

INVEST IN WRTHY

The Dating Trust & Safety Platform

Ratings

Hashtags

Reviews

Threads

Connections

What women think about Cody

#ConfidentlyCool

#A+Listener

#WineAndDiner

#LovesHisMom

#GreatWithKids

#EternalOptimist

#TopChef

beworthy.com Atlanta, GA   

Highlights

- 1 Online dating is a \$10B global market with 336M users that is expected to nearly double by 2033.
- 2 63% of dating app users report feeling emotionally burnt out by the experience.
- 3 79% of heterosexual women say that have experienced some form of sexual violence on the apps.
- 4 79% of Gen Z say they are "disillusioned" with dating apps and believe they promote superficiality.
- 5 Wrthy is 'app agnostic'. We are the trust and intelligence layer that sits across all dating apps.

Featured Investor



Michael Kaplan 

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Invested \$10,000 



Syndicate Lead

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Invested \$10,000

Google Executive, Change agent, Investor, Board Member, Advisor

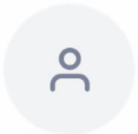
"Society is facing a loneliness epidemic and Wrthy has a smart approach and excellent leadership team to address this challenge. The market is huge, the consumer facing needs are real, and the societal benefit for getting Wrthy's vision to consumers right is priceless. I am excited to be an investor because the team led by Arlo and Rachel truly understand how to leverage data and tech to serve bringing humanity back to dating. This is just the beginning!"

Our Team



Arlo Laitin CEO

Former revenue leader at Cardlytics (NASDAQ: CDLX), where I helped scale from pre-revenue to \$100M+ and IPO. 20+ years building startups, raising capital, and driving growth across fintech, adtech, and SaaS



Rachel Sonenshine President & Chief Customer Officer

Adtech and fintech sales leader, most notably from Google and Cardlytics, where I scaled the pharma, retail and travel businesses from \$0 to millions. Part of the team that took CDLX public in 2018.

Why Invest?



Online Dating Apps Are The #1 Way Single People Meet

50% of singles meet through dating apps
vs
15% that meet through friends

(Global Dating Insights, 2024)



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A \$10B market that is expected to nearly double by 2033

Global Online Dating Market
Revenue, 2023-2033 (USD Billion)



The market will grow at the CAGR of:

6.8%

The forecasted market size for 2033 in USD:

\$18.1B

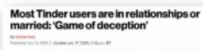
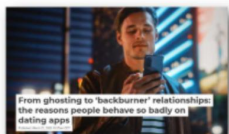
market.us

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The Problem



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Our Mission

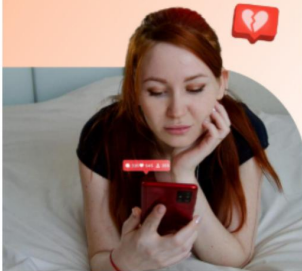
We believe online dating can be powerful—but toxic swipe culture has turned it into a lonely, algorithm-driven

loop, stripped of real connection. Wrthy changes that. We're crowdsourcing love with authentic intelligence, and rebuilding dating around people, not profiles—bringing humanity back to how we meet, connect, and fall in love.

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Her Problem



No Social Accountability

Because every interaction is with a complete stranger, there's no accountability for bad behavior. Users view others as a profile, not a person.



Safety Concerns

More than 70% of women say they have experienced some form of sexual violence on the dating apps, including sexual harassment, online stalking, and physical violence.



Emotional Toll

80% of women have experienced emotional burnout or fatigue. Fewer than half of women surveyed rate their experiences as positive.

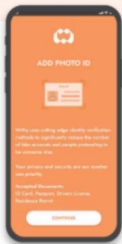
(Sources: Pew Research Center 2022, Singles Report, Q2 modern love study, 2023)

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Phase 1 (Live Beta)

Our crowdsourced platform enables women to navigate the dating world with confidence



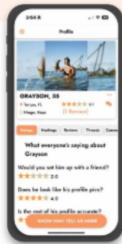
Verify

ID authentication and facial biometric matching to ensure safety, security & privacy



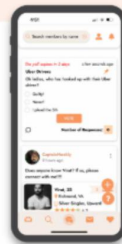
Search

Searchable profiles with advanced filters, with the ability to browse and find men near you



Review

Leave anonymous feedback through our structured review & recommendation system



Connect

Connect directly with members who know your matches, so you can get the real deal

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Difficult to Stand Out

64% of men are unhappy with the lack of messages they receive and the lack of real connections on the apps



No Feedback

Men have little to no understanding of how women view their profile, or think about their communication skills or dating style



Limited chance of success

Men outnumber women by nearly 3 to 1 on dating apps. Men are also nearly 3x as likely to swipe on a profile than women, further exacerbating the imbalance

(Sources: Pew Research Center 2022, UNT 2020)

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His Problem

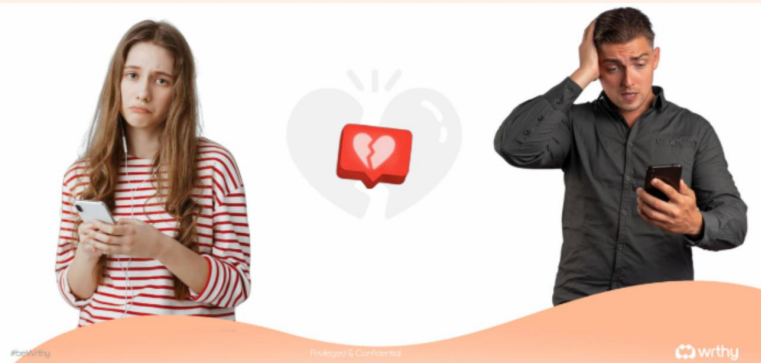


Phase 2

Men can access their feedback and invite women in their life to leave recommendations



Then we solve THEIR Problem



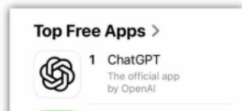
Phase 3

The future of online dating



Market Validation

In the past 6 weeks, two "Teo" apps have rocketed to the top of the App store list, with an estimated 8m+ downloads to date. They have validated the market but have critical issues



► **One-sided:** Women-only gossip about men, no structured input

► **Unverified:** No robust identity verification — reports of fake profiles & hacks



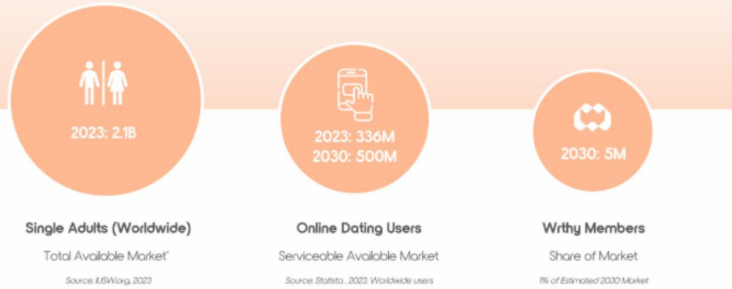
- ▶ **Chaotic UX:** Poor design, lots of bugs, hard to navigate at scale
- ▶ **Safety risk:** Data breaches and lawsuits reported
- ▶ **Focus:** "Spilling tea" (negative, gossip-driven)

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Market Size



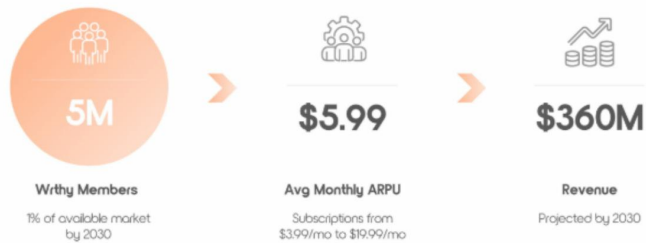
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Our Business Model

| A membership-only community with monthly and annual subscription plans



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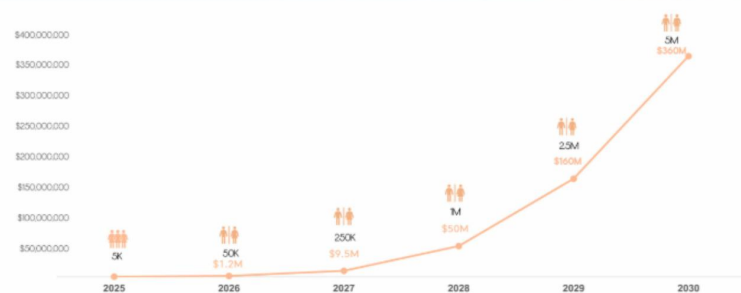
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Future-looking projections cannot be guaranteed.

Revenue & Member Growth

Projected Annual Revenue & Members



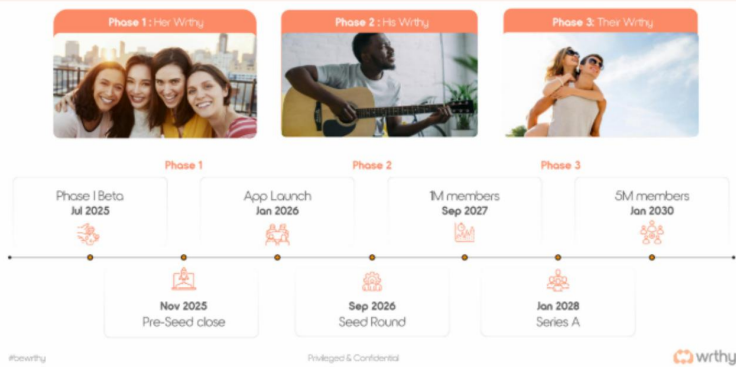
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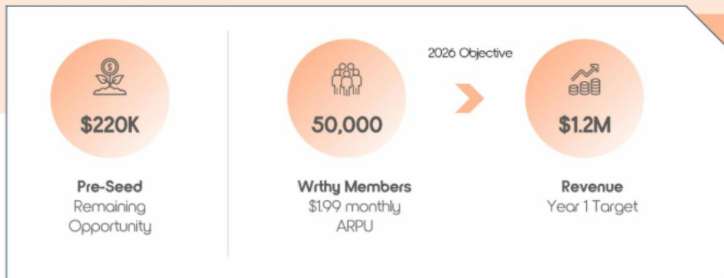
Future-looking projections cannot be guaranteed.

Key Milestones



Pre-Seed Opportunity

We are raising a \$500K pre-seed round to accelerate product development, complete phases I & II, and fully launch app in Jan 2026



Note: We are only raising \$124k of the \$500k pre-seed round on Wefunder.

Team

Combined 50 years of experience in financial technology, data intelligence, digital marketing, and executive leadership

Rachel Sonenshine
President & CEO
President & Founder @ Straight Up Sales
SVP of Merchant Sales @ Banyan
SVP of Retail & Travel @ Cardlytics
Industry Lead & Sales @ Google

Arlo Laitin
COO
COO @ Shop Smart
COO @ Banyan
EVP Partnerships @ Cardlytics
VP Operations @ Centro

Advisors

Karen Cahn
Founder & CEO @ FundWomen
Former VP @ Google

Lynne Laube
Partner @ Valor Ventures
Co-Founder and former CEO @ Cardlytics

Kerry Leigh Miller
Co-Founder & Partner @ Overton Venture Capital
Former VP @ Goldman Sachs

Will Schobeiri
CTO @ Ogurj
Former CTO @ Banyan
Former CTO @ MediaMath

Warren Hearnes PhD
Founder @ OptiML AI
Former VP AI/ML, Data Science, @ Best Buy



Crowdsourcing Love

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