

LOGO

## Dating Mobile App

# BUSINESS PLAN

A Mobile app business plan


### Prepared By

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# Executive Summary

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## About us



TIP

Lynder is an online nightlife social network for mobile which serves as an instant online dating platform, as well as a social game between users.

Lynder's unique UI design and features such as background music, virtual alcohol, and clothing, simulate an authentic nightlife environment, allowing users to experience the enjoyment and socializing of a real bar.

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## The Product



TIP

By using a Facebook profile picture, users can walk inside the platform through an avatar with their picture and start chat conversations with other users, buy drinks, listen to their favorite music, invite friends, and more.

Interaction between users is made live. Each avatar shown in the platform is an online user and a potential partner for a conversation and dating. Lynder has numerous features that make the interaction more effective and fun.

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## The Market



TIP

The U.S. online dating market is valued at \$2bn with an annual growth rate of 5% and is considered to keep growing as internet and mobile usage rise. The Israeli online dating market is valued at NIS 43M,

According to the U.S. Census, there are approximately 54.2M single people in the U.S

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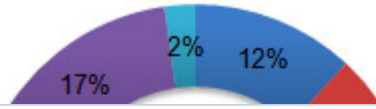
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## Business Opportunity



**TIP**

For a period of 12 months, that will include app development and market penetration of Lynder into the **Israeli market as a pilot**, Lynder will require total funding of USD 300,000 which will be allocated as follows:



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## Our Vision

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Lynder's vision is to bring the nightlife environment into the virtual world by providing the same qualities that people gain from real bars into its platform while focusing on dating.

## Our Mission



**TIP**

- Simulating an authentic nightlife environment.
- Allowing people to interact live with each other.
- Providing an alternative for a real nightlife environment.
- To be a leading worldwide platform for online dating.
- Continually explore new ideas in order to make online dating realistic experiences.

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# Team

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## Key Members



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### JOHN DOE

CEO - [john.doe@gmail.com](mailto:john.doe@gmail.com)

John Doe has experience in project management and extensive knowledge and background in the nightlife environment.



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### JANE DOE

Quality Engineer [janedoe@lynder.com](mailto:janedoe@lynder.com)

Jane Doe is an experienced QA with vast experience in Web, mobile, client and server tests, JIRA, Linux, Cloud, SQL, project management and more. Yonatan worked at companies such as Matrix, Bank HaPoalim, and Vox Populi.



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### MIHIR MONK

Graphic Designer [mihirmonk@lynder.com](mailto:mihirmonk@lynder.com)

Mihir studied Interactive communications engineering in Mihlelet Sapir with honor. Ran has extensive experience in the field of animation, design, Javascript, HTML, CSS3, 3D and more.

Mihir worked in several companies such as Zap, Space Cowboys Studios, Oran Interactive and Tohen Media as a web and interactive designer.

# The Product

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## Solution



Lynder is an online nightlife social network for mobile which serves as an instant online dating platform, as well as a social game between users. The platform's unique UI design, background music, clothing, alcohol, etc., simulate an authentic nightlife environment.

After logging in through a Facebook account, Lynder uses the user's Facebook profile picture for the user's avatar. Additional information such as age, sex, and interests are available after clicking the user's avatar.

Users can define types of events they want to participate in, see how many users are online, and even join together with friends to the same event. Special events such as Hip-Hop parties, the '90s, and gay parties in special rooms will be opened to attract a similar audience to increase chances for successful connections.

Lynder has numerous features that make the interaction more effective and fun by creating an atmosphere as similar as possible to a real nightlife experience. The entire interaction is made life, making Lynder the first instant online dating platform which increases interaction's efficiency.

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## Features





**CHAT WITH OTHER USERS**



**Invite For Drink**



**Invite friends from Facebook**



**PICK WHAT CLOTHES TO WEAR**



**LISTEN TO YOUR FAVORATE MUSIC**



**HOST A PARTY WITH FRIENDS**

## Lynder App KPI

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Lynder was launched as a pilot for both Android and iOS in the Funjoya event in May 2015, Eilat. The event included thousands of people, most of them are single. During the pilot, which lasted 1 day, Lynder gained 2000 unique downloads and was rated 4.86/5 by a total of 29 users.

Lynder did not advertise itself prior to the event. The only marketing made were during the event itself where several salespersons pro

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## Market Analysis

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**TIP**

Online dating is an introductory system whereby individuals can find and contact each other over the Internet to arrange a date, usually with the objective of developing a personal, romantic, or sexual relationship.

Online dating services usually provide unmoderated matchmaking over the Internet, through the use of personal computers or cell phones. Mobile apps allow members to upload photos or videos of themselves and

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## The U.S.



**TIP**

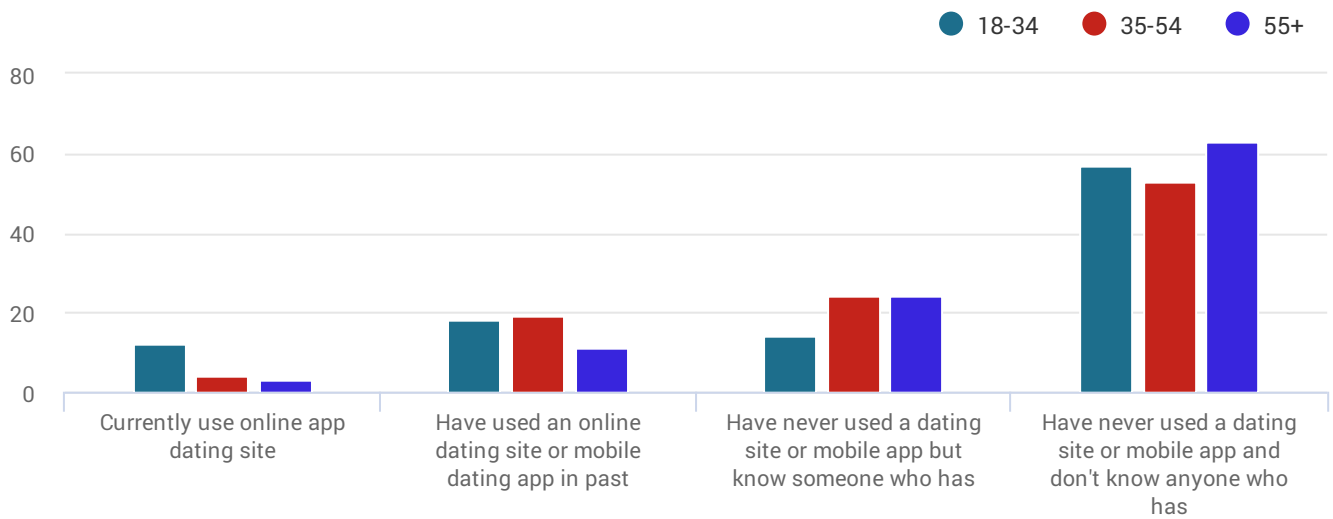
The U.S. online dating market is valued at \$2bn with an annual growth rate of 5% and is considered to keep growing as internet and mobile usage rise, according to a Dating Services Market Research report done by ibisworld.com.

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## Dating site usage vs Human age



Usage	18-34	35-54	55+
Currently use online app dating site	12	4	3
Have used an online dating site or mobile dating app in past	18	19	11
Have never used a dating site or mobile app but know someone who has	14	24	24
Have never used a dating site or mobile app and don't know anyone who has	57	53	63



**TIP**

There are approximately 2,500 dating sites in the U.S. Only a small handful of them (fewer than 25) are considered “major” with more than one million current, active, and unique members. The top 5 online dating websites in the U.S. based on unique monthly visitors’ number are:

**Site**

**Estimated Unique Monthly Visitors**

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Israel



**TIP**

According to the Israeli Central Bureau of Statistics report, 65% of males and 46% of females aged 25-29 are singles, making the total number of singles aged 25-29 at approximately 320,000. The report also states that there are 2.4M people between ages 15-34, of which 841K are singles.

Listed below are the cities with the biggest percentage of singles:

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# Competitors Analysis



As stated above, there are thousands of different websites and mobile applications that offer online dating services. Some target the mass market while others specialize in niche markets such as the gay community (Grinder), married people (Ashley Madison), university and college graduates (Alpha), etc.

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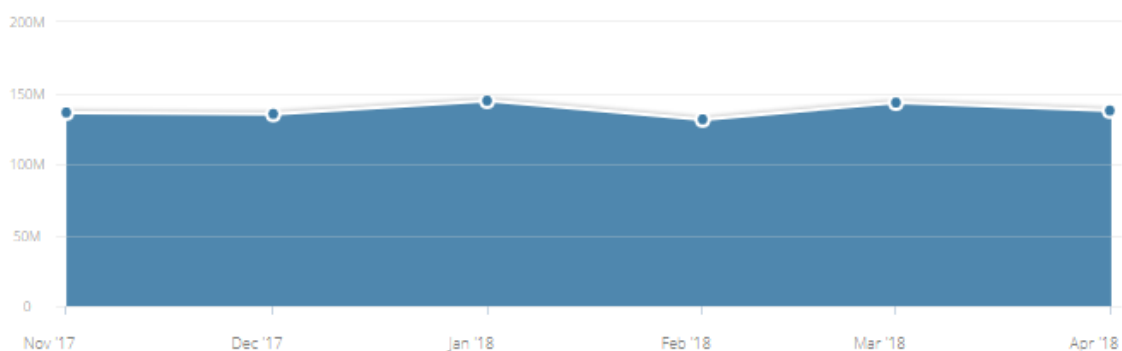
## Badoo

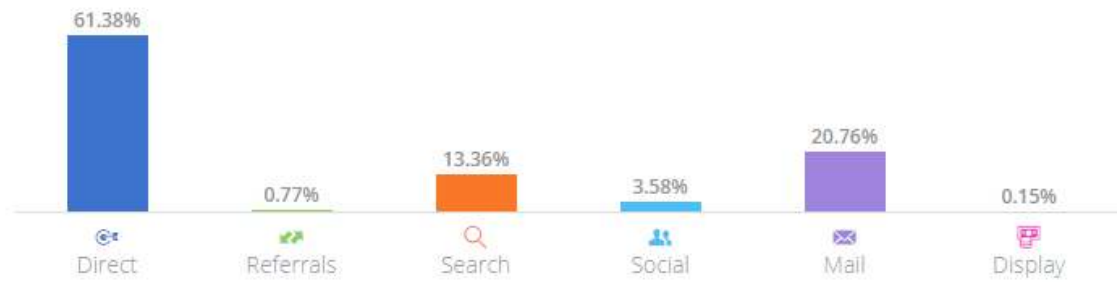


Badoo, founded in 2006, is an online dating social networking service. The site operates in 180 countries and is most popular in Latin America, Spain, Italy, and France. Badoo ranks as the 281st most popular website in the world, according to Alexa Internet as of April 2014. The site operates on a freemium model, where the basic service is free for everyone but users have an option to pay for premium features.

Badoo has several premium services. For example, the "Encounters" game allows users to click "yes" or "no" on other users' photos and if there is a match the two users are notified. The site allows users, in return for a fee, to use the "Rise Up" feature which gives their profile more visibility on the site for a limited time.

Badoo.com had an average of 140M visitors between 2017-18





The high percentage of direct visitations indicates that Badoo is widely common among online dating consumers.

## Tinder



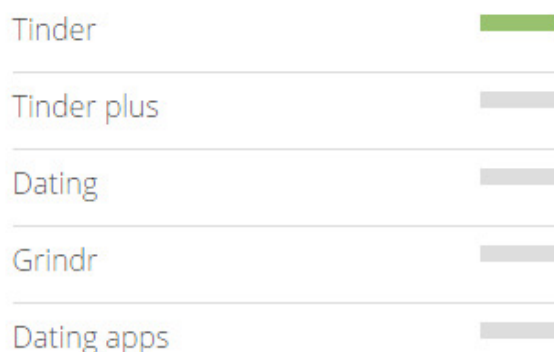
Tinder is a location-based social discovery application that facilitates communication between mutually interested users, allowing users to chat with their matches. By using Facebook, Tinder is able to build a user profile with photos that have already been uploaded. Basic information is gathered and the users' social graph is analyzed.

Tinder is used widely throughout the world and is available in over 30 languages. As of late 2014, an estimated 50 million people use the app every month with an average of 12 million matches per day.

Tinder works on a freemium model. It has a paid-for subscription service called "Tinder Plus" which offers several services such as an "undo" button and a "Passport option" for searching outside your current geographic region for a fee while maintaining the app's free service for those uninterested in a premium account. Tinder is currently testing advertising on the app as another source of income.

### Top In-store keywords

How users found this app within Google Play



According to the table above, more than 95% of Tinder users found the app after typing "Tinder" in the search, which shows its widely known and strong brand among online dating platforms consumers.

## Shaker



Shaker, founded in 2009, is a Facebook application that creates online venues where users can host events of different kinds for any size of the audience and interact with other Facebook users. By using information from Facebook, Shaker lets the user walk around in different venues and environments, choosing from all kinds of events. The user can chat with friends and friends of friends, get introduced to other people, listen to music, and more. Shaker won first place at the well-respected TechCrunch Disrupt competition in 2011.

Shaker offers users who wish to host events 3 plans – Trial, Business & Premium. The Trial plan allows users to host events with up to 100 participants, while the Business plan offers the same along with additional features and costs \$100 a month. The Premium plan allows users to host events with up to 30,000 participants with various ranges of prices according to the event's specifications.

Since its launch, Shaker did not make any major headlines. Its Facebook page has 5.3K likes and has a rating of 3.2 out of 5. According to Facebook, the app has approximately 600 monthly users. According to statistics gathered from Similarweb.com, the site has significantly low traffic, as shown in the table below:



According to experts in the industry, one of the reasons for Shaker's failure was focusing on Facebook while neglecting the mobile platform which is considered more appealing for singles aged 15-34.



## Competitive Edge

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Most online dating services offer a platform for chatting and matching potential users with one another, based on profile information. They ignore the experience of going out to a bar or coffee house and interact in a nightlife environment which includes alcohol, music, social gathering, dress codes, and more.

Lyder' platform is not only an online dating platform but a social c

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# Revenue Model

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In order to generate awareness to Lynder among the target group and encourage usage, the revenue model will be based on both Freemium and Sponsorship models.

## Freemium



**TIP**

Lynder can be downloaded for free from both the App Store and Google Play. There will be certain features that the user has to pay in order to unlock such as buying a premium drink, put fancy clothes, invite a VIP room, host a big event, etc.

The premise of this model is to attract people to Lynder and give them the possibilities of what Lynder can do without giving them all the options.

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## Sponsorship



**TIP**

There are many types of potential sponsors for Lynder – alcohol brands, fashion brands, clubs, cigarettes, and more. As Lynder traffic grows, these sectors will have an opportunity to advertise on a dedicated online platform that has a huge crowd of users with the common ground (e.g. singles, nightlife people, geographically related).

As of today, Lynder had several approaches for cooperation from companies.


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# Marketing Plan

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## PR Campaign



**TIP**




As the platform targets potentially millions of clients, the best way to generate public awareness is by creating significant press coverage. Instead of engaging potential customers, the PR campaign creates interest among the audience and


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## Social Media



**TIP**




As part of the digital media strategy, Lynder will look to reach potential consumers also through social networks such as Facebook and Twitter. Using Facebook's targeting options would allow limiting the ads to only people who have shown interest in online da


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## In-App Promotion




**TIP**



Users will have the option to invite other friends from Facebook to install the app and join the platform. This strategy has proven itself very effective in many other mobile apps such as Candy Crush, Zynga, etc.

To encourage users to invite friends, Lynder

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# Financial Plan

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**TIP**

The following financial plan represents the future prediction of Lynder's operations. The assumptions and projections are supported by the figures and strategies described in the business plan.

All figures are in USD unless stated otherwise.

For a period of 12 months, which will include app development and

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## Operating and Fixed Expenses

Click to [Add Expense](#)

This is just a placeholder to add expenses data.

## Personnel Expenses (Work force)

Click to [Add Personnel](#)

This is just a placeholder to add personnel data.

## Sales Revenue and Gross profit

Click to [Add Revenue](#)

This is just a placeholder to add finance revenue stream.

## Balance Sheet

Click to [Add Revenue](#)

This is just a placeholder to add finance revenue stream.