"Meet someone special doing what you love" - A groundbreaking activity-based, AI-powered meetup app

troov.app   Austin, TX   ⃝

Highlights

1   A meetup app where users can propose one-on-one activity ideas and match based on shared passions

2   Fully functional beta product (download link below)

3   Partnering with local businesses to provide discounts and promotional activities for troov users

4   Founder has previously built AI consumer-facing products that reached millions of customers online

5   Our existing software architecture can support over 40,000 daily active users from Day 1

6   Experienced team with over 30 years of cumulative software development experience

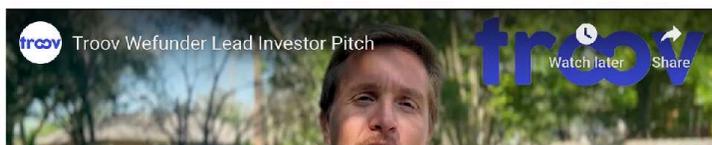**7**   Troov trademark filed and protected under Class 9

Featured Investor

Victor Ratiu in   Follow   Invested $10,000 ⓘ
Syndicate Lead

Troov Wefunder Lead Investor Pitch

"I've known Dustin for many years. He's got that rare one-two punch of someone with a deeply philosophical desire to change the world around him, plus a proven ability to actually get things done and get them done right."

Watch Full Interview

Our Team

Dustin Godevais   Founder & CEO

AI Consultant, Ex Senior Machine Learning Engineer at Attentive Mobile, Ex VP at Goldman Sachs, New York University M.Sc. Data Science

Andrew Watkins   Technical Advisor

Principal Solutions Architect at AWS, Ex VP of Engineering at HowAboutWe, Ex VP at Goldman Sachs, Ex VP of Engineering at BuildOps, Ex CTO at Academia.edu, Stanford University Computer Science

Ashley Godevais   Product Advisor

Harvard MBA, Ex PM @ AWS, Ex Senior Global Strategy Analyst @ PepsiCo

Cameron Mulhern   iOS Advisor

iOS Dev @ Google, Ex Foursquare, Ex Live

Bailey Hinners   Marketing and Videography Contractor

George Washington University B.A. Business and Psych

Levon Arakelyan   Dev Contractor

Over 10 years of experience building iOS Apps, Yerevan State University B.A. Mathematics

Shanze Gillani   UX Contractor

National College of Arts B.A. Visual Communication

Invest in transforming virtual connections into real-life adventures with troov

"Meet someone special doing what you love"

www.troov.app

What is troov?

troov™

A meetup app where users can propose *one-on-one activity ideas* **transforming online connections into real-world experiences centered around shared passions.**
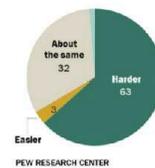

What problem is troov solving?

Our existing social platforms and digital products are NOT effective at building meaningful connections.


If I was a marriage counselor, I would make the couple each use ANY dating app for 3 minutes.

Our Epidemic of Loneliness and Isolation 2023

The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community

Most daters say dating is harder than before COVID-19 pandemic

% of daters saying that, in general, dating during the coronavirus outbreak is ____ than before the coronavirus outbreak

PEW RESEARCH CENTER

Conscious Singles in ATX
Nathalie Buren · Aug 17, 2022 ·

Im curious to know if some people create a dating profile to seek validation and feed the ego with no intent to seek a genuine connection?

I've noticed many guys continuously like to match but make little to no effort to either respond or initiate a conversation.

Am I missing something here?

According to Meetup's own data, people are increasingly "prioritizing connections both **romantic AND friendly.**"

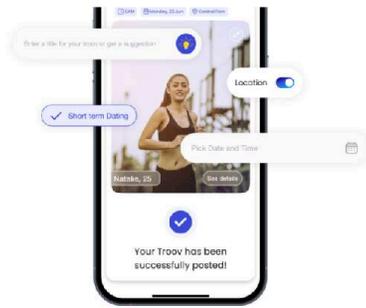% of relationship-focused searches on Meetup
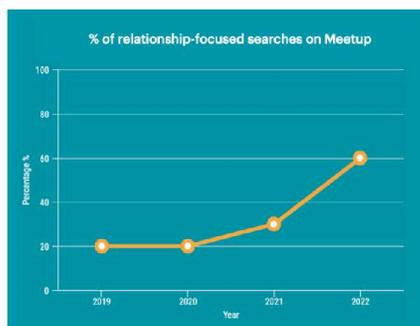
How does troov solve this problem?

Our AI-powered

recommendation system discovers shared passions among like-minded users.

By proposing a **one-on-one activity** with a time and place, our users find common ground before they even meet up.

Troov app beta tester testimonials

Sign up for our beta at

troov.app

Total addressable market (U.S. only)

Premium subscriptions:
- Revenue in U.S. Online Dating market is projected to reach $1.39bn in 2024 [1]

Affiliate marketing for ticketed events/activities:
- Eventbrite net revenue of $326.1 million, up 25% year over year off of $3.5 billion in ticket sales [2]
- Groupon had revenue of $514.9M in the twelve months ending March 31, 2024 [3]

*Anonymized & aggregated location data services:
- Foursquare's estimated annual revenue is currently $147.8M per year [4]

* We are committed to **never selling any data** which could be used to identify an individual user or their personally identifiable attributes
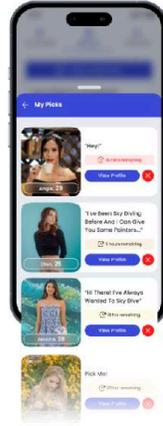
(1) *Statista Online Dating* (2) *Fiscal Year 2023 Financial Results* (3) *WSJ (annual results)* (4) *growjo forecast* (5) *Letter To Shareholders*

Why are we raising money now?

Troov relies on a two-sided social exchange:

1) people *creating* troovs
2) people *joining* troovs

In order to make the launch successful, we are looking for some initial funding to kick start both sides.


- **Raise marketing funds to establish benchmark app metrics which will enable us to attract future VC investment:**

Metric	Target
Cost per install	< $5
Cost of user acquisition (profile registration)	< $20
Registration funnel drop off	< 80%
Daily Active Users / Registered Users	> 20%
D.A.U. / Monthly Active Users or "stickiness"	>15%
D7/D30/D90 Retention	> 40%/30%/25%
Net Promoter Score (NPS)	> +50

- **Scale our technology infrastructure to handle higher loads as the volume of daily active users increases.**

Use of funds projection ($125k budget)

Ongoing Development Work 14.5%
Technology Infrastructure 8.6%
Operations & Legal 19.5%
Marketing 57.4%
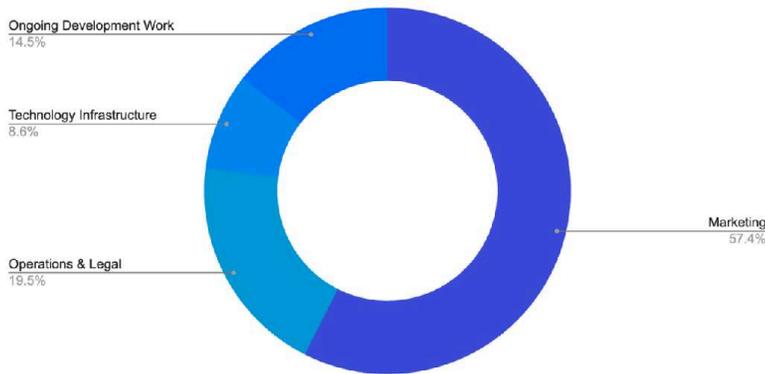
Marketing strategies & channels

Traditional marketing:

- Influencer partnerships (lifestyle and dating)
- Street/guerilla marketing (launch parties, "create a troov for swag," etc)
- Instagram and Facebook ads
- Austin-based, small-business partnerships (already in talks with local businesses to provide discounts and promotional activities for troov users)
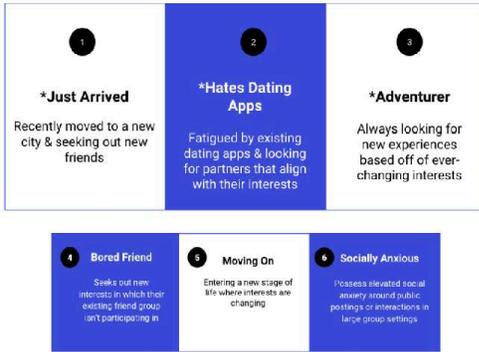
In-app features:

- Weekly troov competition and prize draws (most adventurous troov, etc)
- Troov referral credits (see app screenshot)
- Share troov location with friends feature for safety purposes

← Refer To Your Friends

Win a $25 gift card simply by referring 3 people around you!

Copy the link below and share it with your friends to win the gift card.

2 persons invited, 1 more to go!

Note: The invited person should join Troov first in order to appear here!

https://troov.com/refer/j8uRc...   Copy

MARKETING PERSONAS

The following six personas identify our **key audience groups** that will be used to target our audience segments for paid marketing efforts

*primary personas at launch

① ***Just Arrived**	② ***Hates Dating Apps**	③ ***Adventurer**
Recently moved to a new city & seeking out new friends	Fatigued by existing dating apps & looking for partners that align with their interests	Always looking for new experiences based off of ever-changing interests

④ **Bored Friend**	⑤ **Moving On**	⑥ **Socially Anxious**
Seeks out new interests in which their existing friend group isn't participating in	Entering a new stage of life where interests are changing	Possess elevated social anxiety around public postings or interactions in large group settings

Persona 1: Just Arrived
Potential Messaging

MEET SOMEONE WHO LOVES _____ AS MUCH AS YOU DO

Moving to a new city is scary, meeting fun new people shouldn't be!

Find a

- Cycling partner
- Cooking sous-chef
- French tutor
- Rock climbing enthusiastic
- Concert buddy
- Movie buff
- And many more...

Persona 2: Hates Dating Apps
Potential Messaging

~~*WE MET ON A DATING APP*~~
WE MET DOING SOMETHING WE BOTH LOVE

You never have to tell anyone "we met on a dating app". Instead, we met...

- While paddle boarding
- At Eeyore's birthday party
- At a phish cover band concert
- Howling at the moon at Barton Springs
- At Deep Eddy's
- At Comedy Mothership
- On the south congress bat bridge
- At chicken sh*t bingo
- At the Zilker Park drum circle
- On a taco tour
- And many more...

Monetization strategies (premium subscription features)

Troov Premium - Popup

troov Premium

Subscribe to Troov Premium now to get access to these amazing features!

- ✓ 1 Troov creator boosts per month
- ✓ 5 Request message boosts per month
- ✓ Unlimited Request Extensions
- ✓ Enhanced Personalization Filters
- ✓ Unlimited Location Changes

Get Premium

Please upgrade your account to access premium filters

Search

← Search filters

Distance — 26 km

Availability — None

Cost ⓘ — $ $ $ $
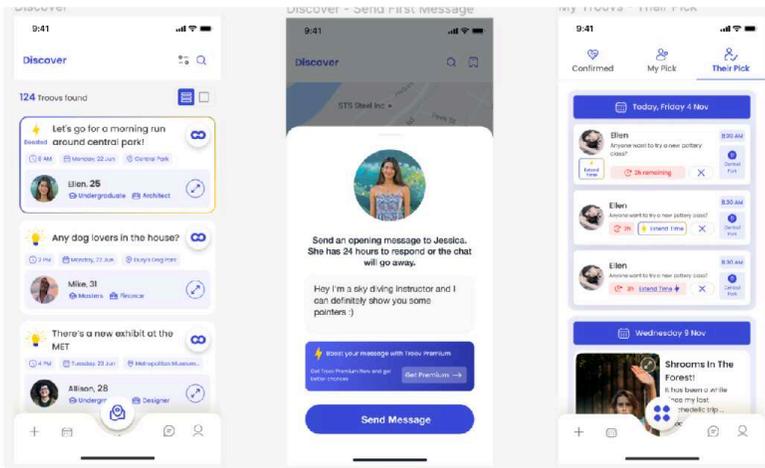
Troov Premium
Get Troov Premium Now and get access to more filters
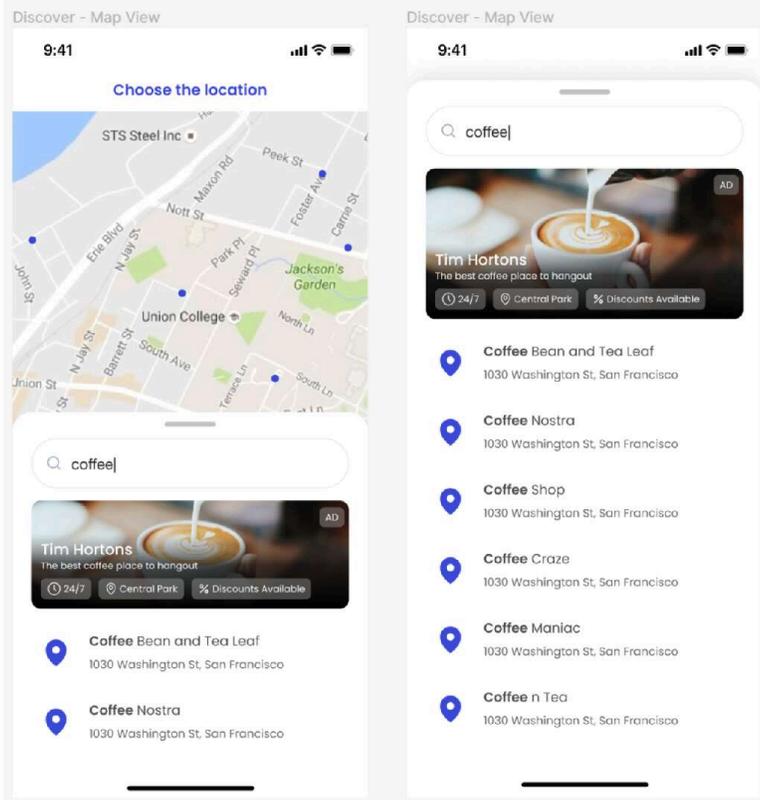Get Premium →

Premium Filters

🔒

Upgrade your account to access

Apply Filters   **Clear All**

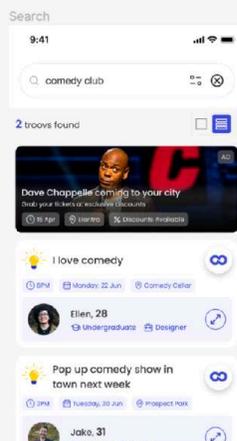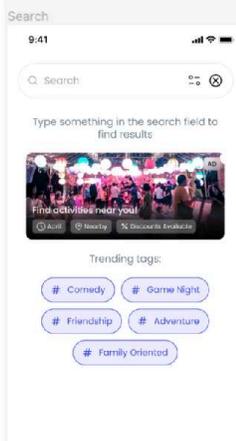| **Boosted Troov**	**Boosted Message**	**Extend Troov**

Monetization strategies (affiliate marketing)

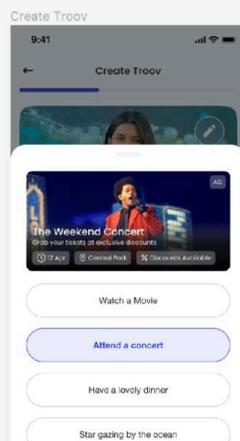## Search on map

Search Troovs

Troov Activity

Troov community trust & safety

- We are leveraging ChatGPT as a content policy moderator so **users can receive feedback in real time** that their proposed troov meets our [community guidelines](#).

- We detect any content that is illegal, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, etc.

- Following user insights, *particularly from our female testers*, we've enhanced privacy by introducing a feature that **conceals a Troov's exact location**.

- Badges indicating if users are verified.
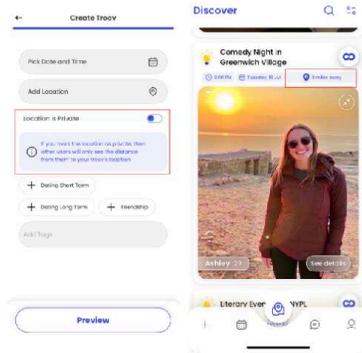
Interview with our lead investor


What is a lead investor?

- Decides if they want to invest on the same terms as those offered on Wefunder.

- Advises Wefunder on signing of documents on behalf of all investors on Wefunder, such as SAFEs converting to equity, follow-on financing authorizations, acquisitions, or any other corporate action. These are the same documents a Lead signs for their personal investment.

- The Lead Investor directs the voting power of all Wefunder investors and can take other actions on behalf of investors.

- They are not a family member or other obvious conflict of interest.

SAFE round valuation scenarios

Wefunder scenario	New investment	Pre-money valuation	New Investor Ownership	Wefunder Ownership	Wefunder ROI (post priced round)	~ Wefunder ROI ($65 million exit)	~ Wefunder ROI ($250 million exit)
$265,000	$1,000,000	$7,500,000	11.77%	8.46%	2.71x	20.74x	79.77x
$265,000	$1,500,000	$10,000,000	13.04%	8.33%	3.61x	20.38x	78.37x
$265,000	$2,000,000	$10,000,000	16.67%	7.99%	3.57x	19.34x	74.4x
$265,000	$2,500,000	$15,000,000	14.29%	8.22%	5.39x	20.02x	77.01x

Source: [Carta SAFE and Convertible Note Calculator](#) based on current cap table structure with **$2.5 million valuation cap** and **30% discount**

SAFE Round Size vs. Median Valuation Cap
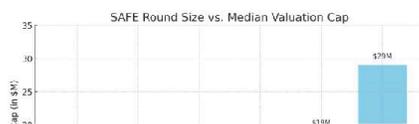
rate.

~ Note these exit valuation scenarios do NOT account for additional dilutive raises
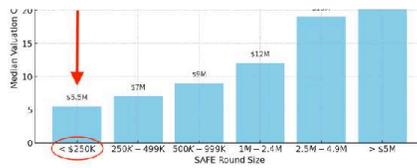
Note: future projections are not guaranteed.

Potential Exit Strategies: Acquisition

A larger dating app like Bumble or Match Group could be interested in acquiring Troov. Here are some of the companies they've already recently purchased:

Bumble:
- Official (Newel Corp): The acquisition cost was approximately $10 million in cash. This acquisition occurred on April 26, 2023 (368,000 couples and is available in 45 countries.)
- Fruitz: Purchase price approximately $75.4 million, $72.275 million cash consideration and a fair value of contingent earn-out liability of $3.1 million. This acquisition took place on January 27, 2022 (downloaded 5.6 million times globally)
- Bumble's 2023 Average revenue per paying user (ARPPU) is ~$23.03 on 3.7 million paying users per quarter.
- "The company said during its first-quarter earnings call on Wednesday that it plans to use M&A "opportunistically" to help it better prioritize inorganic growth." (source)

Match Group:
- Oct 27, 2022 - The Fresh New Group (Provider of an online dating platform based on similar interests - Acqui-Hired)
- Jul 13, 2022 - The League. Net of cash received, was "$29.9 million, of which $25.7 million was paid in cash on the acquisition date and $4.2 million was deferred cash consideration that remains payable (2.6 million matches in 2023)
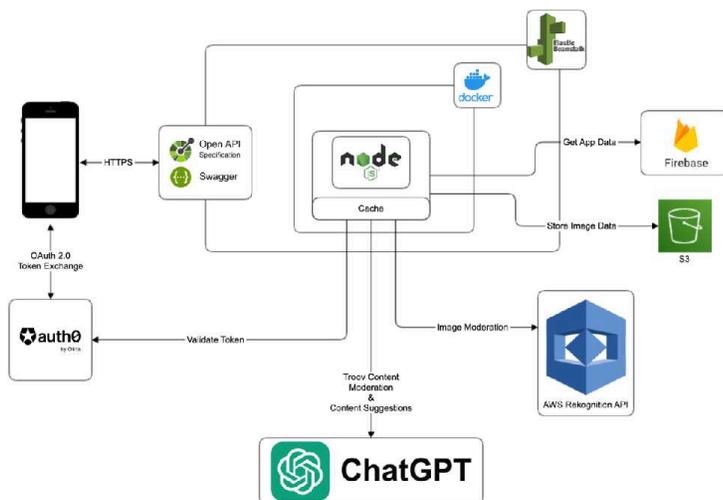
Bending Spoons:
- In January it agreed to buy the digital assets of Mosaic Group, a mobile software subsidiary of IAC (IAC.O), opens new tab, and Meetup, a social network with 60 million members used to organise in-person and virtual events and gatherings.

MyPostcard:
- Acquires PenPal in 2023

Note: future projections are not guaranteed.

Technology Platform Architecture

Our trademark is filed...

RE: U.S. Trademark Application for "TROOV"
        Application No.:
        Our Ref.:

Dear Dustin,

Thanks for e-signing the "TROOV" U.S. intent-to-use trademark application. We are pleased to report that we filed the application with the USPTO today, and it has been accorded Application Serial No.[redacted] As you know, the application covers the following goods:

Class 9 – "Downloadable mobile computer software application that enables users to post and join recreational, social and business networking activities."

- Our lawyers at Brown Rudnick confirm that the French company which owns www.troov.com has not filed in the United States and thus our claim to the trademark would take precedence.
- The "Troov Energy Drink" (www.drinktroov.com) is not similar enough in category to pose a risk from a trademark infringement perspective.

troov™

"Meet someone special
doing what you love"

Contact Info: support@troov.app
Website: www.troov.app