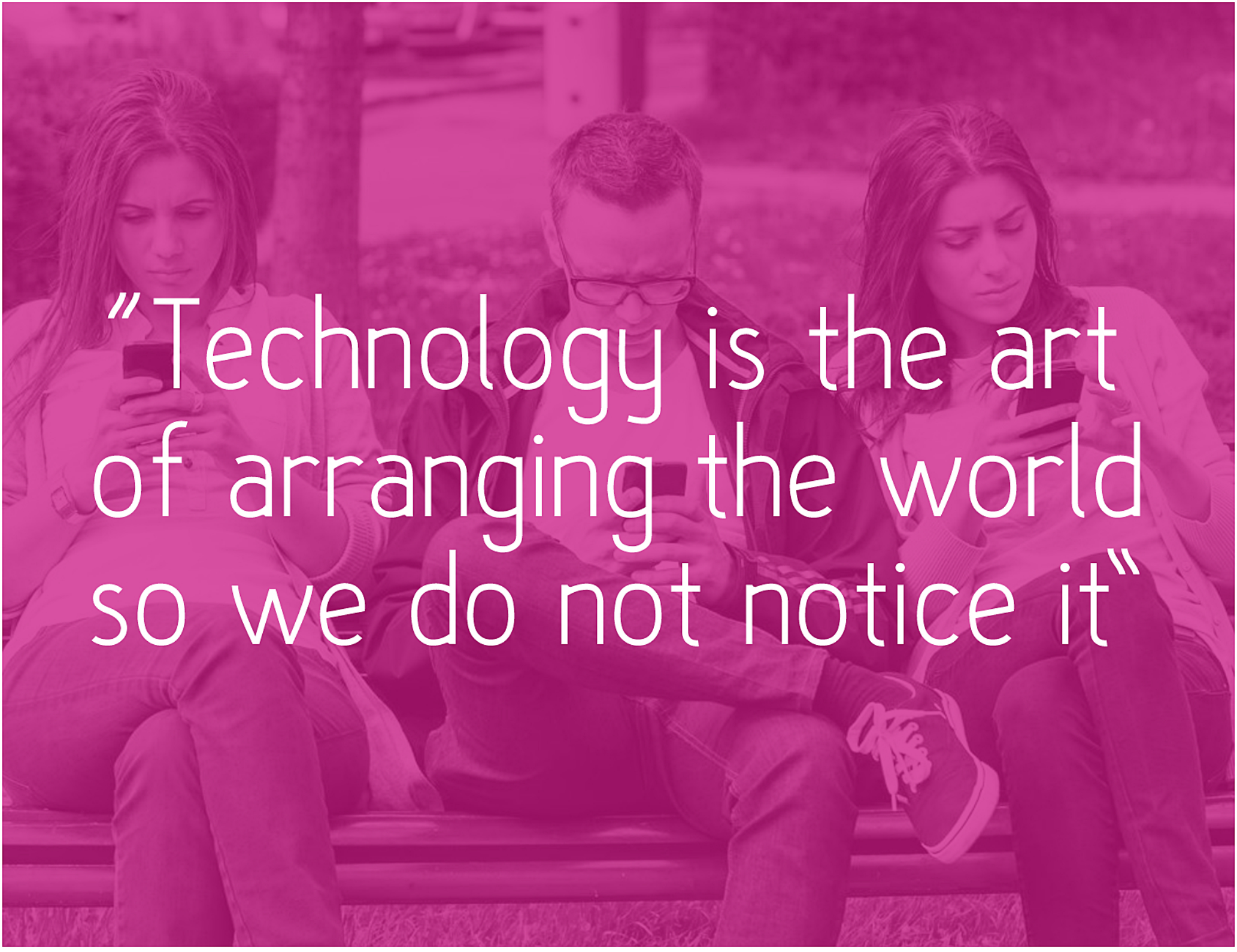
The app that **turns**
"the one that got away" into "the one"

perchanceapp.com
info@perchanceapp.com


"Technology is the art
of arranging the world
so we do not notice it"

# Is love getting lost in this epidemic of anti-social dating?

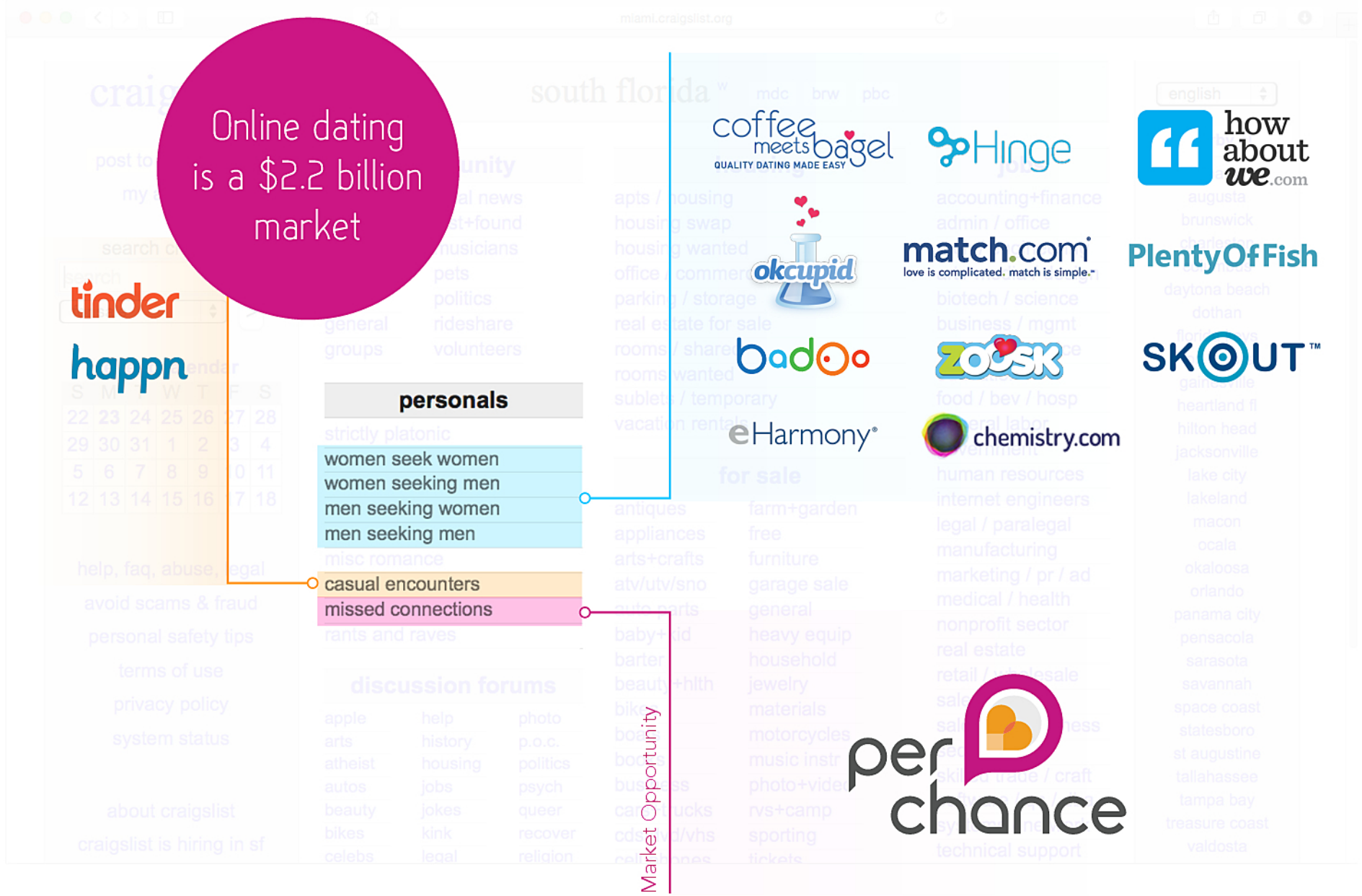
- 7% of communication is based on written or verbal word*
- 93% is based on non-verbal body language*

"Dating apps ate up a lot of the time that I could be spending interacting with other people in person, or looking up from my phone on the train to say hello to someone."

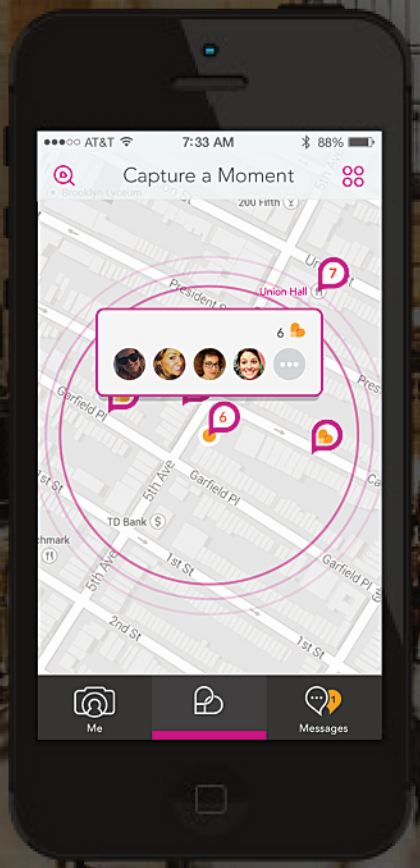
— Lyndsay Rush, SheKnows columnist

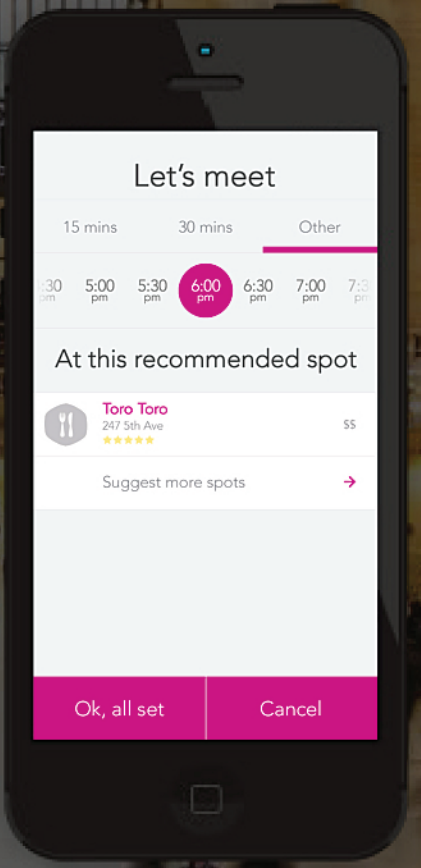
*http://www.forbes.com/sites/susantardanico/2012/04/30/is-social-media-sabotaging-real-communication/

# Where we live in the current dating app landscape



# What We Do

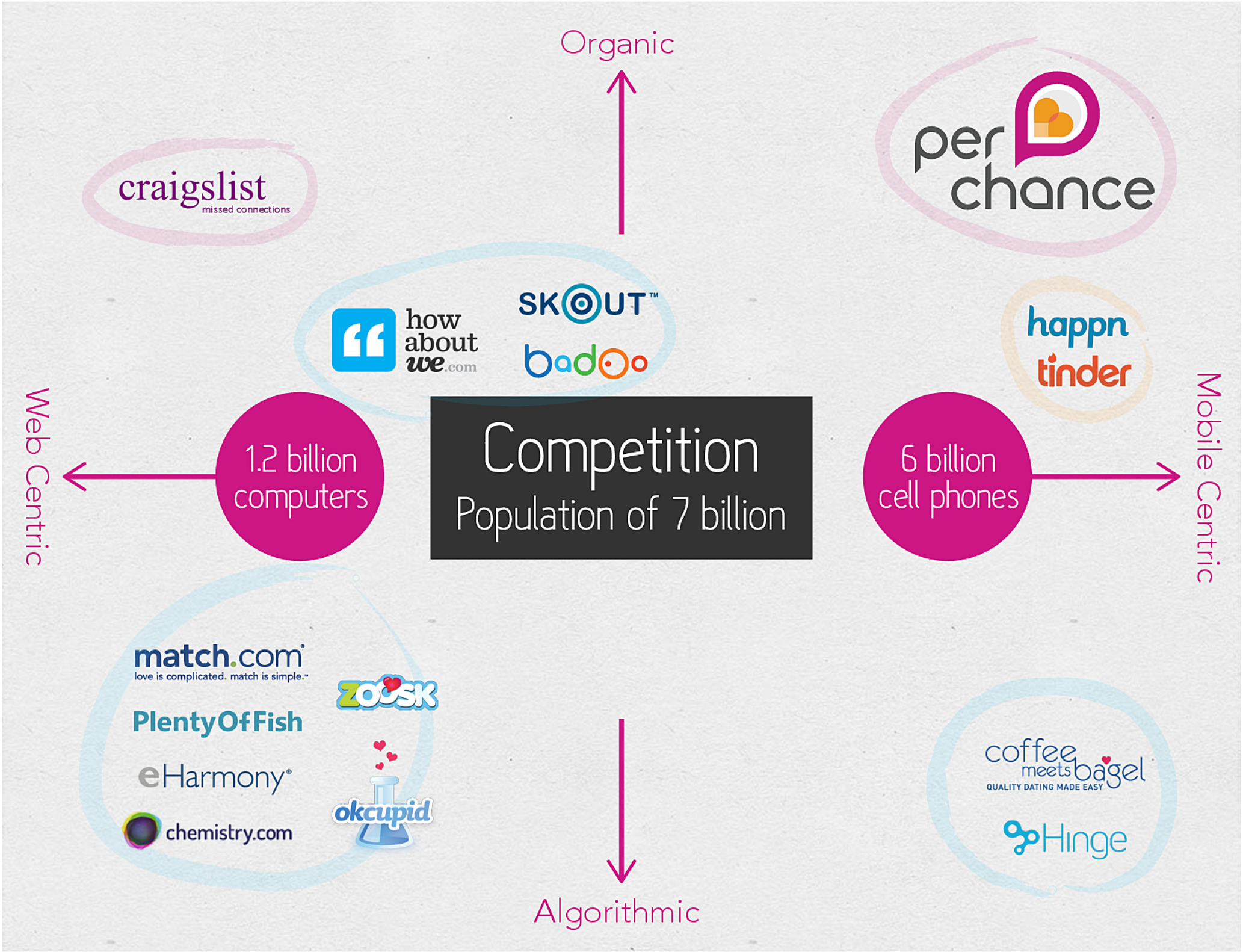





A shared moment? See Perchance users near location of missed connection

Did we share a moment? Reach out to missed connection

Yes? Lets meet! Coordinate place and time to reconnect


Organic
craigslist
missed connections
perchance
how about we.com
SKOUT
badoo
happn
tinder
Web Centric
1.2 billion computers
Competition
Population of 7 billion
6 billion cell phones
Mobile Centric
match.com
love is complicated. match is simple.
ZOOSK
PlentyOfFish
eHarmony
okcupid
chemistry.com
coffee meets bagel
QUALITY DATING MADE EASY
Hinge
Algorithmic

# Team

## Josh Baker

Co-founder

## David Gottesmann

Co-founder

## Eduardo Assola

CTO

# Business Model

## Freemium Model

Credit subscriptions unlock features like:

- More Perchance Moments
- Personalized suggestions
- Customized alerts
- Valuable real-time data
- User ratings

## Ad Revenue

Local and brand partnerships

Contextual ads

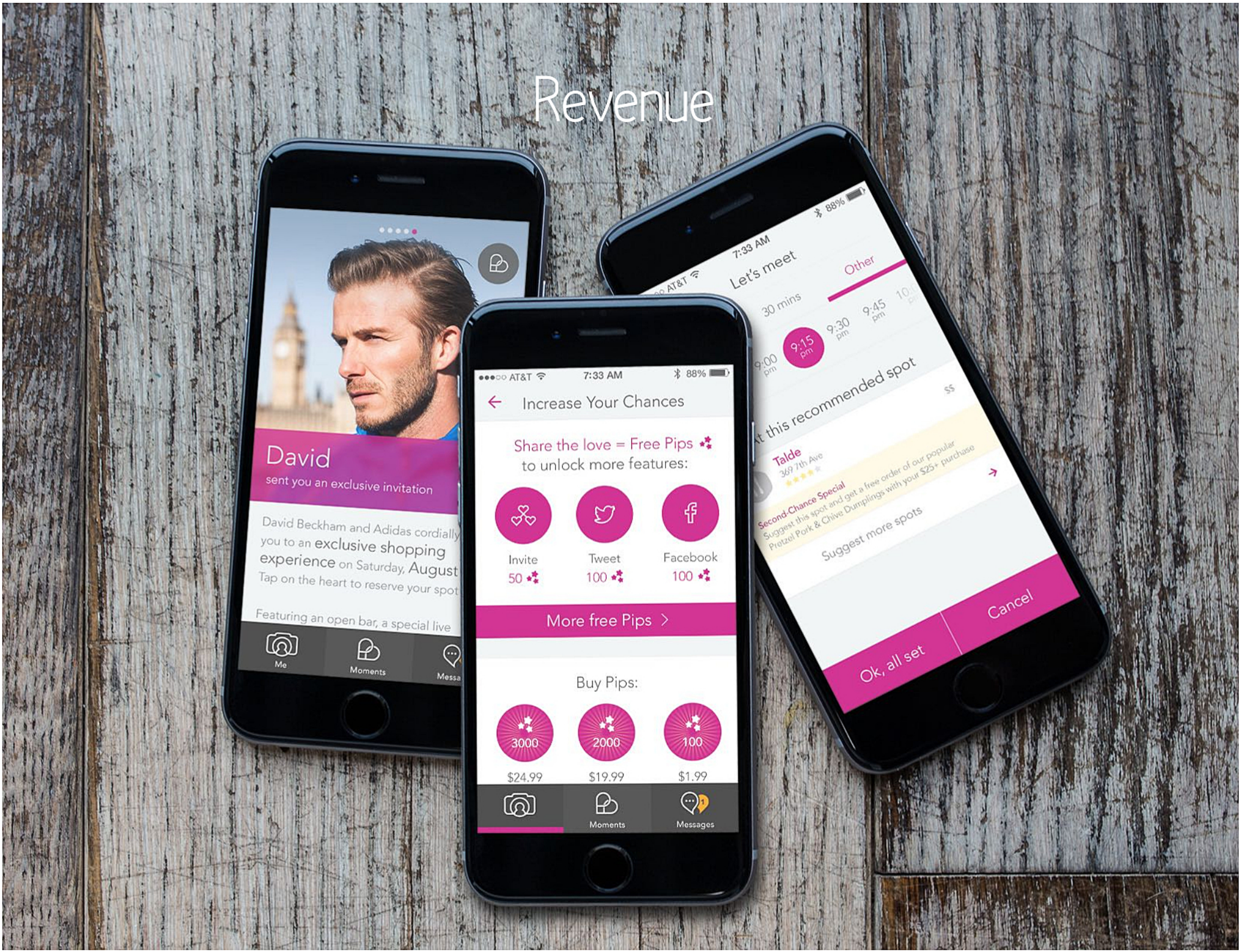
TapJoy ads that earn subscription credit

## Sponsorships

"Tap & Tag" and "Suggest a Spot" captures unique data metrics of our audience valuable to retailers

Exclusive sponsorship opportunities seamlessly integrated

# Revenue


David
sent you an exclusive invitation
David Beckham and Adidas cordially
you to an exclusive shopping
experience on Saturday, August
Tap on the heart to reserve your spot
Featuring an open bar, a special live
Me
Moments
AT&T
7:33 AM
88%
Increase Your Chances
Share the love = Free Pips
to unlock more features:
Invite
50
Tweet
100
Facebook
100
More free Pips
Buy Pips:
3000
$24.99
2000
$19.99
100
$1.99
Moments
Messages
Let's meet
Other
30 mins
9:00 pm
9:15 pm
9:30 pm
9:45 pm
this recommended spot
$$
Talde
369 7th Ave
Second-Chance Special
Suggest this spot and get a free order of our popular
Pretzel Pork & Chive Dumplings with your $25+ purchase
Suggest more spots
Ok, all set
Cancel

# Initial Market: Why South Florida?

South Florida has the

## HIGHEST PERCENTAGE OF SINGLE PEOPLE

in the United States from

## 34.5% → 37.2%

TOP 10

South Florida has two of the top 10 and three of the top 30

## MOST POPULATED SINGLES AREA IN THE COUNTRY

=

## 2.35M SINGLES

(Palm Beach, Broward, Miami-Dade, Monroe Counties)

# Miami Singles Demographics

As of January 2015,
according to Travel+Leisure

## MIAMI'S THE TOP CITY IN THE COUNTRY FOR SINGLE PEOPLE

One of the

## FASTEST GROWING AND YOUNGEST DEMOGRAPHICS

in the country

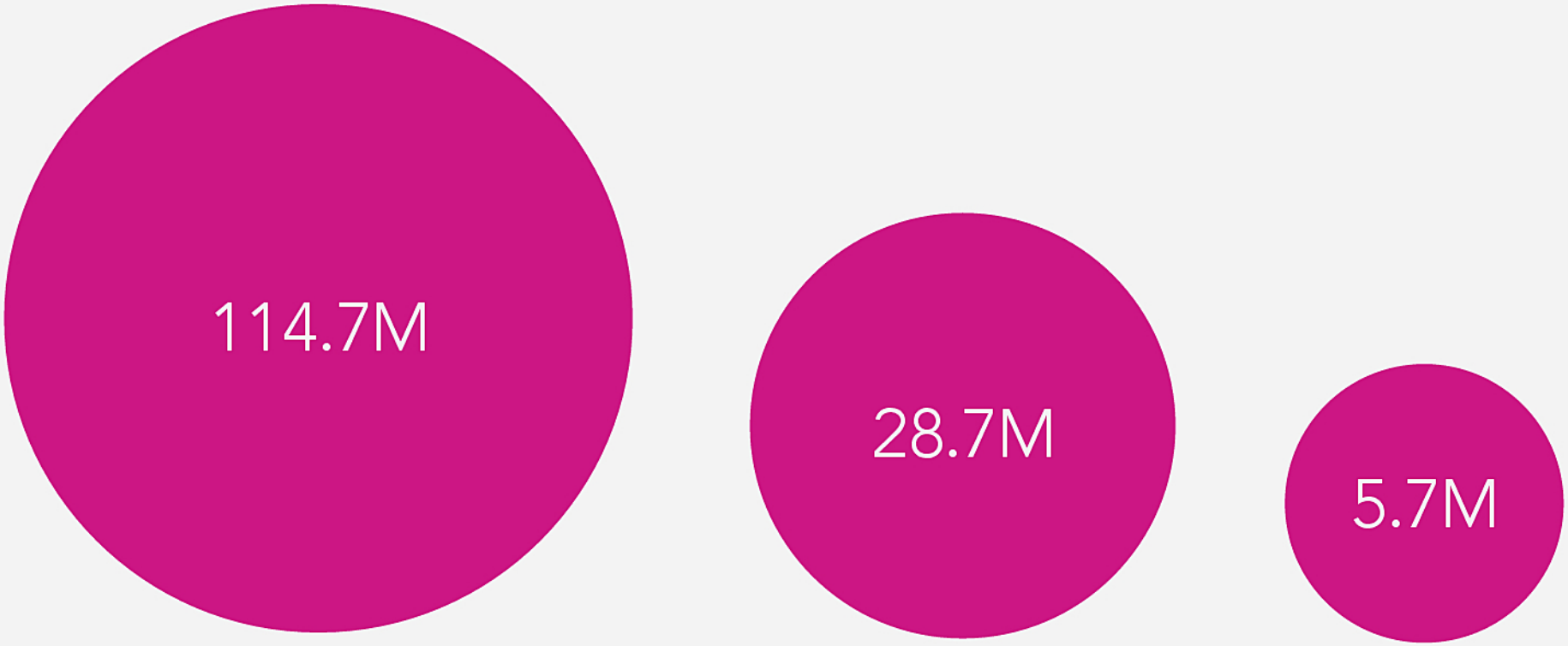
**220,000**
people working
in the district

**81,000**
people living
in the district

**100%**
population growth
downtown since 2005

# Market Share

2018 U.S. Nationwide Launch




SINGLE POPULATION

Total available market

SINGLES USING DATING APPS

Serviceable market

PERCHANCE USERS

20% - Our market share

Our
Marketing
Plan

# Brand ambassadors

# Interactive launch parties + events

# Ad placement in high traffic hubs

find me
perchance
Jessica
Deep rooted access to:
YouTube / IG / FB Personalities
TV and Radio hosts
Writers at technology publications
help us Go-to-Market quickly
In-app shares
Interactive guerilla marketing
Social media ads

per chance
The end of
"What if?"

# Thank you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Eduardo Assola
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