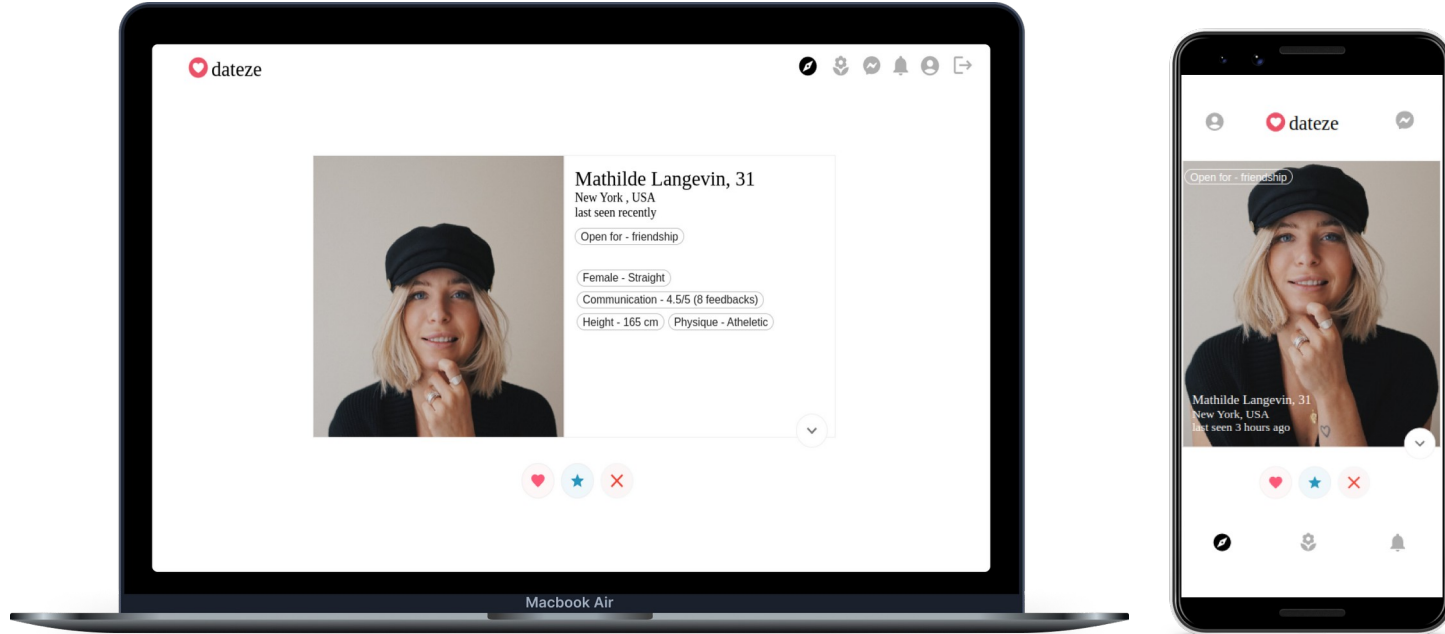


Dateze App



Improving match quality with communication and big 5 personality scores.

Dating apps in 2023

- Lack of authenticity
 - No substantial user generated activity
- Poor quality of matches
 - Wrong major selection criteria,
 - Modern dating apps : “Liking similar thing” as main criteria is unsustainable as preferences kept changing with life exposure.
 - Matrimonial apps : “same community” as main criteria has no real utility in modern urban social structure.

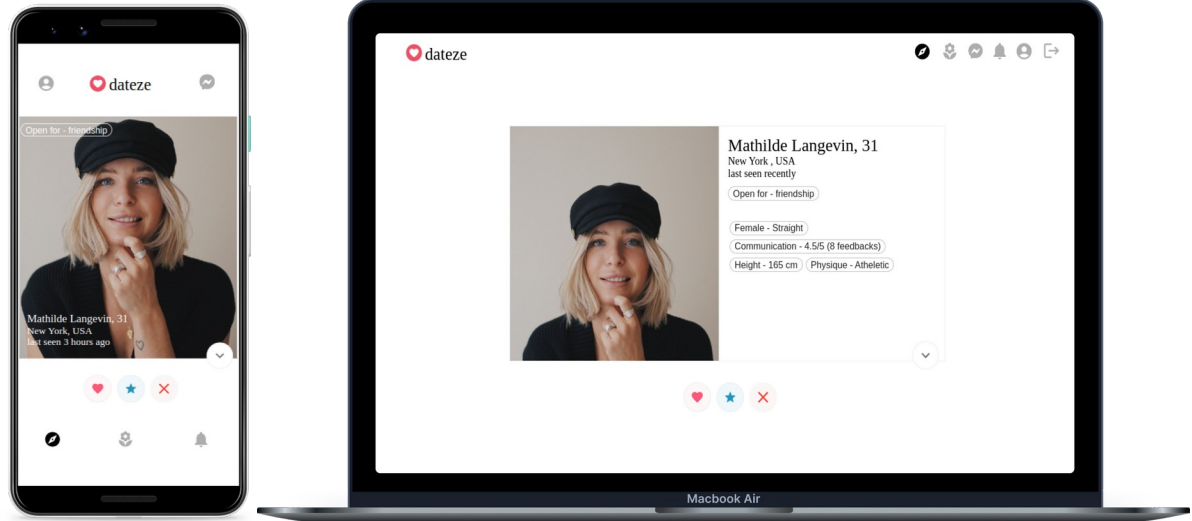
Solutions

- Lack of authenticity
 - We can improve authenticity with communication feedback.
- Poor Quality of matches
 - By making communication skills score as major criteria
 - By making Big 5 personality score as major criteria

Product

- Find matches according to your preferences.
- Get feedback ratings on your communication skills.
- Get your Big 5 scores and match according to your personality traits.

Website : <https://dateze.in>
Follow us on Instagram : @dateze.in



Total Addressable Market (TAM)



Current Market (TAM)

100 Million total users using
various online dating apps

25 Million Authentic Users

8 Million Paid Users

(33% of Authentic Users)

\$ 6.5 Billion USD

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

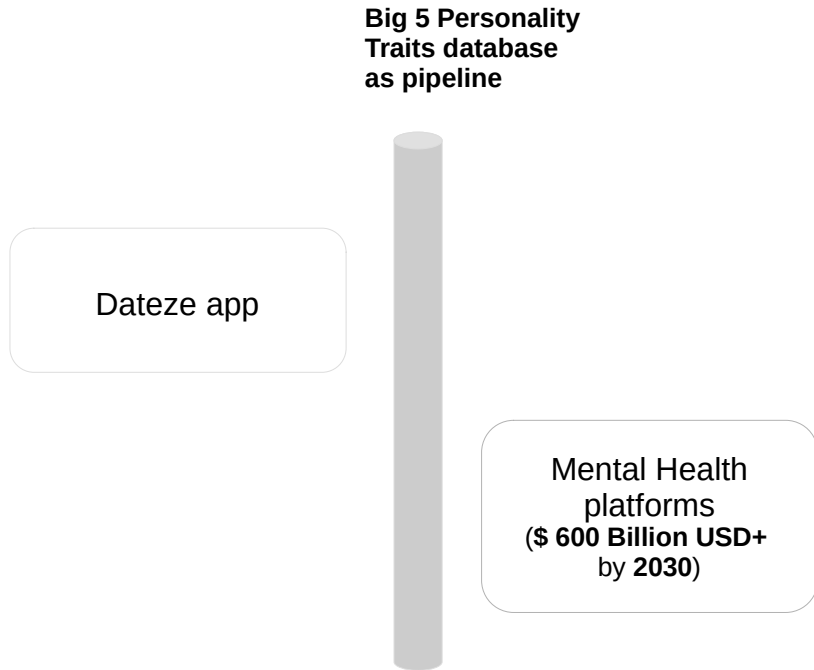
- Founders
 - Yash Pratap
 - Rakesh Pandey
- Investors
 -

Funding Plans

- Stage : Seed Round
 - Do the marketing and 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

Future Plan for Big Tech



Mental Health Platforms

Big 5 Personality Traits database can act as a gateway for mental health platforms as it potentially helps psychologists diagnose and develop better strategies for treatment.

Mental Health industry will be \$ 600 Billion USD by 2030 and it is currently valued at \$ 300 Billion USD which means there are lot of problems which can be solved with technology.