



 **Double**

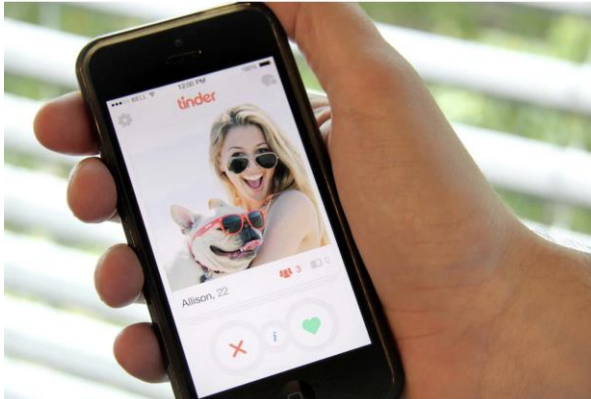
Team up. Doublematch. Experience

Current dating apps make it **awkward** and **unsafe** to meet new people
(Spoiler: a panic button is not the solution)



What are the dangers of Tinder and how can it be used safely?

By Michael Collett
Posted Fri 21 Oct 2016 at 1:46am



Tinder adds a panic button for dates that go wrong

By Jordan Valinsky, CNN Business
Updated 1522 GMT (2322 HKT) January 23, 2020





Double is not just a another dating app.
It is a new **social** dating category.



Imagine if 🔥 tinder and 🐼 snap had a 🧒

We call it social dating

Double is dead simple:
You find double dates with your **friends**

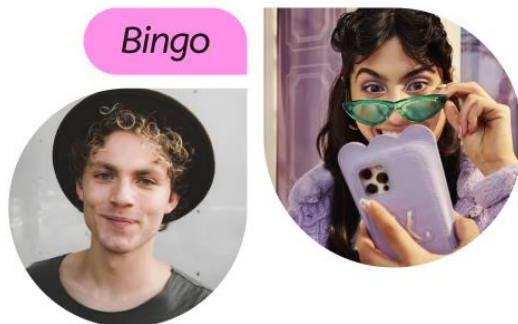
You match someone, when your friends also match

DoubleMatch

Jakob and Caroline match



Jakob's TeamMate and
Caroline TeamMate match



Now we have a
DoubleMatch



You chat with your friends.

DoubleChat

All four people chat in the
DoubleChat



TeamChat for just you and your
TeamMate

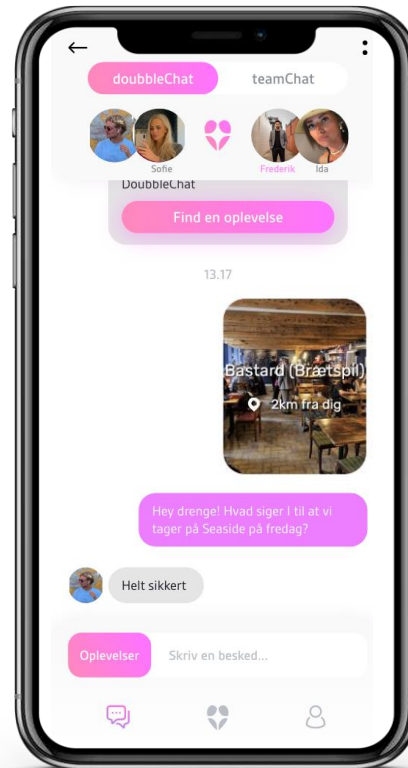


Connecting dating with the **experience** economy

No ice-breaker?
No problem



Just suggest an
experience nearby



The next generation of dating users want
safety and **experiences** with friends

Men lie. Women lie. Numbers don't:

Our **generation** needs Double



+17,000 monthly active
users
10% WoW growth
after 6 months



Changing the rules of dating: Double is not about love

Most dating apps are about love



A succesful **match** = to **churned** users

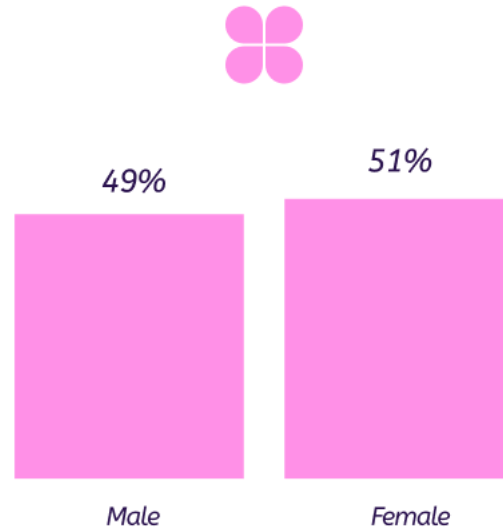
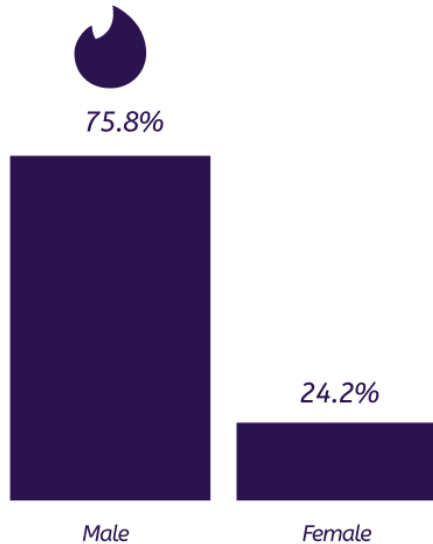
Only 14%* are looking for love on Double



A succesful **DoubleMatch** = four **retained** users

*Source: Survey (2200 female respondents)

Fixing the gender balance: Double **speaks** to female users



Double has in record time gained a **13%** market share among Gen Z dating users

Ny datingapp styger til tops på hitlisten: "Doubl...
www.seoghoer.dk

SH

KENDTE VIDEO DET FRÆKKE

NYHEDER

Torsdag, 3. februar 2022 - 10:45

Ny datingapp styger til tops på hitlisten: "Double" fillader kun dobbeltdates

Journalist Nikolaj Kesting

FINANS

Ny dansk datingapp får millioninvestering efter få måneder

... måneder er den danske Tinder-konkurr...
... blevet mange millioner værd. Og nu...
... fået en række nye investorer med om boi

B.T.

NYHEDER SPORT UNDERHOLDNING

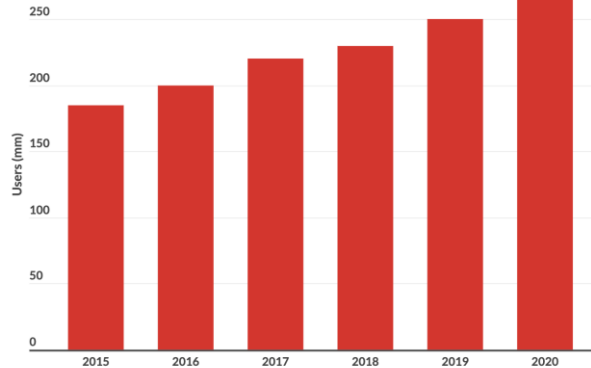
SAMFUND - 1 time siden

Dennis har skabt en datingapp – men det handler ikke om at finde kærligheden

REBECCA PLAETNER

Dating apps: Fra Last Resort til Go To

Global Dating App Users



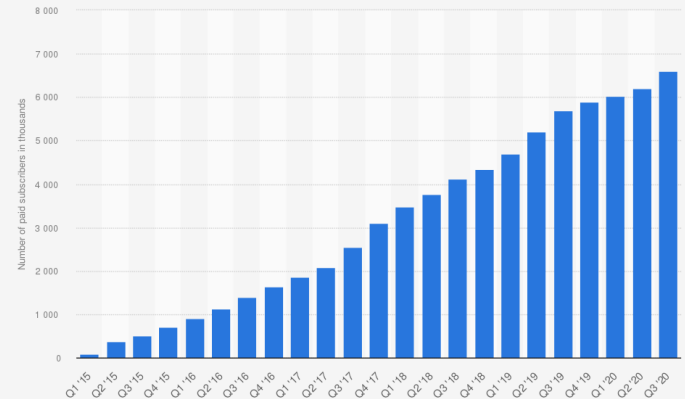
Sources: IAC, MagicLab, Statista

Share

Business of Apps

Stanford Study: Online dating is the most popular way to meet new people

Number of paid subscribers registered to Tinder from 1st quarter 2015 to 3rd quarter 2020 (in 1,000s)



Source:
Match Group
© Statista 2021

Additional Information:
Worldwide: Match Group; Q1 2015 to Q3 2020; total average subscribers

Willingness to pay in dating has increased dramatically



Next step is 11m gen Z opportunity in the US

Thank you for your time.

