



EXECUTIVE SUMMARY

Mixxi streamlines dating with an ecosystem that provides online and offline solutions to solve dating problems through machine learning and in-person events.

TARGET DEMOGRAPHIC

27-40yo single professionals looking for a serious relationship.



THE MARKET 2021 - 2025

| | | |
|------------------|---------|---------|
| Revenue | \$5.3bn | \$7.5bn |
| # of Users | 33.6M | 56.2M |
| User Penetration | 11.9% | \$16.5% |

The online dating market size has increased faster than the overall economy with a user penetration rate being the highest in the U.S.

KEY COMPETITORS

Hinge match bumble

okcupid tinder

VISION + EXIT



We can go to any viable market around the world and implement the Mixxi ecosystem.

Acquisition:

Match Group, The Meet Group, Interactive Corp, Bumble, ProSiebenSat.1 Media, Spark Networks, Facebook Dating

THE FOUNDERS



KAYLA TRAN

ADRIANE WILLIAMS

Product Designer

Software Developer

(best friends)

www.wefunder.com/mixxi

hello@mixxi.app www.mixxi.app

PROBLEMS



Daters are fed up with:

- Catfishing
- Safety Concerns
- Incompatible Matches
- Wasting time, energy, resources

SOLUTION



- Interpretable Machine Learning (IML): Mixxi uses a highly sophisticated machine learning algorithm that's currently unique to the dating realm. The matching technology eliminates swiping by curating a pool of compatible daters. It would continuously grow and learn to improve the user experience while acting as the user's personal matchmaker.

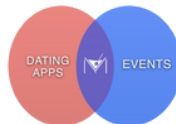
- Mixxi connects compatible daters through in-person events to have genuine interactions and improve safety in the dating realm.

COMPETITIVE ADVANTAGES:



ECOSYSTEM

Mixxi is the first to create a purple ocean in the dating industry by marrying dating apps with the event industry. This creates an ecosystem that solves current dating issues by streamlining meeting online to meeting offline. Mixxi is the first to use machine learning in dating apps.



DISRUPTING MODERN DATING

REVENUE MODEL

Subscription Plans: \$24/monthly, \$240/annually

Freemium Features:

\$5-15 depending on feature

Advertising Revenue:

\$0.075/view, \$300-

1,000+ / vendor

Partnership Revenue:

\$1,000 - \$3,000 / franchise

Events Revenue

\$800 / event ticket + alcohol sales

NEEDS



We are looking for 18 months financing to reach



USE OF FUNDS

- Visual Designer
- Product Designer
- Data Scientist Consultant
- Accounting Resources
- Marketing Lead
- Software Developer Contract
- Events Partnership Consultant
- Founder Salaries
- Events, App, Marketing, Legal Resources

KEYS TO SUCCESS



- 150K+ users per major city
- Polished algorithm
- Effective marketing to scale
- Partnerships with local vendors