

LOGO

Dating Mobile App

BUSINESS PLAN

A mobile app business plan

Prepared By



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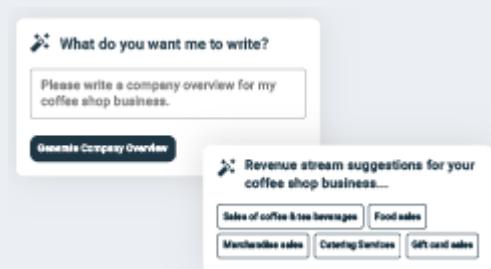
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1.

Executive Summary

About us

The Product

The Market

Business Opportunity

About us

Lynder app

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.


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The Product

Lynder app

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.

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The Market

Lynder app

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,


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Business Opportunity

Lynder app

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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2.

Our Vision

Our Mission

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

Lynder app

- Simulating an authentic nightlife environment.
- Allowing people to interact live with each other.
- Providing an alternative for a real nightlife environment.

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3.

Team

Key Members

Key Members



John Doe

CEO - john.doe@gmail.com

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



Jane Doe

Quality Engineer - 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.



Mihir monk

Graphic Designer - 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.

4.

The Product

Solution

Features

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.

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**

5.

Lynder App KPI

Lynder app

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

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6.

Market Analysis

The U.S.

Israel

Lynder app

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.

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The U.S.

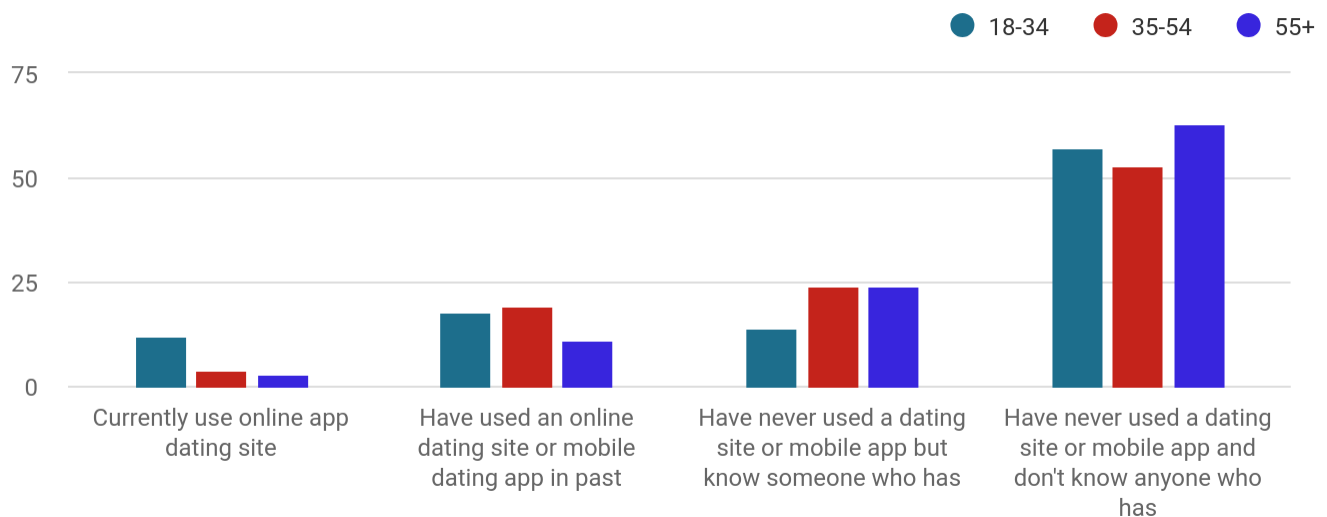
Lynder app

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

Usage	18-34	35-54	55+
Have never used a dating site or mobile app and don't know anyone who has	57	53	63

Lynder app

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

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Israel

Lynder app

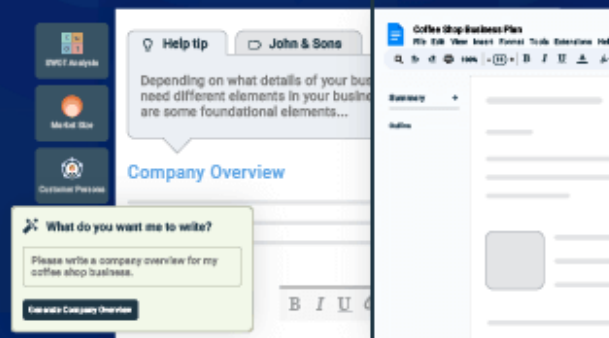
According to the Israeli Central Bureau of Statistics report, 65% of males and 46% of females aged 25-29 are singles, making the total number of singles aged 25-29 at approximately 320,000. The report also states that there are 2.4M people between a

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7.

Competitors Analysis

Badoo

Tinder

Shaker

Lynder app

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), etc.

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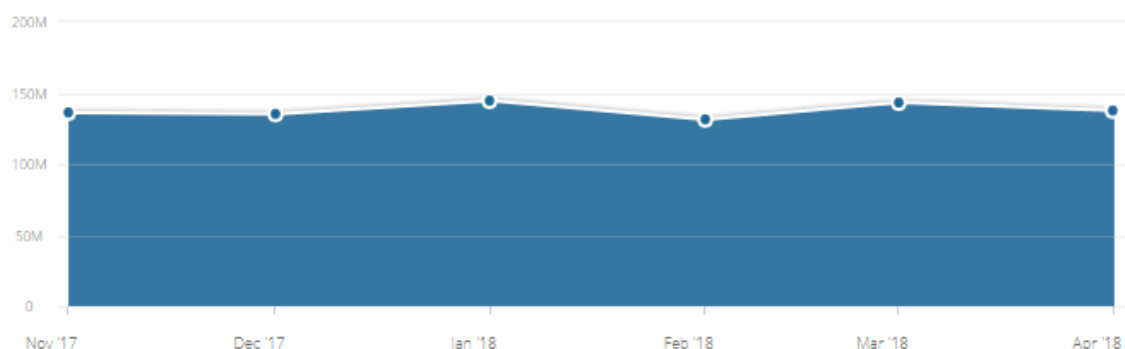
Badoo

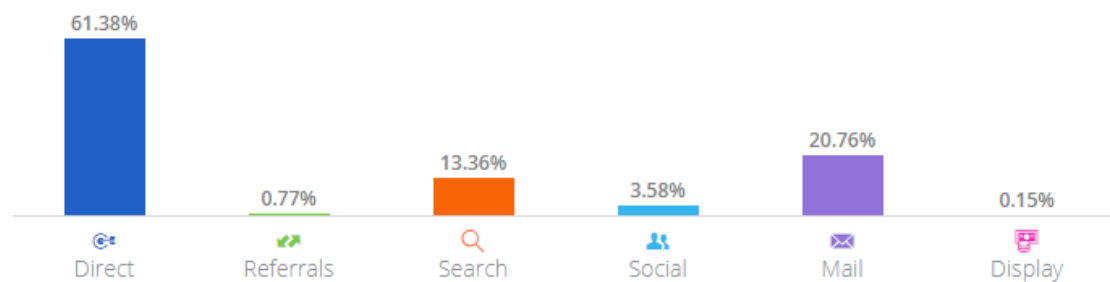


Badoo, founded in 2006, is an online dating social networking service. The site operates in 180 countries and is most popular in Latin America, Spain, Italy, and France. Badoo ranks as the 281st most popular website in the world, according to Alexa Internet as of April 2014. The site operates on a freemium 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



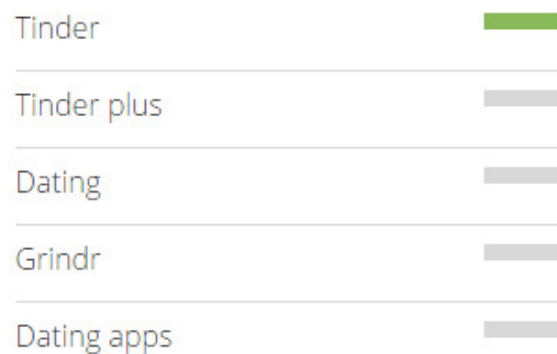
Tinder is a location-based social discovery application that facilitates communication between mutually interested users, allowing users to chat with their matches. By using Facebook, Tinder is able to build a user profile with photos that have already been uploaded. Basic information is gathered and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

8.

Competitive Edge

Lynder app

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, r

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9.

Revenue Model

Freemium

Sponsorship

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

Lynder app

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.


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Sponsorship

Lynder app

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.

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10.

Marketing Plan

PR Campaign

Social Media

In-App Promotion

PR Campaign

Lynder app



As the platform targets potentially millions of clients, the best way to generate public awareness is by creating significant press coverage.

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Social Media

Lynder app



As part of the digital media strategy, Lynder will look to reach potential consumers also through social networks such as Facebook and Twitter.

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In-App Promotion

Lynder app



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.

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11.

Financial Plan

Projected Profit & Loss

Projected Cash Flow

Balance Sheet

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.

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Projected Profit & Loss

	2024	2025	2026
Revenue	\$1,717,862.85	\$3,628,484.51	\$7,483,758.59
Premium Subscription Fees	\$1,320,062.85	\$3,140,426.10	\$6,633,070.15
Users	11,031	22,102	47,975
Recurring Charges	\$15	\$15	\$15
In-App Purchases	\$324,000	\$387,780.51	\$670,603.53
Unit Sales	108,000	129,260	223,535
Unit Price	\$3	\$3	\$3
Advertising Revenue	\$73,800	\$100,277.90	\$180,084.91
Cost Of Sales	\$690,852	\$1,279,729.61	\$2,629,875.52
General Costs	\$690,852	\$1,279,729.61	\$2,629,875.52
App Development and Maintenance	\$337,679.43	\$544,272.70	\$1,122,563.80
App Development Costs	\$80,000	\$0	\$0
Server Hosting	\$257,679.43	\$544,272.70	\$1,122,563.80
Third-Party Services	\$353,172.57	\$735,456.91	\$1,507,311.72
Payment Gateway Fees	\$343,572.57	\$725,696.91	\$1,496,751.72

	2024	2025	2026
Cloud Services	\$9,600	\$9,760	\$10,560
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,027,010.85	\$2,348,754.90	\$4,853,883.07
Gross Margin (%)	59.78%	64.73%	64.86%
Operating Expense	\$1,173,110.62	\$1,502,721.05	\$2,193,743.27
Payroll Expense (Indirect Labor)	\$943,200	\$976,608	\$1,011,251.52
Development Team	\$432,000	\$447,840	\$464,299.20
Senior Developer	\$144,000	\$151,200	\$158,760
Junior Developer	\$288,000	\$296,640	\$305,539.20
Marketing Team	\$295,200	\$305,280	\$315,711.36
Marketing Manager	\$122,400	\$127,296	\$132,387.84
Social Media Specialist	\$172,800	\$177,984	\$183,323.52
Administrative Staff	\$216,000	\$223,488	\$231,240.96
Office Manager	\$100,800	\$104,832	\$109,025.28
Administrative Assistant	\$115,200	\$118,656	\$122,215.68
General Expense	\$229,910.62	\$526,113.05	\$1,182,491.75
Marketing and Advertising	\$83,943.14	\$207,226.18	\$337,266.46
Online Advertising	\$46,065.05	\$127,574.43	\$229,105.28
Social Media Campaigns	\$37,878.09	\$79,651.75	\$108,161.18
Technology and Infrastructure	\$87,919.96	\$255,414.04	\$775,697.15
App Hosting	\$10,936.54	\$13,807.11	\$17,431.15

	2024	2025	2026
Software Licenses	\$76,983.42	\$241,606.93	\$758,266
General and Administrative	\$58,047.52	\$63,472.83	\$69,528.14
Office Supplies	\$38,047.52	\$42,872.83	\$48,310.14
Legal and Professional Fees	\$20,000	\$20,600	\$21,218
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$146,099.78)	\$846,033.85	\$2,660,139.80
Additional Expense	\$14,266.93	\$12,332.77	\$10,279.31
Long Term Depreciation	\$9,120	\$9,120	\$9,120
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$155,219.78)	\$836,913.85	\$2,651,019.80
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$160,366.71)	\$833,701.08	\$2,649,860.49
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,878,229.56	\$2,794,783.43	\$4,833,898.10
Net Income	(\$160,366.71)	\$833,701.08	\$2,649,860.49
Net Income (%)	(9.34%)	22.98%	35.41%
Retained Earning Opening	\$0	(\$210,366.71)	\$593,334.37
Owner's Distribution	\$50,000	\$30,000	\$30,000

	2024	2025	2026
Retained Earning Closing	(\$210,366.71)	\$593,334.37	\$3,213,194.86

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,717,862.85	\$3,628,484.51	\$7,483,758.59
Cash Paid	\$1,869,109.56	\$2,785,663.43	\$4,824,778.10
COS & General Expenses	\$920,762.63	\$1,805,842.66	\$3,812,367.27
Salary & Wages	\$943,200	\$976,608	\$1,011,251.52
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$151,246.71)	\$842,821.08	\$2,658,980.49
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$40,000	\$0	\$0
Net Cash From Investments	(\$40,000)	\$0	\$0
Amount Received	\$250,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$0	\$0
Amount Paid	\$81,359.35	\$63,293.51	\$65,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14

	2024	2025	2026
Dividends & Distributions	\$50,000	\$30,000	\$30,000
Net Cash From Financing	\$168,640.65	(\$63,293.51)	(\$65,347.12)
Summary			
Starting Cash	\$0	(\$22,606.06)	\$756,921.51
Cash In	\$1,967,862.85	\$3,628,484.51	\$7,483,758.59
Cash Out	\$1,990,468.91	\$2,848,956.94	\$4,890,125.22
Change in Cash	(\$22,606.06)	\$779,527.57	\$2,593,633.37
Ending Cash	(\$22,606.06)	\$756,921.51	\$3,350,554.88

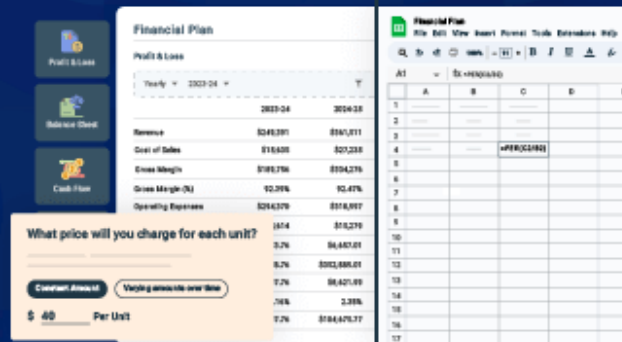
Balance Sheet

	2024	2025	2026
Assets	\$8,273.94	\$778,681.51	\$3,363,194.88
Current Assets	(\$22,606.06)	\$756,921.51	\$3,350,554.88
Cash	(\$22,606.06)	\$756,921.51	\$3,350,554.88
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$30,880	\$21,760	\$12,640
Gross Long Term Assets	\$40,000	\$40,000	\$40,000
Accumulated Depreciation	(\$9,120)	(\$18,240)	(\$27,360)
Liabilities & Equity	\$8,273.95	\$778,681.51	\$3,363,194.86
Liabilities	\$68,640.66	\$35,347.14	\$0

	2024	2025	2026
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$60,366.71)	\$743,334.37	\$3,363,194.86
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$210,366.71)	\$593,334.37	\$3,213,194.86
Check	\$0	\$0	\$0

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' column is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$124,771	\$134,573
Gross Margin (%)	51.7%	82.4%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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