

# Humor-Based Dating App: We Find Your Perfect Humor Compatibility Match



[smiledatingapp.com](http://smiledatingapp.com)

Boston MA



Technology

Software

Entertainment

Artificial Intelligence

Dating

## LEAD INVESTOR



### Robert May

The dating app market is broken. Smile has the chance to revolutionize dating, taking it out of the superficial swiping age, and into the machine learning, humor based, better matching age. The company has gotten a large amount of press pre-launch, indicating people love the idea, and Melissa has proven an ability to attract top talent to her team, which is a rare skill. The early feedback on the product is strong, and the company's early events had really good ROI. I've been an investor for a while and have been happy with the company's performance.

**Invested \$1,000 this round & \$150,000 previously**

## Highlights

- 1 💰 Successfully raised a \$400K angel round
- 2 ♀️ Female founded company with a physicist at the helm.
- 3 📺 Backed by world-renowned expert on the intersection of love and humor.
- 4 📱 Available now for download on the App Store.

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## Our Team



**Melissa Mullen** CEO & Founder

• Physicist and software engineer • Single woman with a vision for flipping the dating industry on its head • Recruited and led a team of engineers and

marketers over the last year to get a full prototype on the App Store without raising a dime



**Julie Stuecken** CMO

• MBA from the Kellogg School of Management • 25+ years of product-marketing experience in the consumer goods space • Successfully launched and accelerated growth in retail product lines for companies like Adidas, Levi's, Reebok, etc.



**Francisco Garcia** Machine Learning Engineer

• Ph.D. in Machine Learning • Reviewer for top-tier conferences in machine learning (NIPS, AAMAS, ICRA, IROS) • Prototyped NLP models for Amazon Alexa currently used in 30+ countries • Developed AT&T DigitalLife application



**Jeffrey Hall** Advisor (Love & Humor)

• Internationally recognized expert on the intersection of love and humor • Interviewed by NPR, NYT, WSJ, Washington Post, Financial Times, the Guardian, USA Today, Time Magazine, and CNN • Ph.D. in Communications • Professor of Comm. at U Kansas



**Justin Schultz** Advisor (Marketing)

• Ex-Tinder Marketing Executive • VP of Marketing at Headspace



**Christopher Lustrino** Advisor (Entrepreneurial)

• Founder of a Fintech startup which was acquired by the famed technologist John Fanning of Napster • Founder and CEO of KingsCrowd - raised \$6M to date



**Rob May** Investor

• Forbes 40 Under 40 • 3x Founder (Backupify, Talla, now Dianthus) • Partner at PJC • Angel investor in 100+ early-stage companies



**Rana El Kaliouby** Investor

• PhD in Computer Science from University of Cambridge, post-doc at MIT • Founder of Affectiva (acquired by Smart Eye) • Executive Fellow at Harvard Business School



**SSC Ventures** Investor

Boston College Alumni Syndicate

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**The Dating App That Matches Based On**

# Sense of Humor

We are Smile: a dating app harnessing the power of artificial intelligence and humor to create meaningful connections that last.

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Smile is an entertainment-based dating app backed by the world's leading experts on love and relationships. With funny videos pulled from TikTok, Smile is a social media that leverages your reactions to content in order to find you love.

That means instead of wasting hours sifting through thousands of profiles, our proprietary algorithm leverages machine learning technology to do the work for you.

## WHY INVEST?

Together, We Can Make Dating Fun(ny)

In 5 years, we envision Smile to be the leading dating app around the world, building more long-term, successful, laughter-filled relationships than any other app on the market.

To do that, we plan to infiltrate college campuses, host incredible launch parties, and dominate social media. Our pre-seed round is focused on growth marketing – getting as many users as possible on the app to ensure the best possible user experience.

Smile is an incredibly PR-worthy concept – people want to talk about it. We received a ton of organic press even before we launched. **Drew Barrymore raved about the app on national television, and posted about it on Instagram to her 15M followers.**

Founded by a young, single female – Smile is led by a founder who has an intimate understanding of the customer problem. Melissa Mullen is a software engineer with a background in Physics and Computer Science. Her goal is to find the intersection of artificial intelligence and love – she believes the most direct route to this intersection is via humor.

## THE PROBLEM

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### Customer Problem

Dating apps are popular – but they're not working.

270M

people have used a dating app



Less than half have been in a committed relationship with someone they met on a dating app

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### Customer Problem

#### Incompatible Matches

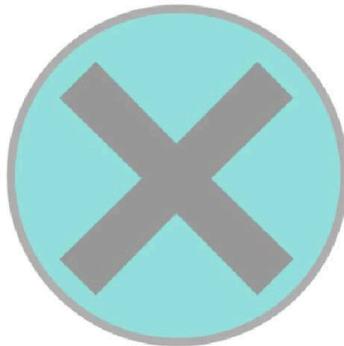
I'm matching with the wrong type of person

#### Superficial Decisions

I'm making decisions based on looks

#### It's Boring!

Being on dating apps feels like a part-time job



## THE MARKET

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Smile targets anyone looking for a meaningful relationship. Our core target consumer is those who currently use dating apps (270+ million people). In particular, we target millennial in majors cities like Boston, Los Angeles, Chicago, and D.C. The online dating industry itself is worth over \$60B in market cap alone.

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# Market Opportunity



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In addition, we develop extensive humor profiles for all users which will be valuable commodities in the big data market, currently valued at \$169 billion.

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## Target Market

### By Age

Develop for late 20s-early 30s people ready for a serious relationship.

### By Location

Focus energy on big cities with large millennial populations.

### By Economic Segment

Target early-to-mid career professionals with average-to-high disposable income.

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## THE SOLUTION

"Humor compatibility is one of the best predictors of relationship success."

- Jeffrey A. Hall, PhD

Internationally Recognized Expert on Love and Humor

In our Smile survey, singles across the U.S. all agreed a sense of humor is the most important quality they look for in a partner.

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## Our Solution

### Humor-based Matching

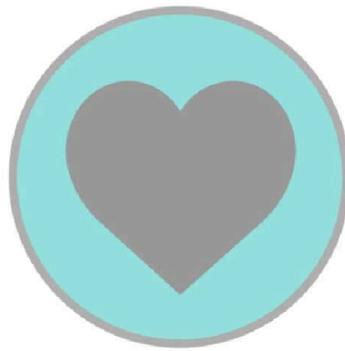
Humor-based matching is more likely to match you with the right person

### Hide Images Initially

Hiding images initially makes connection less superficial

### Infinite Scroll of Funny Content

Infinite scroll of funny content makes it a more enjoyable experience

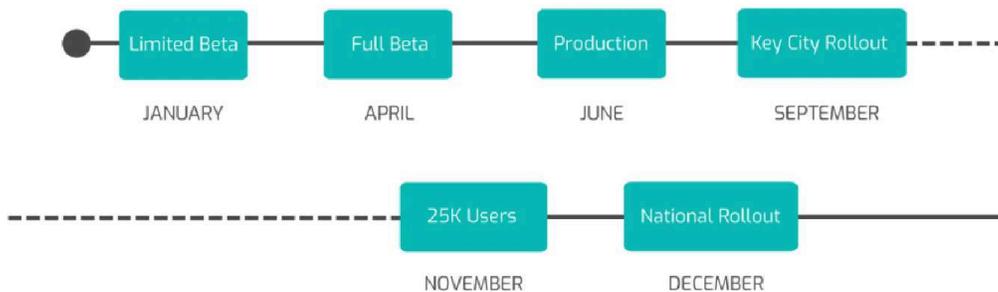


The Smile business model consists of the following go-to market, growth, and strategies.

## User Acquisition



## Go-to Market Strategy

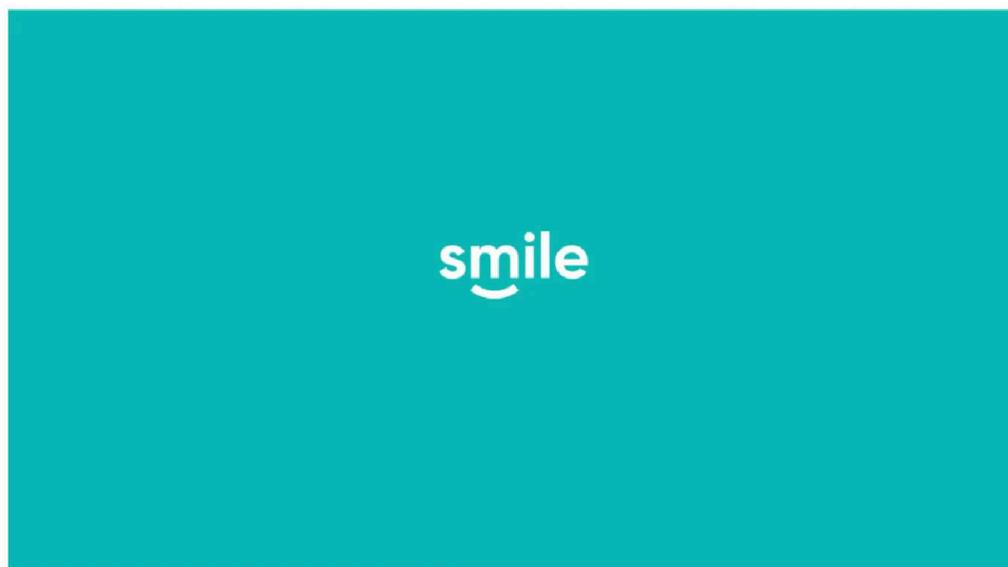
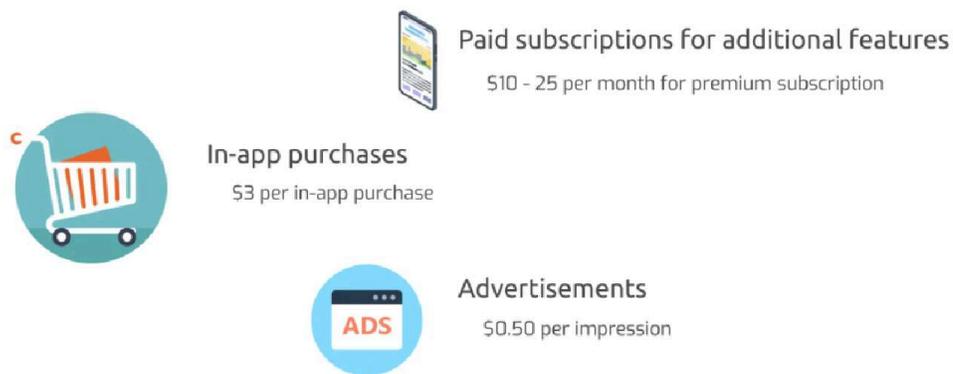


The Smile Premium subscription offers users a suite of exclusive features not offered to freemium users, including:

- The ability to see all matches' photos sooner
- Access to a comprehensive humor compatibility report
- Advanced filtering preferences

Smile In-App Purchases allow users to see a matches photos immediately, and to see a batch of "comedians" – the most desirable users in the area.

## Business Model



## Appendix

### Market Comps





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## Market Comparison

	Tinder	Bumble	Hinge	Smile
<b>Creates Matches</b>	●	●	●	●
<b>Promotes Emotional Connection</b>			●	●
<b>Actively Fights Superficiality</b>				●
<b>Social Media-Based</b>				●
<b>Research-Based</b>				●