

INVEST IN BETTERHALF (YC W21)

## Betterhalf is India's first and only matrimony app without parents

LEAD INVESTOR



**Gabriel Jarrosson**

Very excited to back Betterhalf and their amazing vision. Rahul and Pawan are true entrepreneurs that measure everything to improve, increase and adapt. This is a startup with huge potential that I'm excited to help grow.

Invested \$1,000 this round & \$600,000 previously

[betterhalf.ai](https://betterhalf.ai)

Delaware City DE



SaaS

## Highlights

1 🔥 300% user growth in 9 months; 1M MAU

- 2 📈 Revenue grew 215% in 6 months; \$2.5M Annualized Revenue
- 3 💕 100M messages, 5M matches, 10,000 marriages
- 4 🎁 Non-matchmaking segments constitute 1/3rd of gross revenues
- 5 🏠 We are operating profitably in 20 tier 1 cities of India
- 6 🏆 We'll believe we'll hit \$100M Gross Annualized Revenue in 48 months

## Our Team



**Pawan Gupta** Cofounder & CEO

Alumni, MIT Sloan. Cofounded an Ed Tech company before and led to profitability. Built and grew different consumer products for 4 years.

We realized that traditional matrimonial sites in India are irrelevant because they were designed for parents instead of urban Indians and match people on outdated matching parameters like religion and caste/community.



**Rahul Namdev** Cofounder & CTO

Alumni, MIT CSAIL. Recipient of Touch of Genius Prize for Innovation April 2015. Full stack machine learning engineer and shipped many applications.

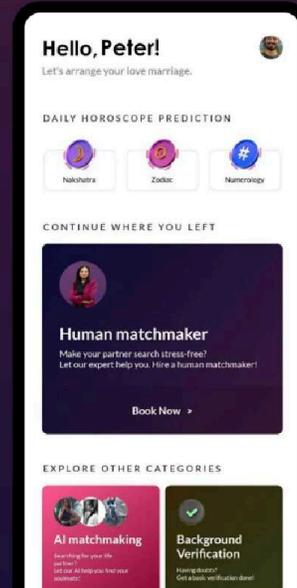
# betterhalf

India's first and only marriage super app without parents

- ◆ 1M MAU (600k on mobile and 500k on website)
- ◆ \$200,000 of monthly revenue and growing at 17% every month
- ◆ 5M matches and 10,000+ marriages
- ◆ Founders from MIT CSAIL and Sloan School of Management
- ◆ \$130B matrimony market opportunity - India's fourth largest industry by The Economist
- ◆ Raising \$6M (90% of the round subscribed)

Backed by  **Combinator**

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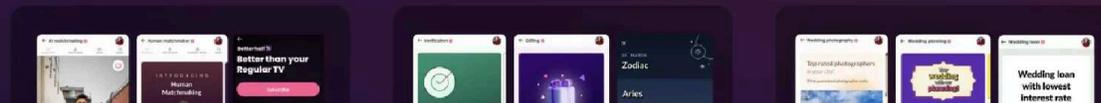
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## Super app unicorns in India

Food & Grocery Delivery	Health & fitness	Consumer finance	Consumer real estate	Matrimony & wedding
				
				
Valuation <b>\$10.7B</b>	Valuation <b>\$1.5B</b>	Valuation <b>\$6.4B</b>	Valuation <b>\$1.01B</b>	Market size <b>\$130B</b>

## Our product is live across all three phases of marriage

We have perfected the integration of matchmaking, courtship and wedding services in one super app



### Matchmaking

Online matchmaking, Human matchmaker, Betterhalf TV

### Courtship

Background Verification, Gifting, Astrology & Horoscope Matching

### Wedding

Wedding Photography, Wedding Planning, Wedding loan

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## We have no direct competitor

We're building India's first & only marriage super app leading a category

PRODUCT	PRODUCT	betterhalf
<b>SALES &amp; SERVICE</b> 		
MARRIAGE MATCHMAKING	WEDDING SERVICES	SUPER APP

- LEGACY
- NEW AGE

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## Our core matchmaking product is a market winner

We've built India's first and only matrimony app without parents

**Connect with matching profiles in one-click**

- ◆ We've invented world's fastest matching technology in one-click
- ◆ US Patent No. 16/777,773

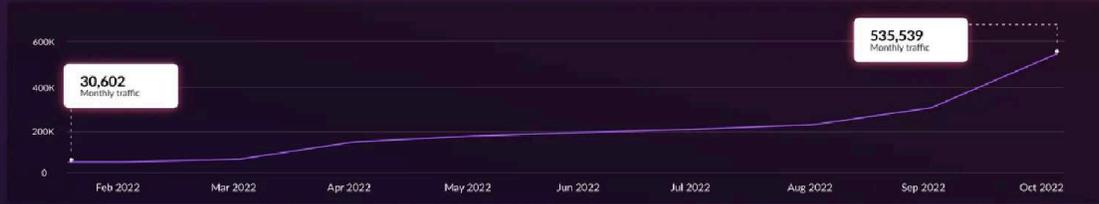
**Get guaranteed connection in 72 hours**

- ◆ Our matching algo processes 45M curated recommendation on a monthly basis
- ◆ 90% of females & 50% of males get matched in first 72 hours

- ◆ High income group and dense inventory of urban bachelors drive daily retention
- ◆ Our mobile first approach is superior to legacy search based models that are designed for desktop viewing

## Overall users have become ~3x in 9 months

WEBSITE MONTHLY TRAFFIC - GREW FROM 30K TO 535K



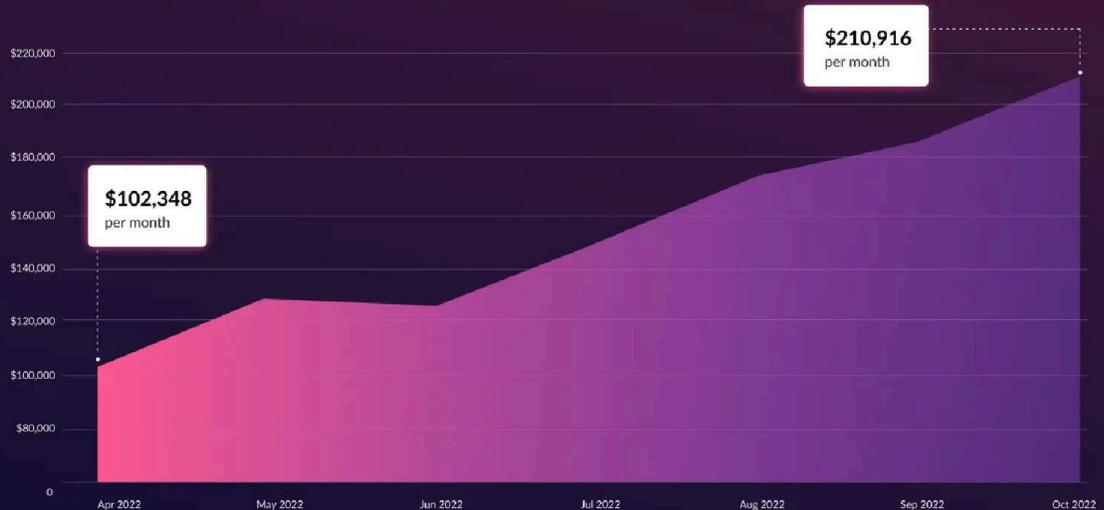
MOBILE APP ACTIVE USERS - GREW FROM 400K TO 600K



Source: Betterhalf data room

## Revenues have more than doubled in 6 months

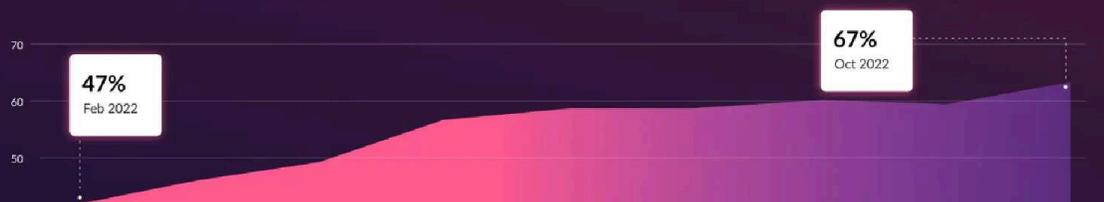
\$2.5M Annualized Revenue | 17% MoM growth

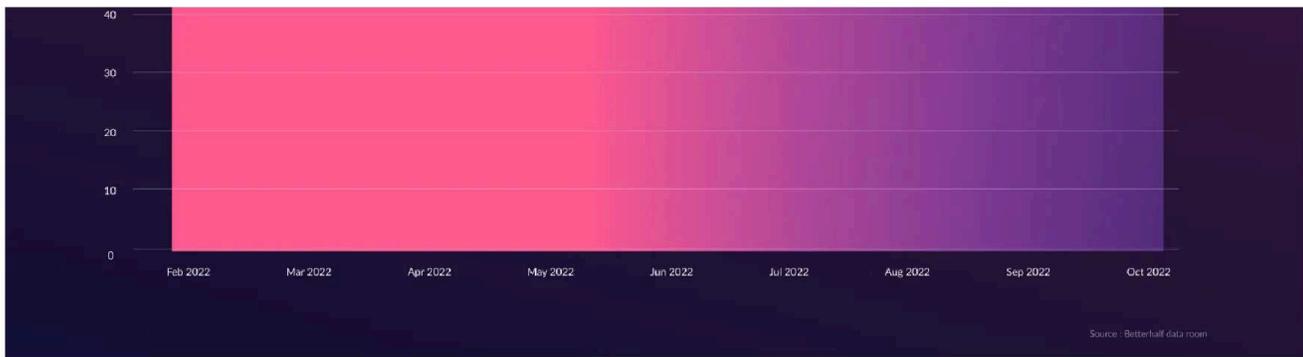


Source: Betterhalf data room

## Our renewal rate of 67% is best-in-class

Bharatmatrimony.com, India's largest matrimony player, took two decades to achieve this renewal rate





## Ticket size of core categories

Only consumer business in India that can execute high Lifetime Value (LTV) at large scale



Source: Betterhalf data room

## Our business has high gross margin

We make money through all 3 business models of e-commerce business

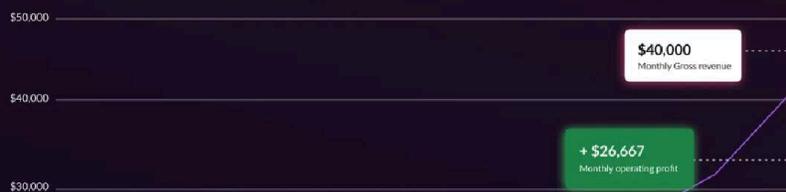
We sell one plan every 10 minute. By the time you're reading this, we already sold a paid plan

Digital matchmaking	Concierge services	Wedding marketplace
<b>90%</b> Gross Margin	<b>60%</b> Gross Margin	<b>Launched</b> Q2, 2022
Average Order Value <b>\$</b>	Average Order Value <b>\$\$</b>	Average Order Value <b>\$\$\$</b>
<ul style="list-style-type: none"> <li>◆ Paid Matchmaking Subscription</li> <li>◆ Paid Connect Requests</li> <li>◆ Horoscope Matching</li> <li>◆ Background Verification</li> </ul>	<ul style="list-style-type: none"> <li>◆ Personalised Matchmaker</li> <li>◆ Talk to Astrologer</li> <li>◆ Relationship Coaching &amp; Therapy</li> <li>◆ Bridal Makeup</li> </ul>	<ul style="list-style-type: none"> <li>◆ Wedding Photography</li> <li>◆ Wedding Decorations</li> <li>◆ Wedding Catering</li> <li>◆ Music &amp; Dance</li> </ul>

Source: Betterhalf data room

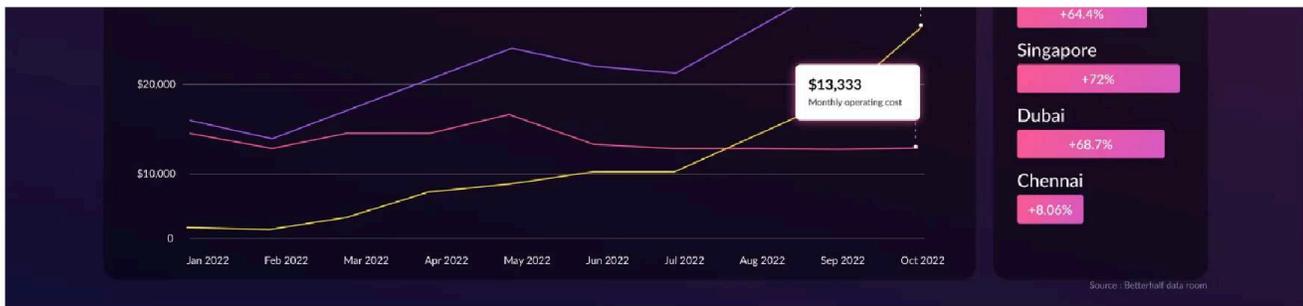
## We are operating profitably in twenty tier 1 cities

Bangalore, our target city by revenue, is returning \$3 for every \$1 spent



### Profitable cities - operating profit





**60%**  
Organic growth contribution

- 23% Year 2020
- 41% Year 2021
- 60% Year 2022

**1.5B** Impressions  
**810K** Shares

Y-Combinator backed Betterhalf.ai announces ESOP buyback for its employees

FINANCIAL EXPRESS: Betterhalf.ai partners with TTC Labs by Meta

mint: Betterhalf.ai records monthly revenue of \$75K from \$7.5K in 9 months

Business News This Week: Betterhalf.ai's exclusive AR filter 'My Future Partner' crosses 1Bn impressions on social media

Source: Betterhalf data room



# Our annual gross revenue potential is more than \$1B



# We'll hit \$100M Gross Annualized Revenue in 48 months

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Note: future revenue projections cannot be guaranteed

# Co-founders

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## Pawan Gupta

Co-founder & CEO  
MIT Sloan, MBA

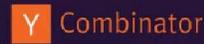
## Rahul Namdev

Co-founder & CTO  
MIT CSAIL, Computer Science

Pawan and Rahul met each other at MIT and have been friends for 9 years. While Pawan faced a frustrating experience going through



the partner search process, Rahul's first engagement broke which led them to kickstart Betterhalf



## Key leaders



**Biru Kumar**  
Sr. Director of Engineering  
LIDO



**Shankar Krishnamurthy**  
Product



**Suvidhi Chaudhary**  
Product



**Pragya Parimita**  
Brand & Social Media



**Ashish Mishra**  
Head of SEO



**Abhimanyu Thapliyal**  
Head of Marketplace



**Priyam Krishnamurti**  
Wedding products & services



**Shubham Negi**  
Lead Designer

We're a team of 75 people  
Product & Engineering : 30 | Marketing & Growth : 9 | Marketplace services : 20 | Customer service : 12 | HR & Finance : 4

## Key stakeholders

### Advisors



**Saurabh Garg**  
Business  
Founder & CBO, NoBroker (Unicorn)



**Ankush Pansari**  
Finance & Marketplace  
Senior Director, DealShare (Unicorn)



**Honey Mittal**  
Product  
Ex-CFO, FinAccel (Unicorn)

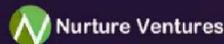
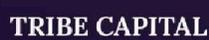
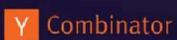


**Michal Kosinski**  
AI and Human Behaviour  
Associate Professor, Stanford University



**Vedant Dhandhan**  
AI & Machine Learning  
Staff Machine Learning, Tesla

### Investors



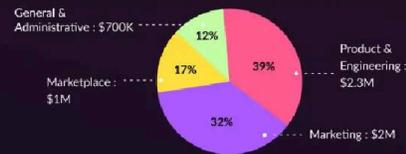
**Kunal Shah**  
Founder, CRED (Unicorn)

## We're raising \$6M to achieve \$10M Annualised Revenue by July, 2024

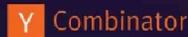
### What we'll achieve in 18 months

- ◆ 5M MAU - Become the leading matrimony player in India
- ◆ 100,000 customers X \$100 ARPU = \$10M annualized revenue
- ◆ Complete Series B financing

### Allocation of funds



### Investors



**Mike Krieger**  
Co-founder, Instagram  
(\$100B Valuation)



**Arash Ferdowsi**  
Co-founder, Dropbox  
(\$8B Valuation)



**Derek Callow**  
Ex-CMO, Bumble  
(\$5B Valuation)



**Brendan O'Driscoll**  
Ex-Head of Product, Spotify  
(\$14B Valuation)

Note: future projections cannot be guaranteed. \$5.3M of our \$6M is already committed.

## Downloads

[Betterhalf gross revenue INR - October 2021 to November 2022.png](#)

[Mobile App MAU.png](#)

[Web Monthly Traffic.png](#)

[Bangalore city P L January-November 2022 .png](#)

[Betterhalf paid user retention.png](#)