

## DIVE-Soul Matching Social App for Gen Z. We match souls first, unlock photos later



### Highlights

- 1 We match users on their SOUL (personality, astrology, and other content shared) on DIVE.
- 2 DIVE allows you to talk first, and then unlock a part of your match's photo with every 10 messages.
- 3 Draw out your stories with creative stickers so that you can create your unique soul metaverse.

### Our Team



**Xin Wei**

Graduated from Columbia University. I wrote my own theater play and produced in Manhattan 4 times with great success. I also developed 3 other apps before this app.

We want to solve the growing loneliness problem of young people despite their access to social media. They are badly in need of genuine soul connections. This is one of the reasons anxiety and depression are acutely on the rise among the young.

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**Aysenur Souther**

-Ex-Google Mktg (B2C), Strategy & Ops Manager in Europe, M. East & Africa -Startup advisor. Strategy, system, team builder -"Silicon Valley powerhouse" (CNN & ind. media) -Yale Alumni



**Kevin Wei**

-Ex-DowJones Senior Engineer -ChengYu Tech. Funder, system builder, CEO



**Jessica Yuan**

**DIVE**  
*Matching Souls*  
 Gen Z Social & Dating App

**DIVE**  
 Soul Matching App

Soul First, Photo Later

**DIVE**

Make Real & Deep Connections

The Stellar Team - Full Time Commitment

**CEO**  
 Xia Wei

- Gen Z herself
- Very Creative on people interaction: Produced her own immersive theater show, staged in Manhattan
- Built 3 apps
- Columbia CBSA VP (2019-2020)
- Columbia alum

**COO**  
 Ayesur Souther

- Ex Google Marketing Manager
  - All BOC products
    - EU, Middle East & Africa
  - 21 years in Strategy, Mktg & Growth US & globally
  - CHA, "Silicon Valley powerhouse"
  - Yale alum

**CTO**  
 Kevin Wei

- 3 years older than Gen Z
- Serial Entrepreneur
- Founder of 20 people company
- Ex Dow Jones Tech Lead
- Ex CTO of Finance Teacher

**COO**  
 Jessica Yuan

- Almost Gen Z
- 5+ years in UX/UI Design
- Multiple design awards - UX/UI Design strategies for StubHub fintech platform
- Co-founder of UXEmps organization

**20 Interns**

- All Gen Z
- Across 15 colleges in US
- Berkeley, UChicago, Purdue

**ADVISOR**  
 Jack Feng

- Co-Founder / CTO of Wandouia
  - App with 200M users app
  - Acquired by Alibaba
- Partner / COO of health lab
- Angel Investor

We understand Gen Z (age 16-26) & their values

McKinsey & Company | **Forbes WIRE** | **MARKETING DIVE**

**01 Real**  
 Anti-filtered photos, staged life styles and showing off.

**02 Unique**  
 Love self-expression & creativity. Want personalized experience.

**03 Ethical**  
 Want + change in social causes & ethical decision-making from leaders.

**04 Open to new apps**  
 Born into the internet age and believe online is the way for all interactions.

**05 Gamified Experiences**  
 Games matter more as a pastime than music, movies, browsing internet.

**06 Online Identity**  
 Conservative about what they disclose online. Most don't put up their real photos for profile pics on social media.

What do Gen Z Girls need from Dating Apps?

Current Social Media & Dating Apps can't give Gen Z what they need, especially Gen Z Girls.

**Deep, Not Shallow**  
 "Don't judge me by photos. I am MORE than what I look like."

**Meaningful Interactions**  
 "I want to chat at least for 2 weeks before meeting in person."

**Spiritual**

"I am so into astrology. I always check my daily fortune"

**No Hookups**

On Tinder profile: "Not looking for hookups" (80% majority)

### We interviewed 100s of Gen Z Girls: We match their values & needs

**45%**  
Serious Relationship

**35%**  
Friends To Talk

**20%**  
Hookup

**They want to know:**

- Life Plans/Dreams
- Important life stories
- Hobbies/Interests
- Personality
- Astrology
- Location

**Don't care:**

- Photos

**They want to see:**

- Photos
- Location

**Don't care:**

- Personality
- Life story
- Life Plans/Dreams

80% of girls don't care immediately about photos, but finding similar souls.

### Dating App Market Will Double In 5 Years to \$5.71Bn From Small Market Cap to Middle Market Cap

**Global Dating App Revenue**

2015-2020

Blackstone

**Global Dating App Projected Revenue**

2020-2025

Businesso/Apps

These are forward looking projections and are not guaranteed.

### Online Dating Trends: Deeper Connection Now

**Before 2017**  
Photo Matching

Male focus / Visual based  
Fast food dating  
Superficial

**2017-2019**  
Video Dating

Video based / TikTok-like  
Long time to prepare for videos / Superficial

**2020-Now**  
Personality

MBTI Test / Too formal  
Lack of fun

**Future**  
Soul Matching

We are on trend,  
& doing better:  
Deep & Fun

### Similar Soul Matching Ideas: Trendy Globally & Some Beat Photo Matching Apps in Local Markets

- Soul App
- Chinese & Asia
- 100M Users
- 7M Daily Active Users

- Soulchill
- Middle East
- 410K New Users / Month

- Litmatch
- Africa, Latin America
- 2.2M New Users / Month

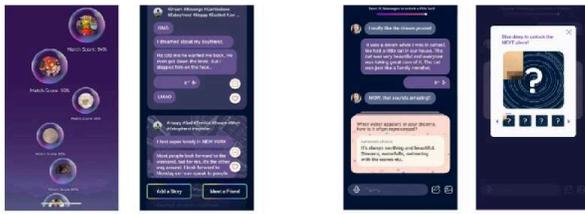
Need to capture the US & Western markets before global competitors.

### Our Unique Solution - Soul Matching App

We match our users based on their souls first, photos later

**Advantage 1:**  
Comprehensive Definition of Soul

**Advantage 2:**  
Gamified Interaction Experience After Matching



### Advantage 1 - 5 Pillars To Find Similar Souls

**01 Life Stories**   **02 Dreams**   **03 Secrets**

**04 Personality Tests**   **05 Astrology**

These are exactly what 80% of girls are looking for on dating apps.

**DIVE**

### Advantage 1 - 5 Pillars We Pick Are Exactly What Gen Z Girls Are Looking For

**45% Serious Relationship**

**35% Friends To Talk**

**20% Hookups**

**They want to know:**

- Life Plans/Dreams
- Important life stories
- Hobbies/interests
- Personality
- Astrology
- Location

**Don't care:**

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**They want to see:**

- Photos
- Location

**Don't care:**

- Personality
- Life story
- Life Plans/Dreams

**DIVE**

### Advantage 2 - Unlike Competitors, We Gamify the Experience After Matching

**tinder** No incentives After Matching

**DIVE** Providing Clear Instructions & Incentives During Gamified Interactions after Matching

**Chat Dies**

- 1 Chat with 10 messages
- 2 Unlock 5 fun facts
- 3 Unlock 3 photos
- 4 Unlock 2 video calls

**DIVE**

### User Projections-2030

Total Dating App Market Currently **300M**

Projected No of Users of Online Dating in 5 years **600M**

Projected Users by 2030 **120M**

Reference: At 18% market share, Tinder has 57M users. When the market doubles in 5 years, there will be 600M users in the market.

Projections for total users (eoy)

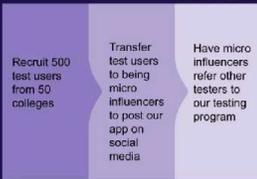
- 2023: 0.1M
- 2024: 0.4M
- 2025: 1.8M
- 2026: 5M
- 2027: 15M
- 2028: 40M
- 2029: 70M
- 2030: 120M

**DIVE**

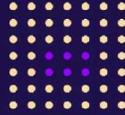
These are forward looking projections and are not guaranteed.

## Reach 20K College Students in 50 Colleges in 6 Months

### 1 - Tester to Micro Influencer Referral Program



### 2 - College Club Sponsorship Events: Matching Souls Live



These are forward looking projections and are not guaranteed.

## Go To Market: 150 Colleges Program

50 Colleges

By Jun 2022

Hold creative brand awareness events with clubs on campus

150 Colleges

By Dec 2022

Have live soul matching experiences to lead to downloads

These are forward looking projections and are not guaranteed.

## Vision: SOUL METAVERSE

Each user will design his or her own soul metaverse, and invite others to their metaverse to have immersive experiences.

Our vision is to combine social and gaming together, building visualized and vivid social games for our users.



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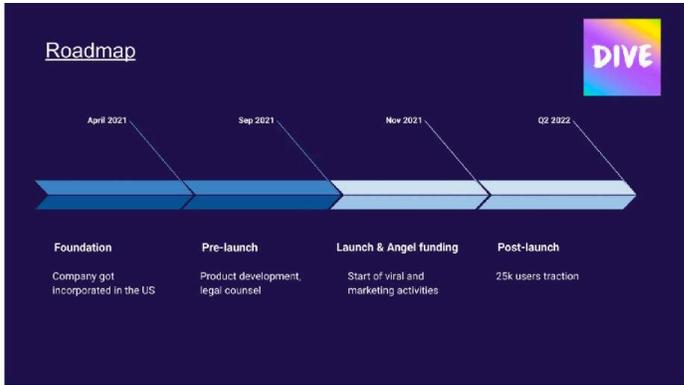
## How Do We Make Money?

Revenue	\$100K/Month eoy Next Year! (Detailed in Appendix Slide 27)
<b>Spiritual Services</b>	Platform commissions on professional service transactions, like personal dream interpretations, psychic, fortune teller, healing advice services.
<b>Premium Features</b>	<ul style="list-style-type: none"> <li>• Pay to unlock the photo</li> <li>• Emotions analysis</li> <li>• Personality analysis</li> <li>• Compatibility Report</li> <li>• Full Astrology Report</li> </ul>
<b>User Targeted Ads</b>	Commodity Ads to the specific users based on their dream and story data. Offline dating places recommendation
<b>Stickers Purchases</b>	Downloads revenue from the platform's own story stickers created by artists (artist takes a commission per download)

These are forward looking projections and are not guaranteed.

## Ask - \$107K (We already developed our MVP)

- Talent: 45%
- Version 2 App development: 40%
- Marketing: 7.5% (Club Sponsorship Fees)
- Wefunder: 7.5%



These are forward looking projections and are not guaranteed.

**Our users connect in a deep & fun way.**

*Join us, to transform the social media space for Gen Z!*

**NY Unicorn Pitch Top 3 Winner**

Thank You  
halfmoon.app@gmail.com



## Appendix

### Direct Competitors

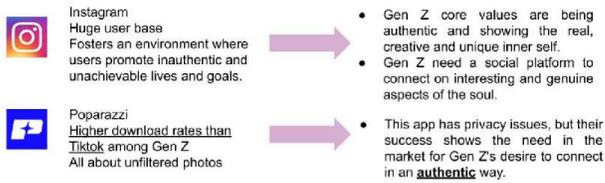


- Tinder, Bumble**  
 Swiping based on photos  
 Old school online dating
  - Designed by males for males. Visual based. Fast food dating.
  - Women want more discretion and dislike too much online exposure.
  - These apps tear away at women's hopes to find love and lasting relationships and destroy self-esteem.
- Feels, Lolly, Snack**  
 New generation online dating  
 All video based, Gen Z targeting
  - Video based online dating does not eradicate any of the inherent problems and ensuing frustrations of old school online dating for women.
- So Synced** (started in late 2020)  
 Matches people based on their Myers-Briggs personality type
  - Very limited approach for soul matching.
  - Lacks the fun

### Competitors In Larger Market



- Chinese app, Soul**  
 Focus on East Asia  
 Stellar growth rates- ZM.DAU
  - DIVE-US company, US & Western world focus.
  - DIVE has more interesting use cases for connecting users as well as diversified spiritual services.

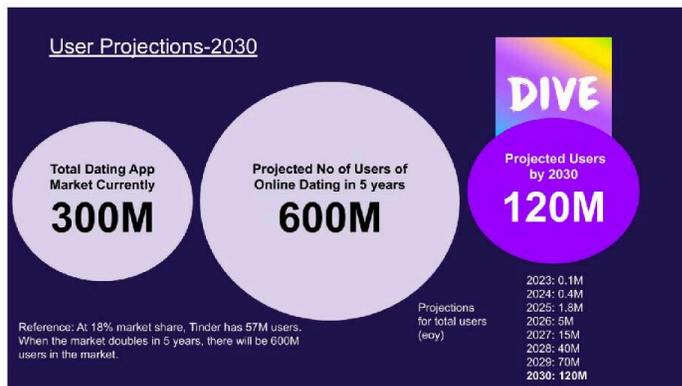


\*The below 3 slides contains forward looking projections that are not guaranteed.

## Go To Market- Growth

Initial Target Market: Female Gen Z US population	Initial Target User Size: 100K in US, 20K UK & CA		Eoy 2023
<b>Growth-Stage 1</b>	Viral, Email marketing, Content Marketing, ASO, SEO, PR	College brand ambassador groups, High school brand ambassador groups	Fall 2021- Ongoing
<b>Growth-Stage 2</b>	Partnerships	Art schools, alika-content brands, well-being/inspirational apps, psychology platforms, artbars, research groups, psychic, astrological & interpretation services	Spring 2022- Ongoing
<b>Growth-Stage 3</b>	International Rollout to English speaking world	Canada, UK, Australia, India, South Africa, Nigeria	2023
<b>Growth-Stage 4</b>	International Rollout to Spanish, Mandarin, Portuguese	Relevant Latin, Asian, European countries	2025

Continuous new product feature rollouts



These are forward looking projections and are not guaranteed.

## Go To Market- Monetization Plan

Monetization	Introduction of	Revenue modal	Estimated Revenue per month at introduction month	Date
<b>Stage 1</b>	Platform commissions on professional service transactions like personal dream interpretations, psychic, fortune teller, healing advice services	5% per transaction for services	10K monthly users X (\$10 average charge/service X 0.05)=\$5K/month	Spring 2022
<b>Stage 2</b>	-A Freemium Model with premium features in Paid Subscription -Advertising revenue	-\$9.99 per month for Premium membership -\$5 per 1K impressions on ads from brands	1) \$9.99X (30k*10%) =30K/month 2) 10K/month	Summer 2022
<b>Stage 3</b>	Downloads revenue from the platform's own story stickers created by artists (artist takes a commission per download)	\$0.5 per download which costs \$1 to user	20K users*5 times/month X \$0.5=\$50K/month	Fall 2022
		<b>TOTAL</b>	<b>\$100K/month</b>	<b>Eoy 2022</b>

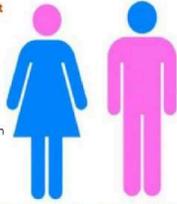
## Team Development

- Founders and external resources handle all strategy and operations in 2021 and 2022.
- Before 2023, CTO's tech development will handle the app development. This team has done tremendous projects on:
  - Chinese Walmart App Warehouse management platform
  - Panda Teacher App with over 200K users
  - Shanghai Government Road management platform
- Initial full time, in-house Marketing, Sales, Finance, HR hires in 2023.

## Female users care about deep connections



- Most female users want to talk for **at least 2 weeks** before meeting in person
- Questions they ask:
  - What are you looking for on the app?
  - What's your life like? A typical day?
  - What do you want to do in 5 years?
- When we explain the soul connection idea to girls:
  - 92% of them think it is a **great idea** to develop a **deeper connection** with someone.



- Most male users ask for a date in first **10 messages**.
- Questions they ask:
  - Do you want to come to my place?
  - Do you want to grab a drink?
  - Do you want to meet for a coffee?
- When we explain the soul connection idea to males:
  - 78% of them think it is a **bad idea**. They think women value **physical attraction** a lot.

**We are here to help our FEMALE users!**  
**Boys will come to where the girls are.**

## Gen Z is lonely because NO APP provides for 80% of girls' needs



There's the "fun" of rating women as hot-or-not; the "fun" of having so many options, you tend to see women as disposable objects; there's the fun of thinking that those apps guarantee you sex; an assumption which a 2020 study by the UK's National Crime Agency went his twisted into a startling rise in sexual assault perpetrated by male app users.

2016 study - Univ of North Texas:  
 Regardless of gender, Tinder users report less psychological well-being and more indicators of body dissatisfaction than non-users

**Apps promised to revolutionize dating. But for women they're mostly terrible**

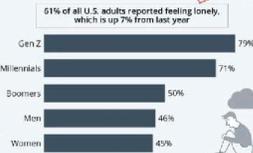
2018 study - Norwegian Uni:  
 online dating, specifically picture-based dating apps can lower self-esteem & increase odds of depression.

I believe online dating has made single women overall less happy, less likely to find a long-term partner, and more at risk of sexual violence

### Gen Z Is Lonely

Percent of U.S. adults who are lonely, shown as demographics

And these results are pre-Covid!!



n=10,441 adults  
 Survey was conducted during the summer of 2019  
 Source: Ipsos polling for Cigna U.S. Loneliness Index



## Problem



Interviewed **100s of College & High School girls;**  
**16-22 years old**



**80% CANNOT FIND what they need on dating apps**

**So.... what are they looking for?**

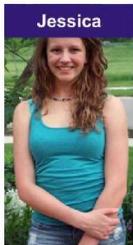
## 2 types of users: College & High School Girls



**Emma**

**Typical College sophomore:**

- Has a limited number of friends on campus
- Joined 1-2 clubs
- Looking for a serious relationship
- Wants to start a relationship simple & slow
- She wants to share thoughts with someone online.
- She doesn't really care about looks.
- She is into K pop, K drama & Anime



**Jessica**

**Senior in a small town High School:**

- Wants to talk to new friends out of her life cycle. She already knows all the people in her school.
- She has stories & confusions to discuss that she doesn't want to share with friends in real life.
- Into astrology & spiritual things.
- Plenty of idle time. She uses IG, Snapchat and TikTok, but doesn't talk to strangers on those apps.