

SOCILOVE PITCH DECK

Present by Sezgin Serin



INTRODUCTION

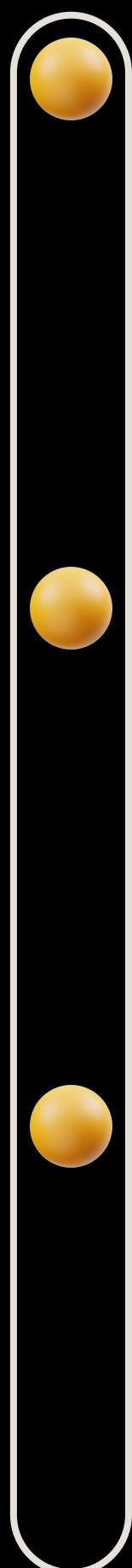
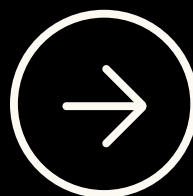
In today's fast-paced digital world, finding meaningful connections can often feel like searching for a needle in a haystack. SociLove was created to change that. Our mission is to redefine how people connect, ensuring that relationships are built on authenticity, compatibility, and trust.

SociLove is not just another dating app—it's a social matchmaking platform designed to foster genuine, lasting relationships. By leveraging cutting-edge technologies like AI-driven algorithms, robust user verification systems, and personalized user experiences, we address the common pitfalls of traditional dating platforms. Whether it's ensuring users' safety, reducing superficial interactions, or offering tailored matches, SociLove is here to make every connection count.





PROBLEM STATEMENT



Inefficient Matchmaking

Existing dating platforms often fail to provide personalized and effective matchmaking, resulting in irrelevant or incompatible matches. Users spend excessive time and energy filtering through unsuitable profiles, diminishing their overall experience and satisfaction.

Abundance of Fake Profiles

Many dating apps are flooded with fake profiles, making it difficult for users to find genuine matches. This lack of authenticity frustrates users and diminishes trust in the platform.

Lack of Communication Focus

While most dating apps emphasize matchmaking, they fail to provide tools for ongoing communication. This creates a gap in building and sustaining meaningful relationships through effective interaction.

OUR INNOVATIVE SOLUTIONS



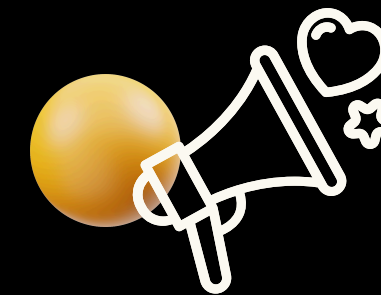
Efficient AI-Driven Matchmaking

SociLove uses advanced AI algorithms to analyze user preferences, behavior, and compatibility factors. This ensures highly accurate and personalized matches, reducing wasted time and enhancing the likelihood of meaningful connections.



Connections with Verified Profiles

To combat fake profiles, SociLove implements robust user verification processes, including ID verification and AI-based fraud detection. This creates a safe and trustworthy environment where users can confidently interact with real people.



Integrated Communication Features

SociLove bridges the gap between dating and communication by offering built-in tools such as instant messaging, voice and video calls, and group chats. This makes it easy for users to stay connected and develop relationships beyond the initial match.

DISCOVER OUR SERVICES

PERSONALIZED MATCHMAKING



Leverage our AI-driven technology to find matches tailored to your unique preferences and interests.

SEAMLESS COMMUNICATION



Stay connected with integrated messaging, voice/video calls. SociLove provides the tools you need for effortless communication.

AUTHENTIC COMMUNITY



Interact with verified users only. Our commitment to authenticity helps you build trust and meaningful relationships.

AD-FREE EXPERIENCE

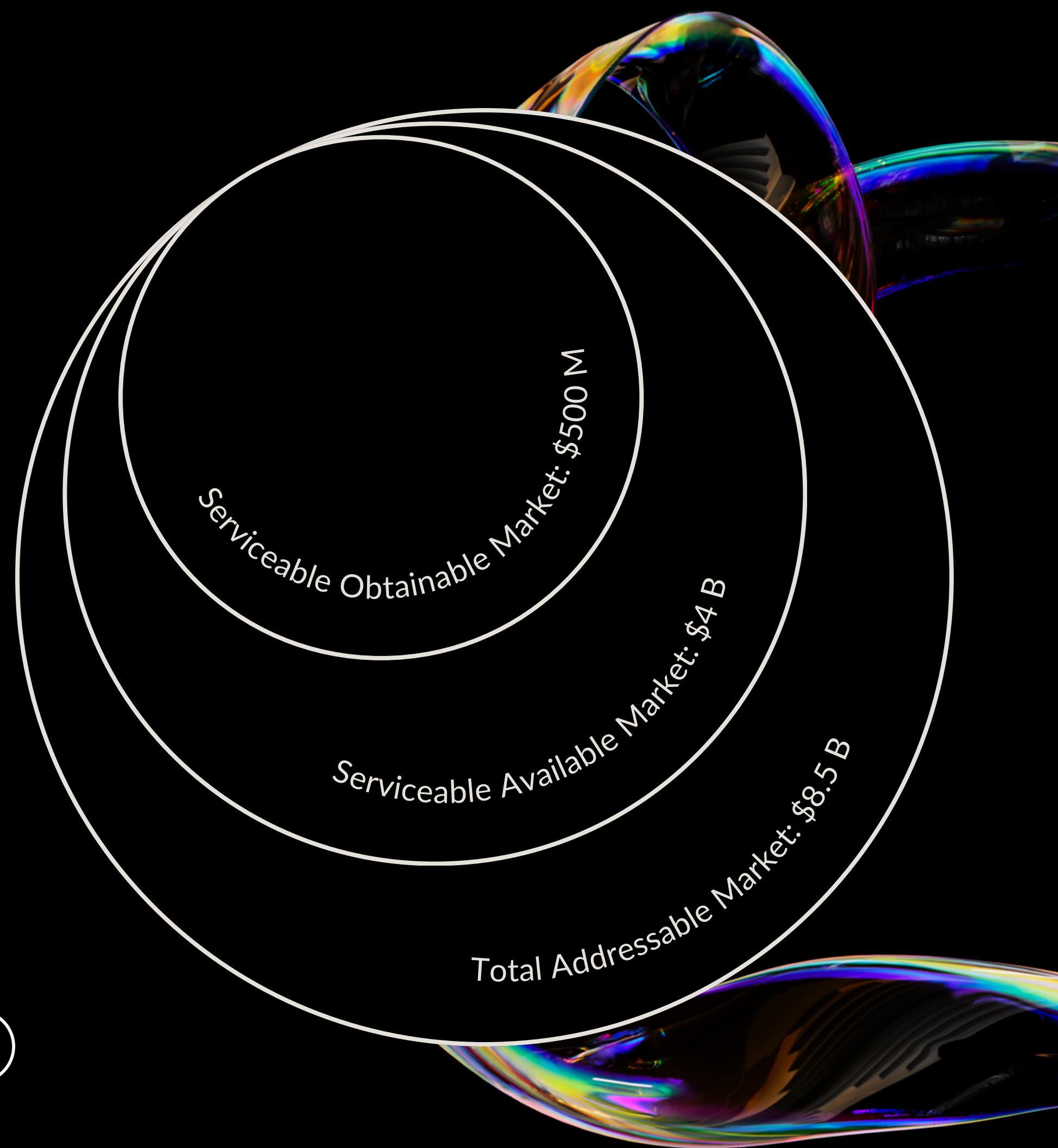


Enjoy a premium-like platform without constant interruptions. SociLove focuses on delivering a smooth user journey for everyone.

SIZE OF MARKET

The global online dating market is projected to reach approximately USD 8.5 billion in 2024, with an expected compound annual growth rate (CAGR) of 6.3% from 2024 to 2030, potentially reaching nearly USD 12.95 billion by 2030.

This growth is driven by increasing smartphone usage, changing social dynamics, and the growing demand for digital matchmaking platforms. With an evolving landscape of diverse user preferences and the rise of niche platforms, the market presents a significant opportunity for innovative solutions like SociLove to capture a substantial share by focusing on authenticity, efficient matchmaking, and seamless communication.



TINDER



- Tinder's primary feature allows users to swipe left or right on profiles.
- As one of the most popular dating apps globally, Tinder boasts millions of active users.
- Tinder offers both a free version and premium subscription options.
- Tinder uses location-based matching, allowing users to find matches within a certain radius, ideal for meeting people nearby or while traveling.

BUMBLE



- Bumble differentiates itself by empowering women to initiate conversations.
- Bumble encourages users to act quickly, with a 24-hour time limit for initiating a conversation once a match is made.
- Bumble prioritizes user safety by offering features like photo verification and a "block and report" option for unwanted interactions.
- Bumble allows users to personalize their profiles with a variety of features, including prompts, interests, and badges.



KEY COMPETITIVE ADVANTAGES

AI-Powered Matchmaking

SociLove uses advanced AI algorithms to create highly personalized matches based on compatibility, interests, and behavior, ensuring more meaningful connections.

Verified Profiles and Authenticity

By implementing robust verification systems, SociLove guarantees that users are interacting with real people, fostering a safer and more trustworthy environment.



Seamless Communication Tools

SociLove integrates communication features like instant messaging, voice and video calls, allowing users to connect and maintain relationships without leaving the platform.

Ad-Free, Premium-Free Experience

Unlike many competitors, SociLove offers a clean, uninterrupted user experience without constant premium upgrade prompts, focusing on delivering value.

REVENUE MODEL

SociLove Boost

SociLove Heart

SociLove Premium

Pricing

TRY 250 / 10 Boosts

TRY 90 / 10 Hearts

TRY 205 / Month

Features

- In-app product
- Profile boost
- Extended profile visibility

- In-app product
- Express your affection
- Heart badge

- Subscription
- Advanced features
- Full customization

Usage

- Active for 30 minutes, increasing profile visibility and likelihood of matching

- Limited to a total count of hearts. Sending it decreases the Heart count by 1

- Lasts for 1 month and automatically renews at the end of each month

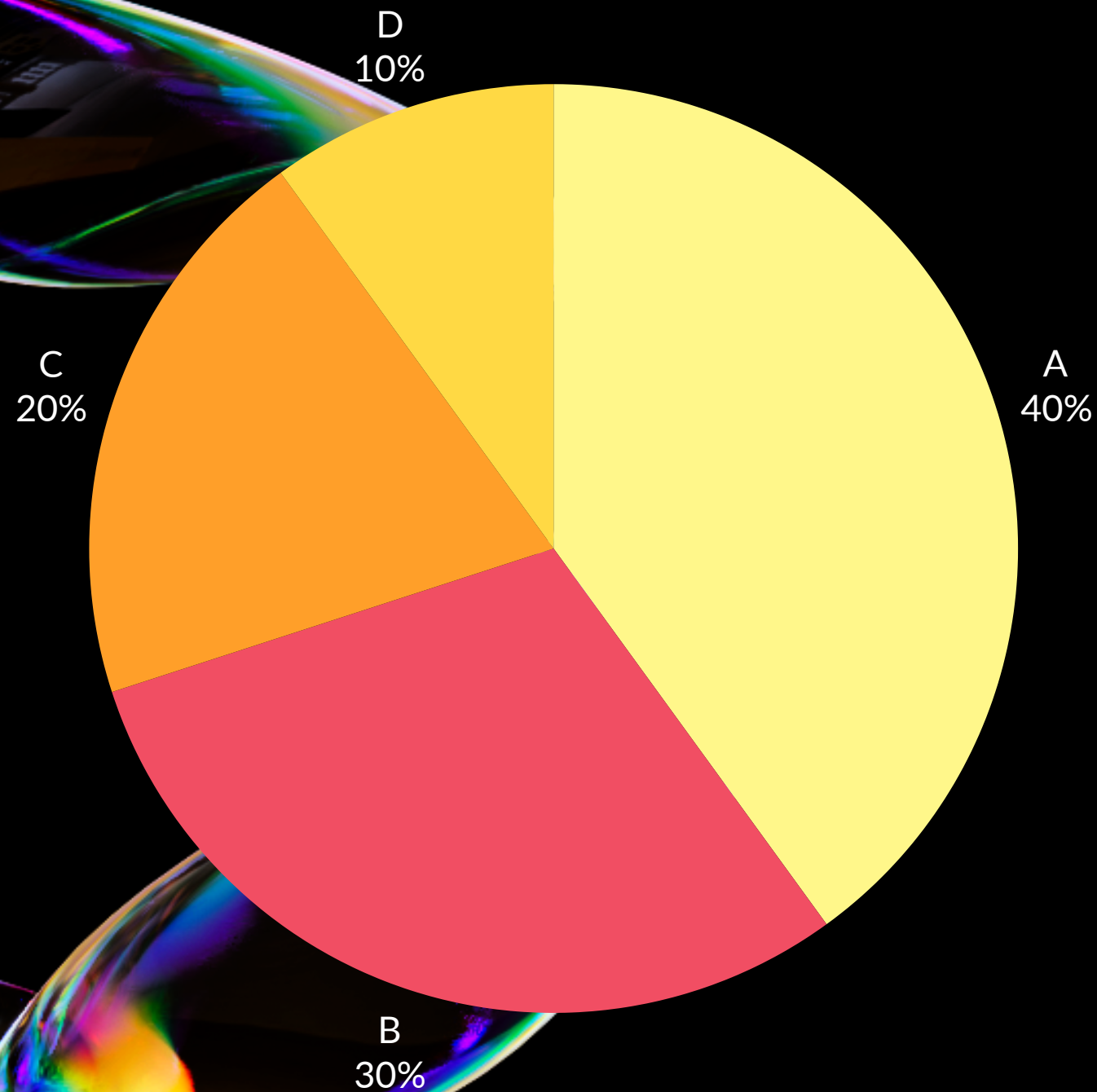
Additional Services

No additional services included

No additional services included

Premium support included

USE OF FUNDS



- Running digital advertising campaigns, expanding into new markets, and building partnerships to increase brand awareness.
- Enhancing AI matchmaking algorithms, improving user experience, and adding new features like conference voice/video calls and group chats.
- Covering staff salaries, office infrastructure, and server costs to support growth and ensure smooth operations.
- Investing in R&D to innovate and integrate the latest technologies and conducting market research to refine the app's features.

A. 40% Marketing and User Acquisition

B. 30% Product Development

C. 20% Operational Costs

D. 10% Research and Development

THANK YOU

for your time and attention

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