Beyond Swipes Investment Memo

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Prepared for: Prospective Investors

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1. Executive Summary

Beyond Swipes is an AI-powered, multi-mode matchmaking and social discovery platform engineered to transform digital relationships. Rather than relying on endless swiping and superficial matching, Beyond Swipes integrates dating, friend discovery, gaming partnerships, and professional networking in one verified, privacy-first ecosystem. Our solution leverages AI-driven conversational onboarding simulated pre-match interactions, and an AI relationship therapist to deliver deeper, more meaningful connections.

Key Highlights:

- **Unified Ecosystem:** One platform that seamlessly integrates multiple forms of connection.
- **AI-Driven Experience:** Deep personality profiling and guided, consent-based progression drive quality matches.
- **Market Opportunity:** Taps into multi-billion–dollar segments—with global online dating valued at $7–12B and additional growth in friendship, gaming, and professional networking.
- **Conservative Growth & Revenue Projections:** Revised to target 100,000 registered users by February 2026 (Pre-Seed Phase), driven by early buzz and beta engagement. Subsequent phases project strong, sustainable growth with ARR scaling from ~$420K Pre-Seed to ~$25M by Series A.
- **Robust Go-to-Market Strategy:** Multi-channel digital and community marketing, influencer partnerships, and targeted advertising are primed to drive rapid user adoption.

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2. The Problem

Current digital connection platforms are plagued by several systemic issues:

- **Superficial Matching:** Traditional apps prioritize appearance and swiping over genuine personality-based connections, resulting in mismatches and ghosting.

- **Fragmentation:** Users juggle multiple apps for dating, friendship, gaming, and professional networking, leading to disjointed experiences and redundant profiles.
- **Safety & Trust Issues:** Fake profiles, scams, and privacy breaches are common, eroding user trust.
- **User Fatigue:** The perpetual cycle of swiping without meaningful outcomes leads to frustration and burnout.
- **Lack of Guided Connection:** There is no integrated support to help users manage relationship milestones—from initial contact to long-term connection.

3. Our Solution

Beyond Swipes overcomes these challenges by offering:

- **AI-Driven Matchmaking:** Conversational onboarding extracts comprehensive personality data, enabling quality, data-driven connections without endless swiping.
- **Integrated Multi-Mode Platform:** Combines dating, friend discovery, gaming, and professional networking into one seamless, verified ecosystem.
- **Privacy-First and Consent-Based Design:** Strict verification measures and controlled information sharing ensure trust and safety.
- **AI Relationship Support:** Features simulated pre-match chats and AI-powered relationship therapy, guiding users through the stages of connection and relationship management.

4. Market Opportunity

Online Dating:

- Global market estimates are between $7–12B annually, with over 350 million active users. Key regions include Australia & New Zealand (A$280M market), Europe ($2.85B), and India (~$450M).

Friend Discovery & Social Networking:

- A growing segment driven by young users seeking genuine, authentic connections in a fragmented app landscape.

Gaming Social Platforms:

- With platforms like Discord boasting over 200M active users, there exists a large, underserved market for smarter, personality-based gaming matchmaking.

Professional Networking:

- Giant networks like LinkedIn (900+ million users) and a freelance market growing from $4–5B to $13–16B by 2030 highlight the demand for relationship-based professional connections.

Digital Relationship Wellness:

- With digital mental health applications now exceeding $7B in revenue, integrating relationship therapy directly into the matchmaking process opens a new revenue and engagement channel.

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5. Business Model & Financial Projections

Revenue Streams

- **Premium Subscription:** Charging approximately $5–$10/month for enhanced features (advanced AI simulations, relationship insights, and digital milestone tracking).
- **Digital Goods:** Revenue from NFT-based Relationship Milestones and other in-app digital assets.
- **Professional Mode Services:** Commission or subscription fees for project-based and networking functions.

Revised Financial Projections

User Growth (Revised Based on Updated Pre-Seed Target)

- **Pre-Seed Phase (By February 2026):**
  - **Target:** 100,000 registered users
  - **Assumptions:** Early adopters driven by initial buzz and beta engagement
- **Seed Phase (By December 2026):**
  - Target: ~1,000,000 registered users
- **Series A Phase (By January 2027+):**
  - Target: ~3,000,000 registered users

Revenue Projections

Phase	Registered Users	Premium Conversion (%)	Estimated Premium Users
Pre-Seed (Feb 2026)	100,000	5%	5,000
Seed (Dec 2026)	1,000,000	7%	70,000
Series A (Jan 2027+)	3,000,000	10%	300,000

6. Product Roadmap & Go-to-Market Strategy

Roadmap

- **Pre-Seed Phase (May 2025 – February 2026):**
  - Develop and validate the Romantic Mode MVP with AI-driven onboarding, deep profiling, and consent-based progression.
- **Seed Phase (March 2026 – December 2026):**
  - Expand into People Mode (friendship, gaming, and professional networking) and launch digital goods (e.g., NFT Milestones).
- **Series A (January 2027+):**
  - Scale the platform with advanced social networking layers, XR integrations, and persistent digital identity features.

Go-to-Market Strategy

- **Digital & Social Media:**
  - Execute daily content campaigns on Twitter (X) as per the Beyond Marketing Timeline, posting at optimal times to drive engagement and organic reach.
- **Community Building:**
  - Establish a robust Discord community; host Q&A sessions and live demos to foster early adopter engagement.
- **Influencer Partnerships:**
  - Collaborate with influencers in dating, gaming, professional networking, and digital wellness to drive credibility and traction.
- **Paid Advertising:**
  - Launch targeted ad campaigns on Facebook, Instagram, and YouTube, with continuous optimization through A/B testing.
- **Referral Programs:**
  - Incentivize word-of-mouth growth through a structured referral program that rewards user invites.

7. Team & Execution

Beyond Swipes is executed by a lean, highly skilled team with expertise in full-stack development, AI engineering, UX/UI design, and digital marketing.

- **Founder & CEO:** Shreshth Verma, with proven experience in advanced computing, crypto, and digital product launches.
- **Core Team:** Includes full-stack developers, AI engineers, designers, and marketing professionals, all with a history of successful product launches.
- **Marketing & Community Experts:** Focused on accelerating adoption through targeted digital and influencer strategies.

8. Investment Ask & Use of Funds

- **Funding Request:** $700K AUD for 10% equity (Pre-Seed Round).
- **Use of Funds:**
  - **Product Development:** Complete the MVP and validate core functionalities.
  - **Team Expansion:** Hire key personnel in AI, design, and digital marketing.
  - **Infrastructure:** Invest in secure infrastructure, advanced verification systems, and software solutions.
  - **Marketing & Community:** Launch digital campaigns, support community building through Discord and influencer partnerships.

9. Risks and Mitigation

Key Risks:

- **Execution Complexity:** Integrating multiple connection modes.
- **User Adoption:** Overcoming entrenched habits and market inertia.
- **Data Privacy & Trust:** Maintaining robust verification and security systems.

Mitigation Strategies:

- **Phased Rollout:** Validate the core MVP during the Pre-Seed Phase before scaling.
- **Agile Iteration:** Continuous beta testing and UX refinement.
- **Transparent Data Practices:** Invest in cutting-edge security measures and maintain clear user communication.

10. Conclusion

Beyond Swipes is positioned to transform the digital connection landscape by addressing critical gaps in current platforms. With a unified, AI-powered approach that emphasizes deep, authentic connections, strong privacy, and a multi-mode user experience, Beyond Swipes can achieve significant market penetration and revenue growth. We invite you to join us in revolutionizing online matchmaking and social discovery.