

INVEST IN FOURPLAY SOCIAL

A social network where single friends double date other pairs of single friends



fourplaysocial.com New York NY 

Software Entertainment Technology App B2C

LEAD INVESTOR



Casey Williams COO, Fenway Summer Ventures

Julie & Danielle's vision for a more safe and social place to connect is so compelling to me, and not just for dating (because making friends as an adult is super hard!) Not to mention they are such a powerful team, scaling their product to thousands of users without prior app or startup experience, which proves how hardworking and self-sufficient these two really are. I believe in what they are building and believe they will be the ones to succeed in doing it, so investing in Fourplay Social was a no-brainer for me.

Invested \$2,000 this round

Highlights

- 1  Bootstrapped to Over 12,000 Users in New York City
- 2  10,000 People Waitlisted Nationwide— Launching Los Angeles and Chicago Late Summer '22
- 3  45,000 Total Downloads, 40,000 Matches Made in New York City
- 4  Targeting a Huge & Growing Market: Projected 343.5 Million Paying Online Daters by 2026
- 5  Earned Media: LIVE With Kelly and Ryan, CNBC, The New York Post, Bustle, Elite Daily, Pix11 News
- 6  Earned Media: LIVE With Kelly and Ryan, CNBC, The New York Post, Bustle, Elite Daily, Pix11 News
- 7  Female Founders Fixing App-Dating Through Mental, Social, & Physical Well-being
- 8  Over \$300,000 of the \$1,000,000 Pre-Seed Round Already Raised

Our Team



Julie Griggs Co-Founder of Fourplay Social

* Graduated as the recipient of the Dean's Award of Excellence for Outstanding Service from the Rutgers University Physician Assistant Program * Worked on the frontlines of the COVID-19 pandemic as a PA-C while scaling Fourplay to >10,000 users

In 2019 we created a shared dating profile that said, "Swipe right if you and your awesome friend want to double date me and my awesome friend." In the first week we had 32 guys asking us out, expressing that this was such a better idea, and telling us to make it into an app. When we saw the product/market fit and the demand it was a no brainer!



Danielle Dietzek Co-Founder of Fourplay Social

*Helped approximately 2,640 babies (and moms!) breastfeed as a Maternal/Newborn RN for over 7 years *Has gotten Fourplay Social's TikTok and Instagram accounts more than 10 million views in 2022 alone



Danny Barnes VP of Engineering

*Has over 9 years of experience as a full-stack software engineer and reported directly to the CEO at his last company *Somehow puts up with Julie & Danielle

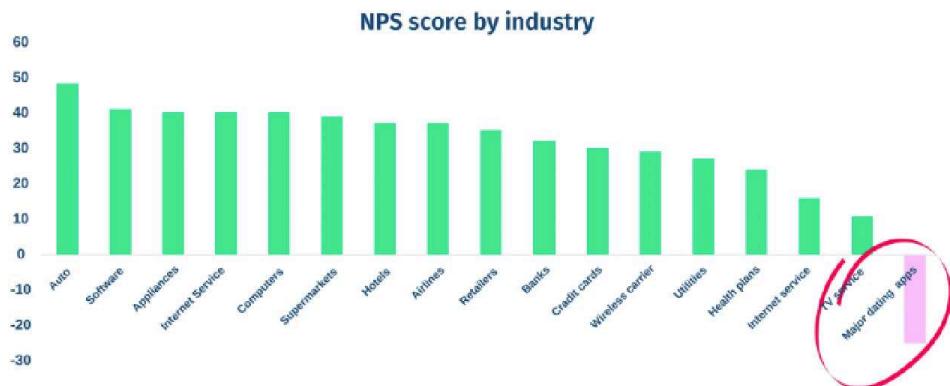
Our Deck



Danielle Dietzek, FNP-BC Family Nurse Practitioner and Cofounder
Julie Griggs, PA-C, Physician Assistant and Cofounder

Problem: Since the advent of dating apps, the social climate for singles has become toxic

- Lonely, not social
- Prescribed expectations
- Unsafe



Source: Retently (2021), NEA Dating App Survey (2022) [NEA](#)

Net promoter score (NPS) is the likelihood that a consumer would recommend a company, product, or a service to a friend or colleague



- On Gen Z's beloved TikTok, **#datingappssuck** has 7.7M+ views
- **#toxicdating** has 3.9M+ views



- ↑evidence in medical literature surrounding social anxiety and negative body image, self-confidence, & sexual behavior related to dating apps

"Ok Cupid, Stop Bumbling around and Match Me Tinder: Using Dating Apps Across the Life Course"

Solution: A *healthier* experience for singles, physically, mentally, and socially

Lonely, not social

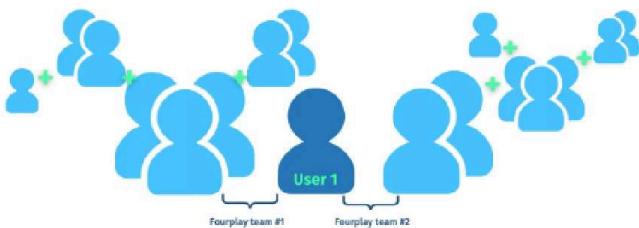
- Make being single social
- Prescribed expectations
- Take the pressure off
- Unsafe
- Use the buddy system



a social network for singles where users team up with a friend, create a shared profile, and match with other pairs of single friends



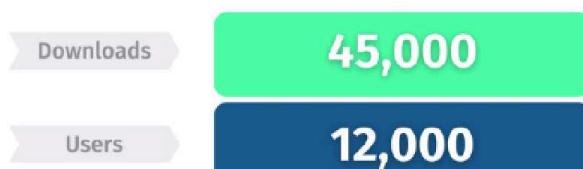
Unlike dating apps, the nature of Fourplay's social network lends itself to a **flywheel** of user acquisition. *Our viral coefficient = 2.*



Initial Target Audience

It's simple, really

- **Singles**
- **GenZennials (18-34)**
- **Social people**
 - **college students**
 - **young professionals**
 - **those looking for friends**



Traction

Live in NYC

DAU/MAU

500/4,000

Matches

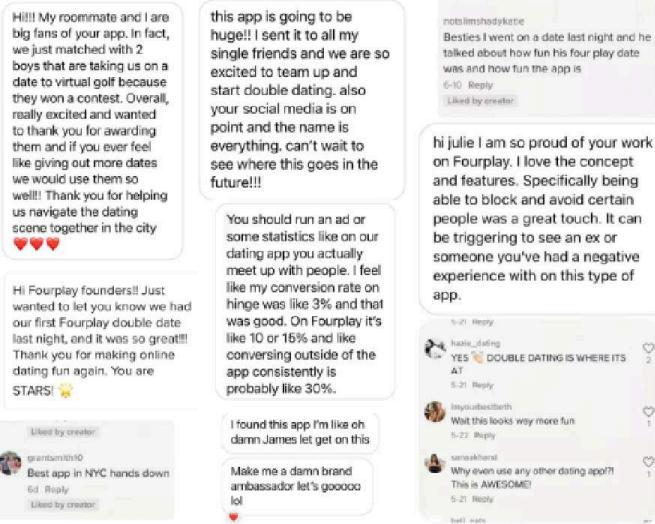
40,000

Waitlist

10,000

Early feedback

New Yorkers = superfans



Press

All earned



Bustle



New York Post



CNBC



PIX11 News
(Live TV Interview)



LIVE with Kelly
and Ryan (TV)



Elite Daily



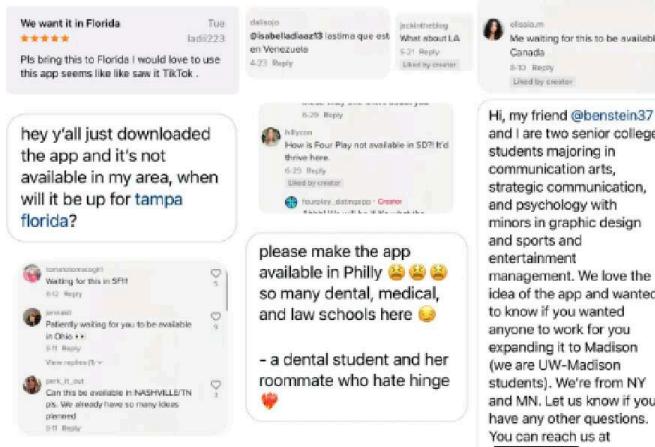
Thrive Global



The Skimm

It's not in our heads...

We're wanted worldwide



Hi come to BOSTON please and thank you!

Can you extend to San Francisco please

[REDACTED] com.
Thanks!!!

TAM • \$10.3 billion

By 2026 expected to be 343.5 million paying online dating users worldwide
(343.5 m paying users X 6-month subscription = \$10.3 billion)

Statista

Scope

A golden opportunity

SAM • \$294 million

By 2026 expected to be 9.8 million paying online dating users in the United States
(9.8 m paying users X 6-month subscription = \$294 million)

Statista



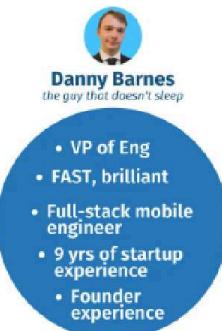
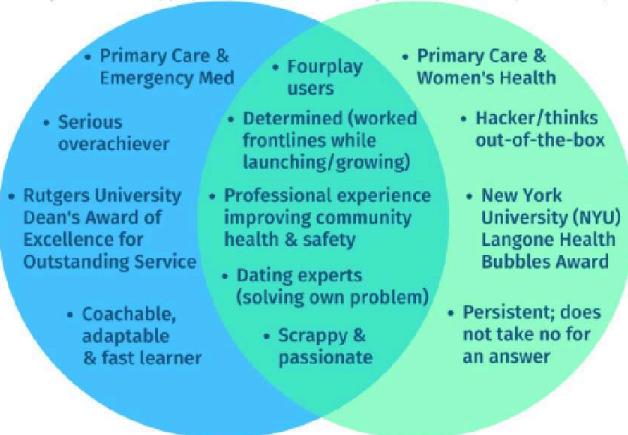
**Julie Griggs,
PA-C**

The girl that leaves every party with four new friends



**Danielle Dietzek,
FNP-BC**

The girl that is somehow every bride's maid of honor



Downloads