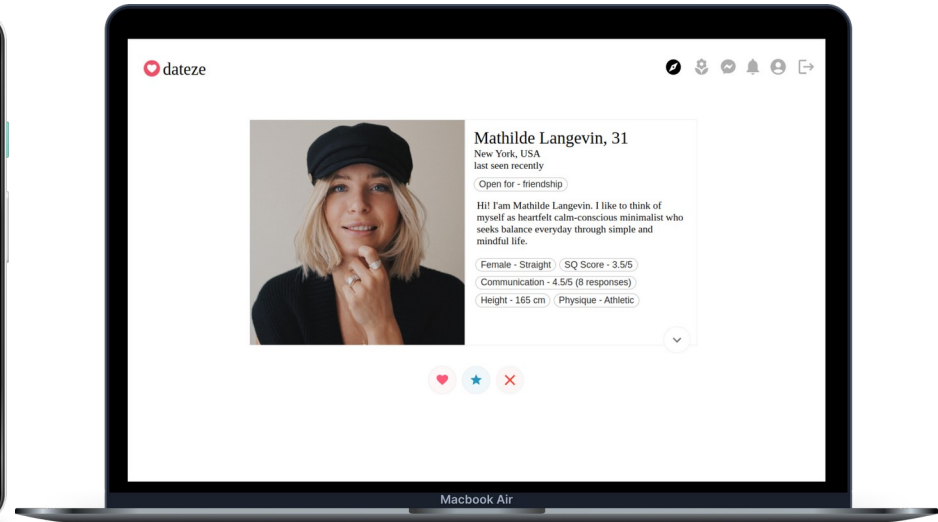
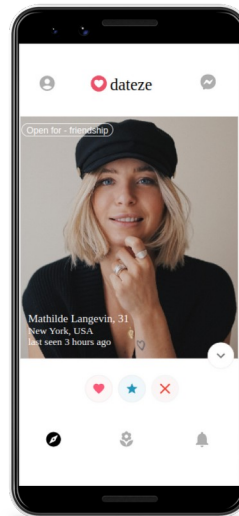
- Lack of authenticity
 - We can improve authenticity by making Communication Score feedback from verified users as major criteria and expanding its use case to friendships in order to encourage people stay longer on platform.
- Poor Quality of matches
 - By making communication skills score as major 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 lose 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.

Product

- Find matches according to your selected preference (dating/friendship/marriage)
- Get feedback ratings on your communication skills from your matches and improve your communication score.
- Improve your SQ score by attempting more questions.
- With higher SQ score & higher Communication score, get yourself chance to be found by people with better communication skills and better understanding of self.

Website : <https://dateze.in>

Follow us on Instagram : @dateze.in



Total Addressable Market (TAM)

Top Down Analysis

Tinder

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

Current Market (TAM)

100 Million Total Users

25 Million Authentic Users

8 Million Paid Users

(33% of Authentic Users)

\$ 6.5 Billion USD

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 Tier 1 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.

Business Plan

Subscription Model

1 Month = Rs. 1200

3 Months = Rs. 2000

6 Months = Rs. 3000

12 Months = Rs. 4000

Pricing, Paid User distribution & Revenue Predictions.

India/Asia Pricing

1 month = Rs. 1200 (30% people)
3 months = Rs. 2000 (40% people)
6 months = Rs. 3000 (20% people)
12 months = Rs. 4000 (10% people)

US/Europe Pricing = Price * 3

PPI, Purchase Parity Index Ratio with respect to India = 4,
We can reduce PP factor by 1 to increasing user base from US/Europe

If 80% from India/Asia and 20% from US/Europe out of total 3000 paid customers,

Potential Revenue = $(1200 \times 0.3 + 2000 \times 0.4 + 3000 \times 0.2 + 4000 \times 0.1) \times (0.8 + 3 \times 0.2) \times 3000 = 90 \text{ Lac.}^*$

Team

- Founders
 - Yash Pratap
 - Rakesh Pandey
- Investors
 -
- What founders can do for the business till next phase
 - Seed Round to Series A
 - Marketing : Instagram, Playstore
 - Product Design : Design Thinking, UI/UX Design - Figma
 - Technology/Product Development : MERN Stack Web App (PWA/TWA), DevOps, ML
 - Designed Systems and Processes for recruitment, training and work flow design in Tech / Marketing.

Funding Plans

- Stage : Seed Round
 - Get 10,000+ followers on Instagram.
 - Build the Product
 - Matching Service
 - Message
 - Stickers (limited free stickers only)
 - SQ (limited questions only)
 - Get the 50,000+ downloads on Play Store
 - If there exists 3000 paid users
 - 80% people from India/Asia
 - 20% from US/Europe
 - Total Potential Revenue = Rs. 90 Lac.*

We are looking for
Rs. X investment in
exchange of
Y% equity

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)

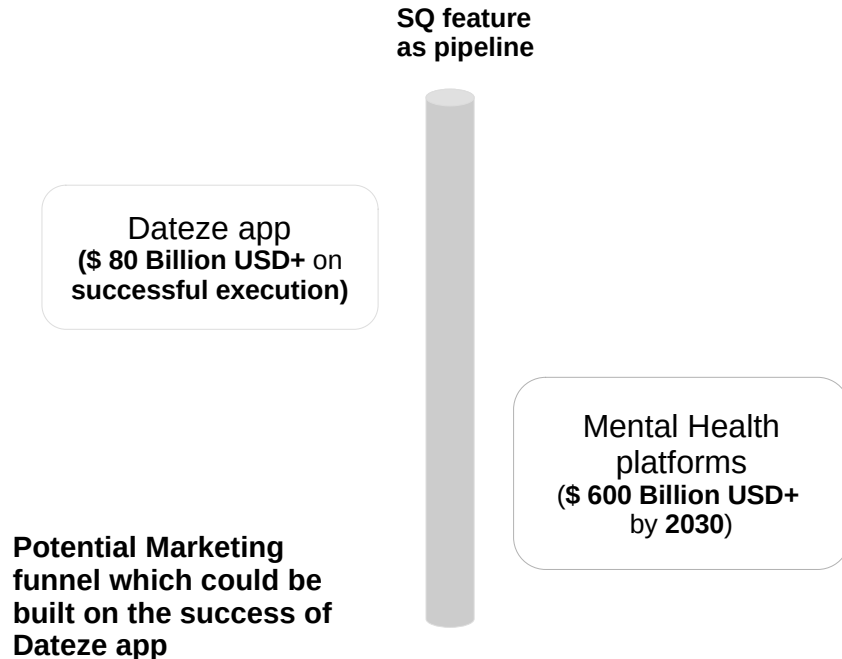
\$ 80 Billion USD*

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 = $1.3 \text{ Billion} * 0.6 * 0.7 = 500 \text{ Million}$
- 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).

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



Total Addressable Market

Bottom Up Analysis – Part II

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