# craving

find what you're **craving**

Craving is a mobile dating app that brings novel features to help young adults have a better dating experience by emphasizing transparency and safety.

Dating apps are part of a rapidly-growing $4 billion global online dating industry with a growth rate of 9.3% every year.

What is the problem?

490 million people use dating apps globally, but **nearly half** of them find that current dating apps don't fulfill their dating needs.
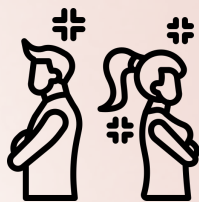
miscommunications

difficulty meeting in person
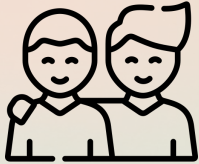
STDs from hookups

information overload
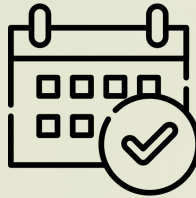
privacy concerns

What is our solution? ⧉

We offer a safer and more transparent dating experience through our mobile app.

clear labelling of intentions

notes section

date scheduler

privacy protection

sexual health verification

What is our market?

Overall

Addressable

Target

Global dating services market:
490 million users
$4 billion

US dating services market:
57 million users
$800 million

NYC dating services market:
640k users (18-29 years old)
$10 million
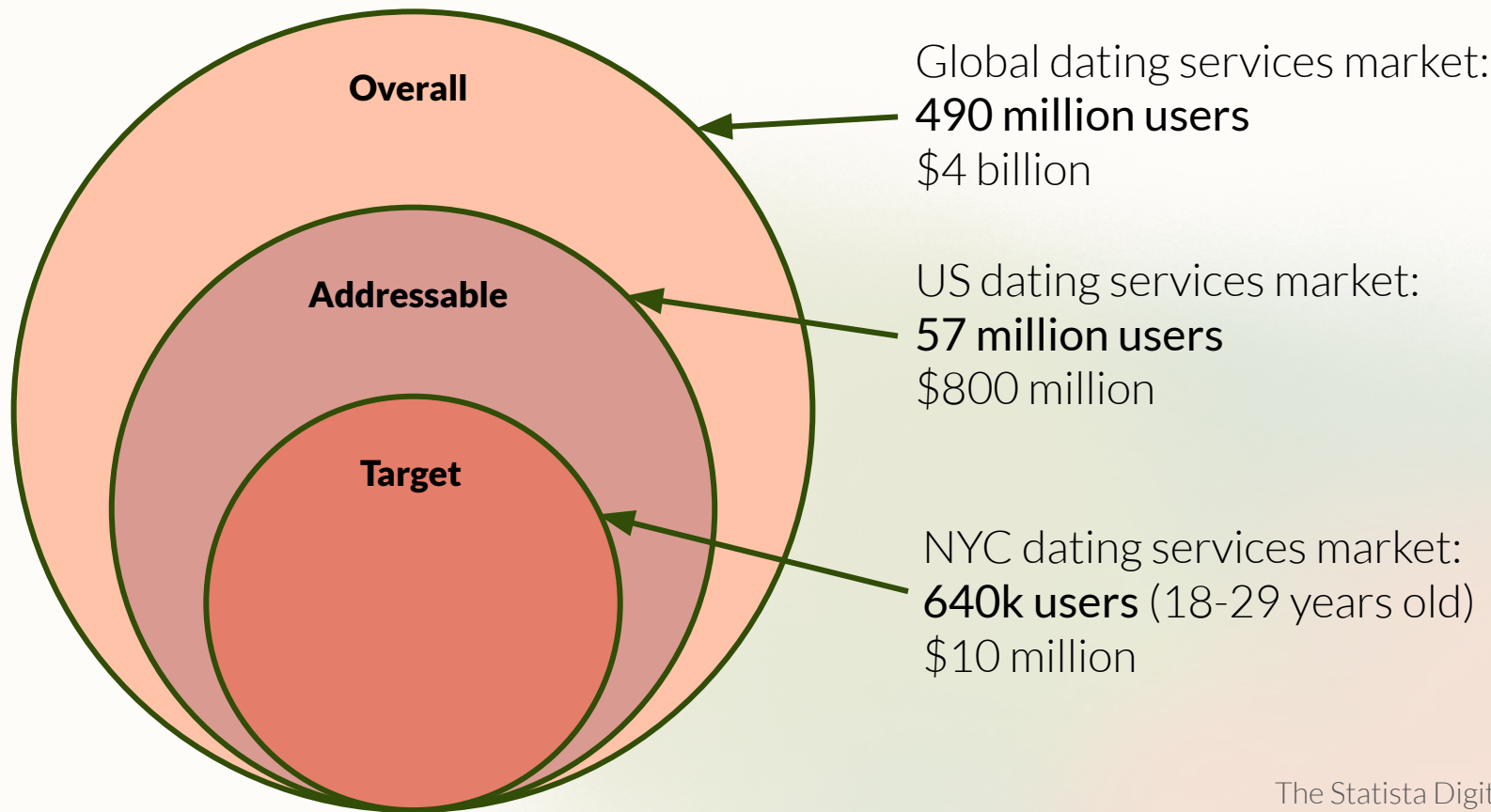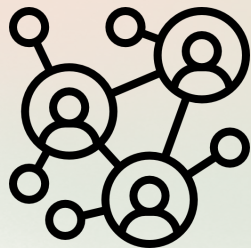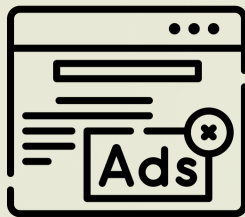
Go to market strategy

Incentives

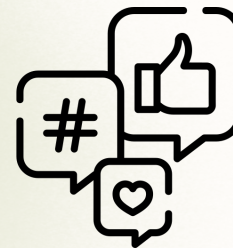Harness network effect by rewarding users for referrals

15 active invites will be rewarded with 1 free month of subscription

Paid Advertising

Searches acquired through App Store, Play Store and Google Ads

$1 PPC

Social Media

Target users through the use of featured campaigns and promotions

Start with weekly posts on Instagram and Tiktok

Competition

Tinder. Bumble. Hinge. **Feeld.** Happn. Iris. Plenty of Fish. Seeking Arrangement. OkCupid. Coffee Meets Bagel. The League. Hily. Match. eharmony. Fetlife. Grindr. Noonlight. Snapchat. Schmooze.

We may have a lot of competitors, but we're *one in a million*!

	Craving	Tinder	Feeld	Bumble
Sexual health verification	✅			
Inclusivity + sex positivity	✅		✅	
Compatibility-focused matching	✅		✅	✅
Safety	✅	✅		
Date scheduler	✅			

Business Model

1. Subscriptions
2. Microtransactions

Total revenue for 300 users per month: $6,600

Total cost for 300 users per month: $4,400

Net profit: $2,200 per month

Profit: **$7/user/month**

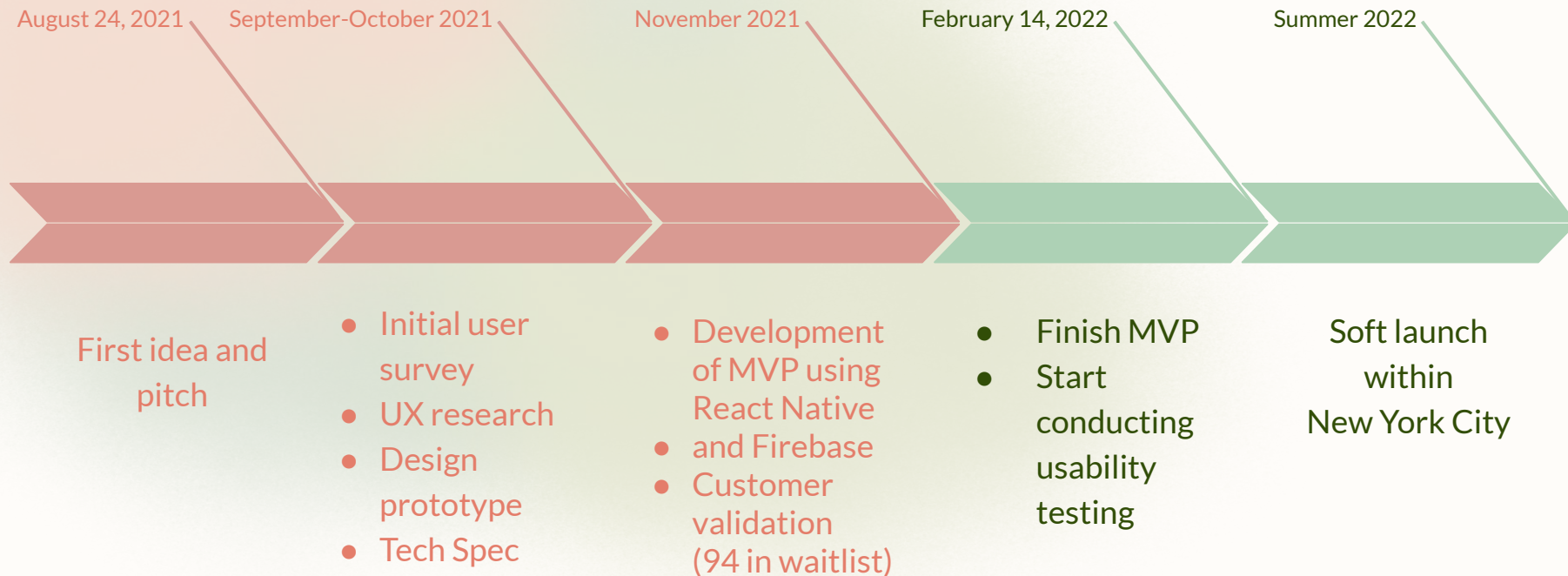| Feature	Price
Extra likes per day	$0.50 each
Super like	$2.00 each
Reversal	$1.00 each
Sneak peek	$1.99 a day, $19.99 a month. includes trials of micro-transactions
Remove ads	
Read receipts	
Last active	

Financial Projections

Assumptions
- Customer Acquisition Cost of $11
- Lifetime Value of $15
- Investment of $250k in year 1

	Y1	Y2	Y3	Y4	Y5
Total Revenue	$752,400	$2,257,200	$3,385,800	$5,078,700	$7,618,050
Gross Profits	$752,400	$2,257,200	$3,385,800	$5,078,700	$7,618,050
Total Expenses	$399,600	$920,224	$1,505,336	$2,308,004	$3,462,006
EBIT	$352,800	$1,336,976	$1,880,464	$2,770,696	$4,156,044
Taxes	$138,519	$ 600,403	$ 865,048	$ 1,298,535	$ 1,973,113
Net Income	**$214,281**	**$736,573**	**$1,015,416**	**$1,472,161**	**$2,182,931**

Traction/Milestones

August 24, 2021

September-October 2021

November 2021

February 14, 2022

Summer 2022

First idea and pitch

- Initial user survey
- UX research
- Design prototype
- Tech Spec

- Development of MVP using React Native and Firebase
- Customer validation (94 in waitlist)

- Finish MVP
- Start conducting usability testing

Soft launch within New York City

Ask and Use of Funds

We will need $250k for

Marketing   Technology   Operations
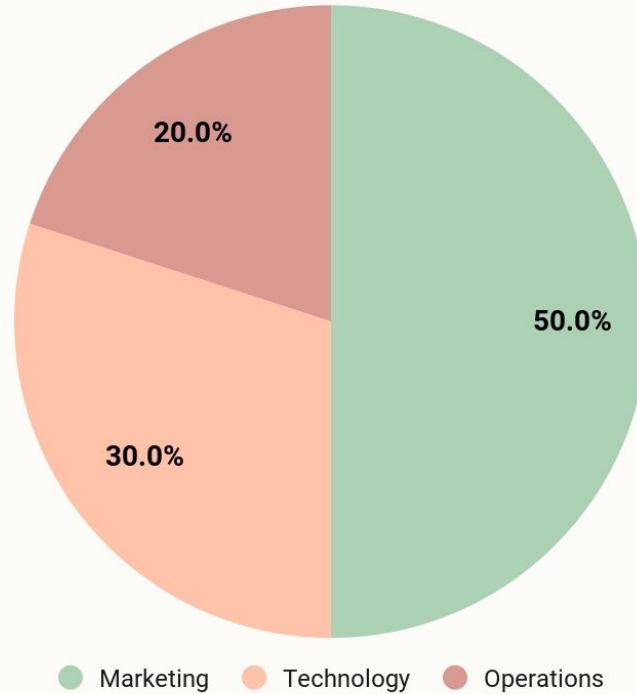
Team

I've developed 42 projects which have won 13 awards.

Isabel Abonitalla
Chief Technical Officer and Co-CEO

I'm currently the VP of Digital Acquisition at Scale Media Inc.

Christian Edmonds
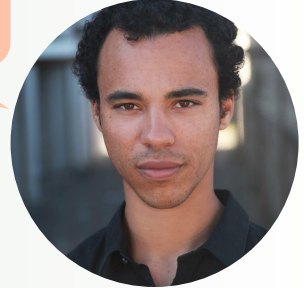Chief Marketing Officer and Co-CEO

Liora Jones
UX Designer
Media Arts @ Wellesley College

Tess Bergman
Visual Artist
CS + Studio Art @ Hunter College

Naima Mamataz
Product Manager
CS + Econ @ Hunter College

Gabby Soriano
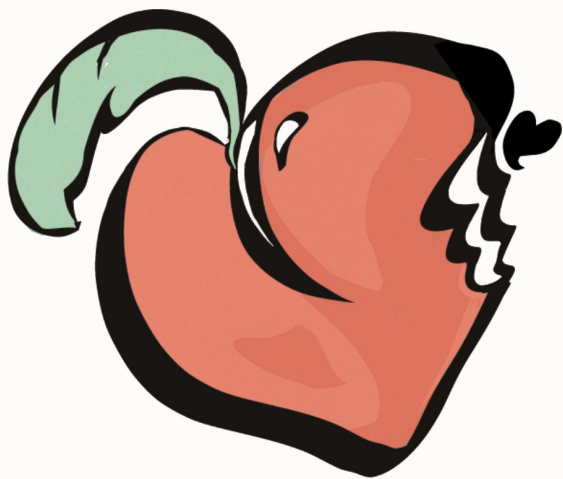Frontend Software Engineer
CS @ Hunter College

Nawang Sherpa
Full-stack Engineer
CS @ Hunter College

Jubayer Ahmed
Frontend Software Engineer
CS @ Hunter College

Discover a **better** way to date.

craving

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