

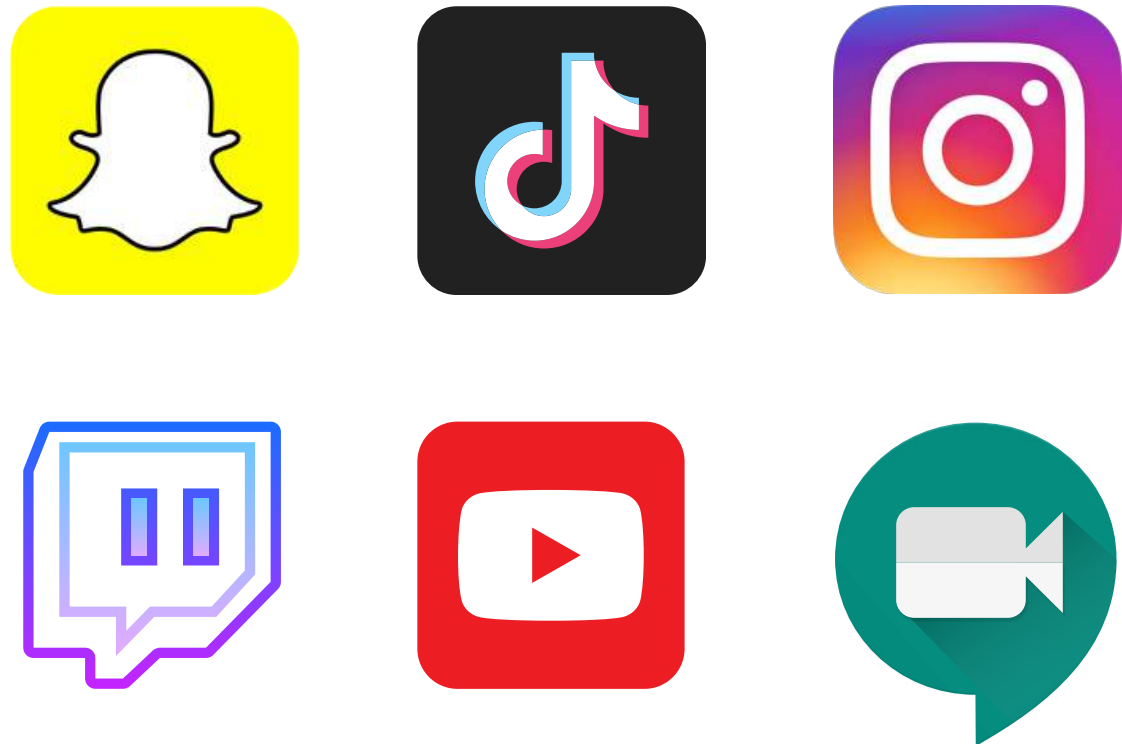
curtn

the next generation of mobile dating is here

the problem:

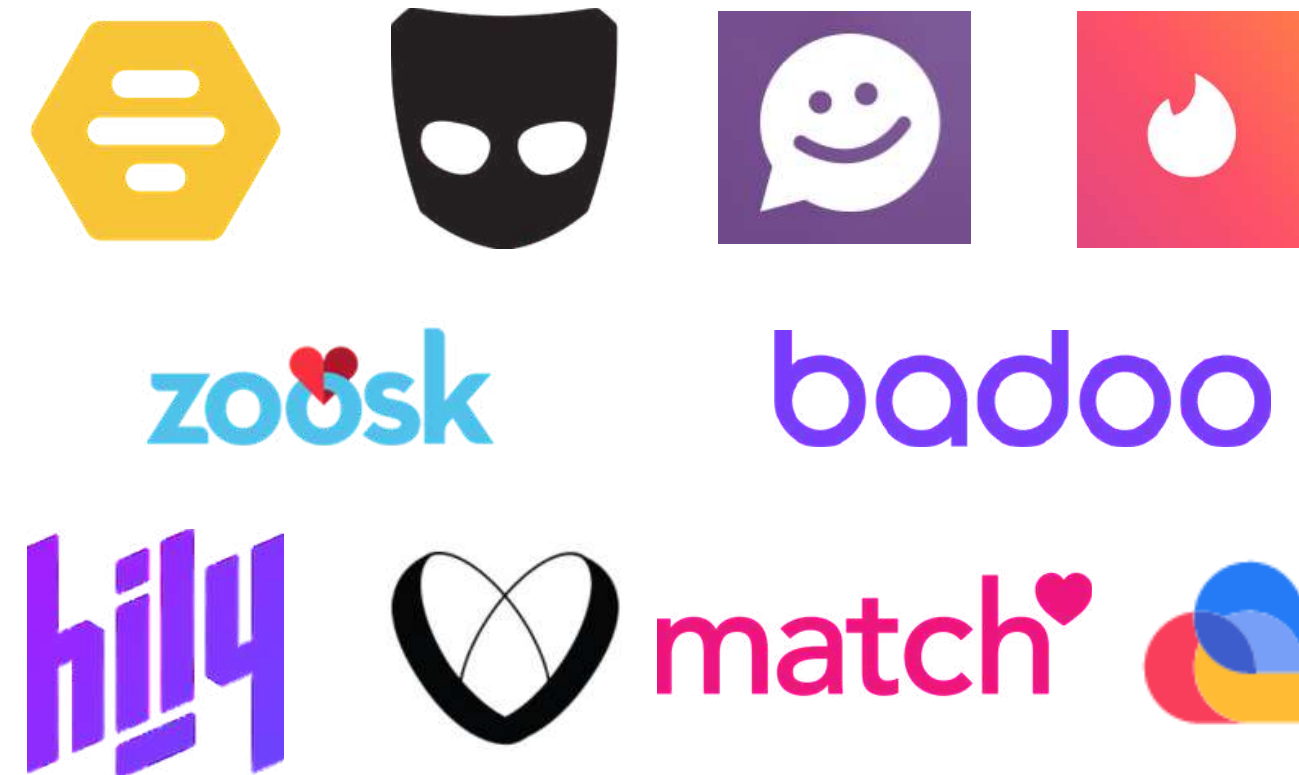
Gen Z and Millennials are

video-first



But the top ten grossing dating apps are

photo-first



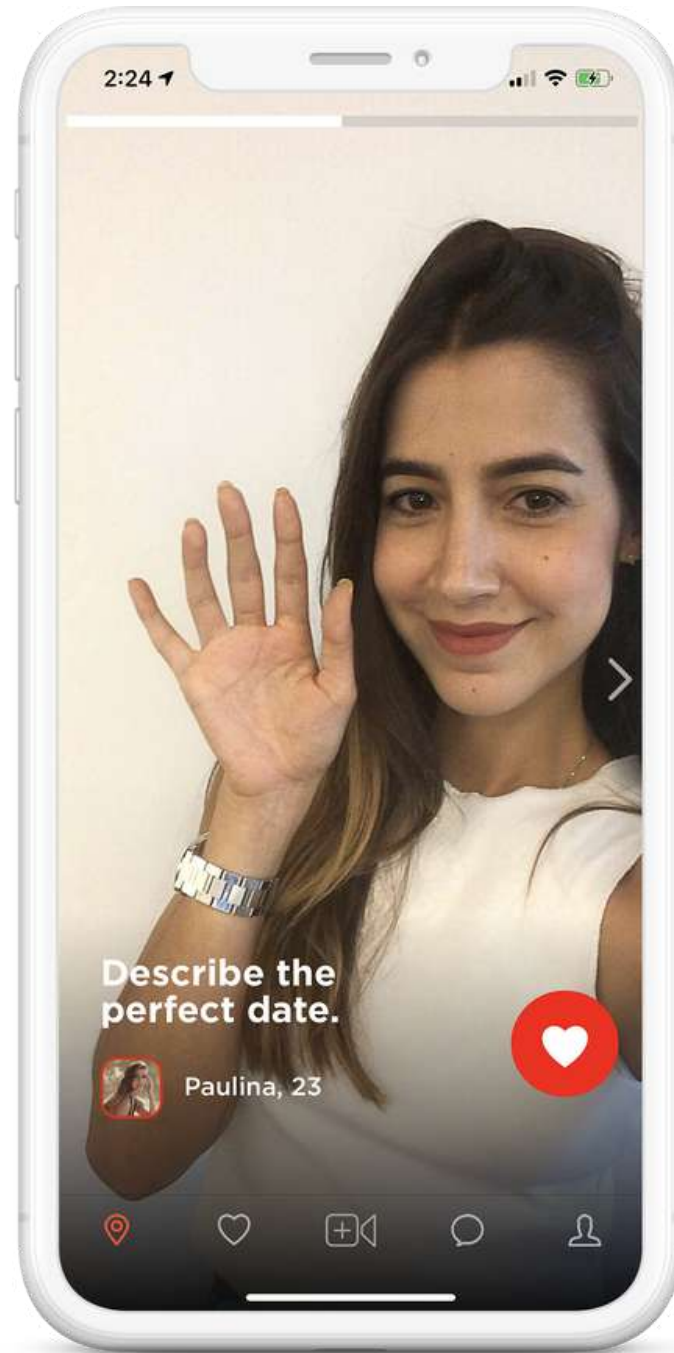
the solution:



Say hello to Curtn!

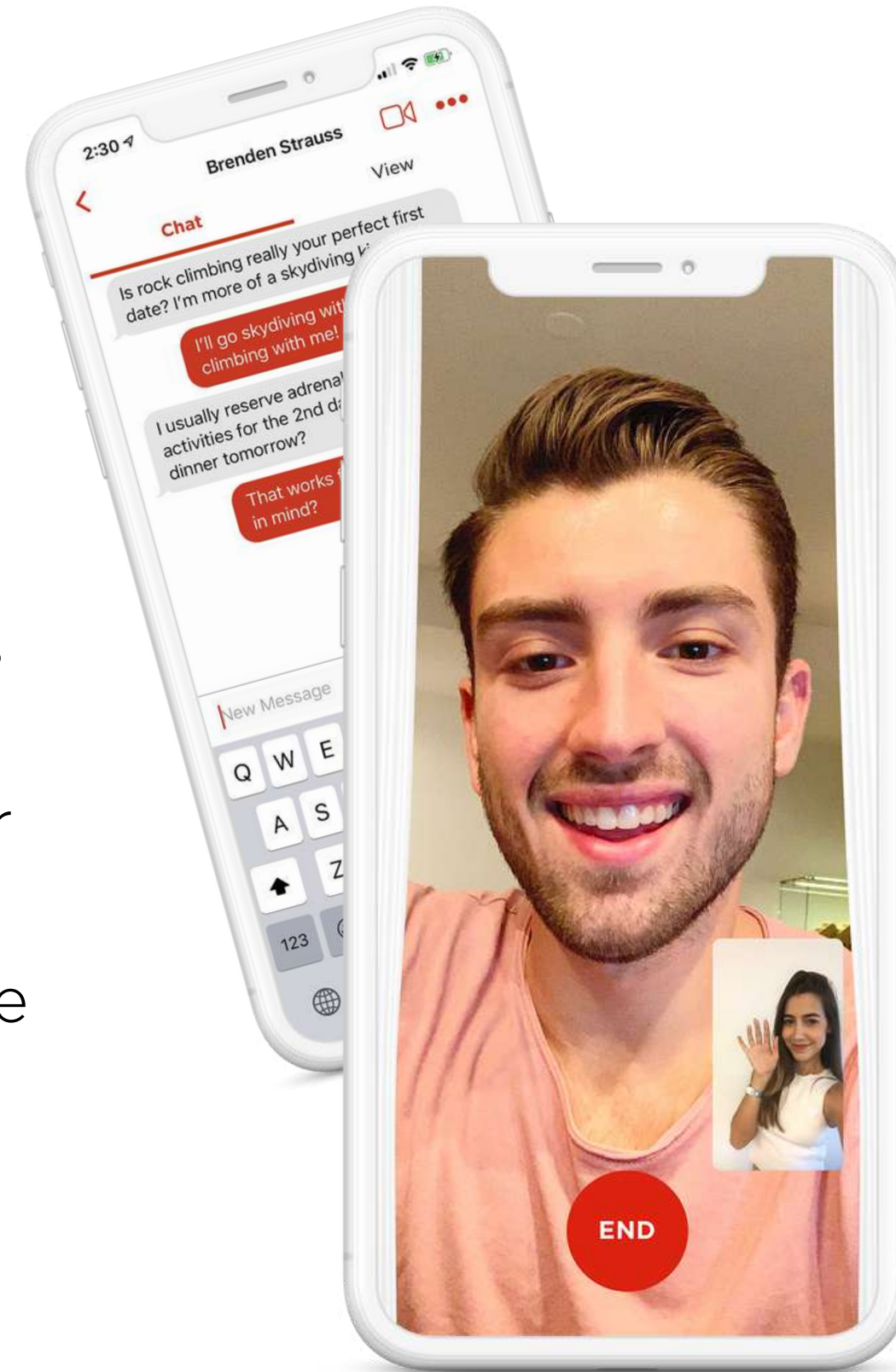
the feed-driven
video-powered
social dating app
designed for Gen Z

our value proposition:



Real Discovery:

User profiles consist of short form videos created from a variety of icebreaker prompts, allowing personalities to shine through.



Authentic Connections:

Users can opt to text or video chat directly in the app, empowering them to connect with and vet their matches before meeting up in real life.

market adoption:

Gen Z is calling Curtn “the TikTok of Dating Apps” and our data makes it very clear that this video-first generation is loving it.

54%

of users are 18-24
and 37% are 25-34

52:48

male to female
user ratio

100+

micro-influencers and college
ambassadors on board

36K+

videos recorded
on Curtn

3.6

avg. number of videos
per user profile

63%

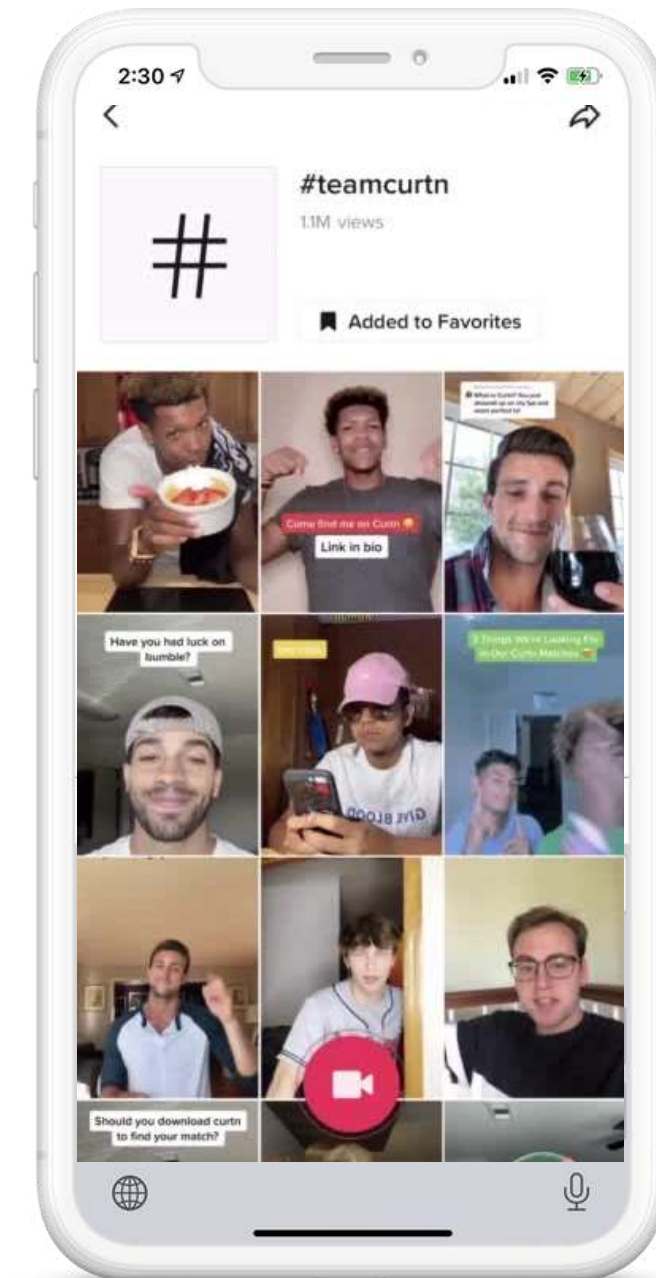
of new users uploaded
a video in August

\$2.60

avg. cost per install
across paid social channels

1.1M

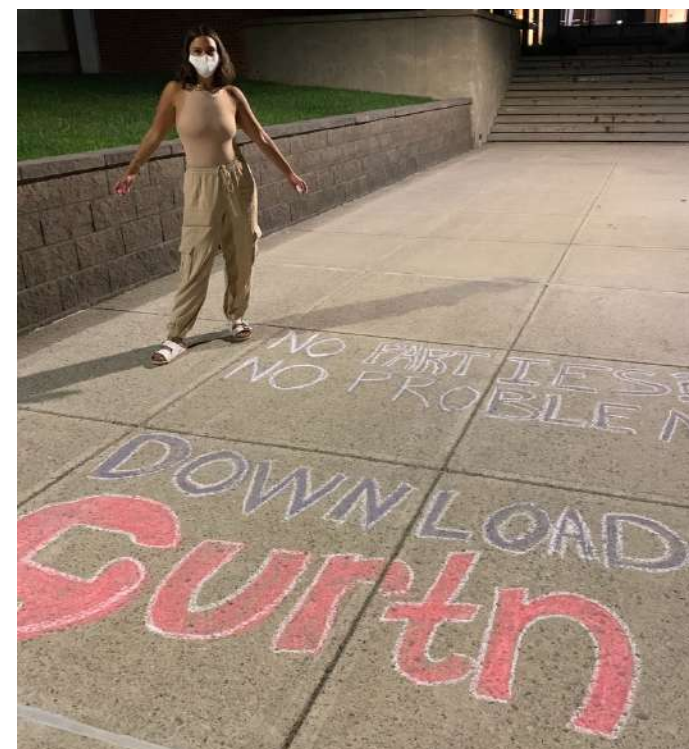
views of #teamcurtn on TikTok
and 2M+ views of Curtn content



Note: Stats updated as of 10/15/2020

the distribution goal:

Build clusters of app users around key college campuses via strategic growth marketing, influencer marketing, and targeted paid media.



Our Six Month Marketing Roadmap Includes...

Continue College Roadshow

- Visit universities across the US to promote the app, drive installs, and build brand love
- Activate on the ground via bar nights, campus canvassing, coffee shop takeovers, etc.

Scale College Ambassador Program

- Empower 40+ college ambassadors via referral programs

Run Targeted Paid Media Campaigns in Key Markets

- Capture efficient CPIs across lower funnel Social, Display, App Store, OTT channels

Expand Tik Tok Micro-Influencer Program

- Drive consideration and demand for Curtn via 50+ established Tik Tok personalities/micro-influencers
- Generate efficient installs (previous avg. CPI = \$2.24)
- Leverage top-performing UGC creative within paid media

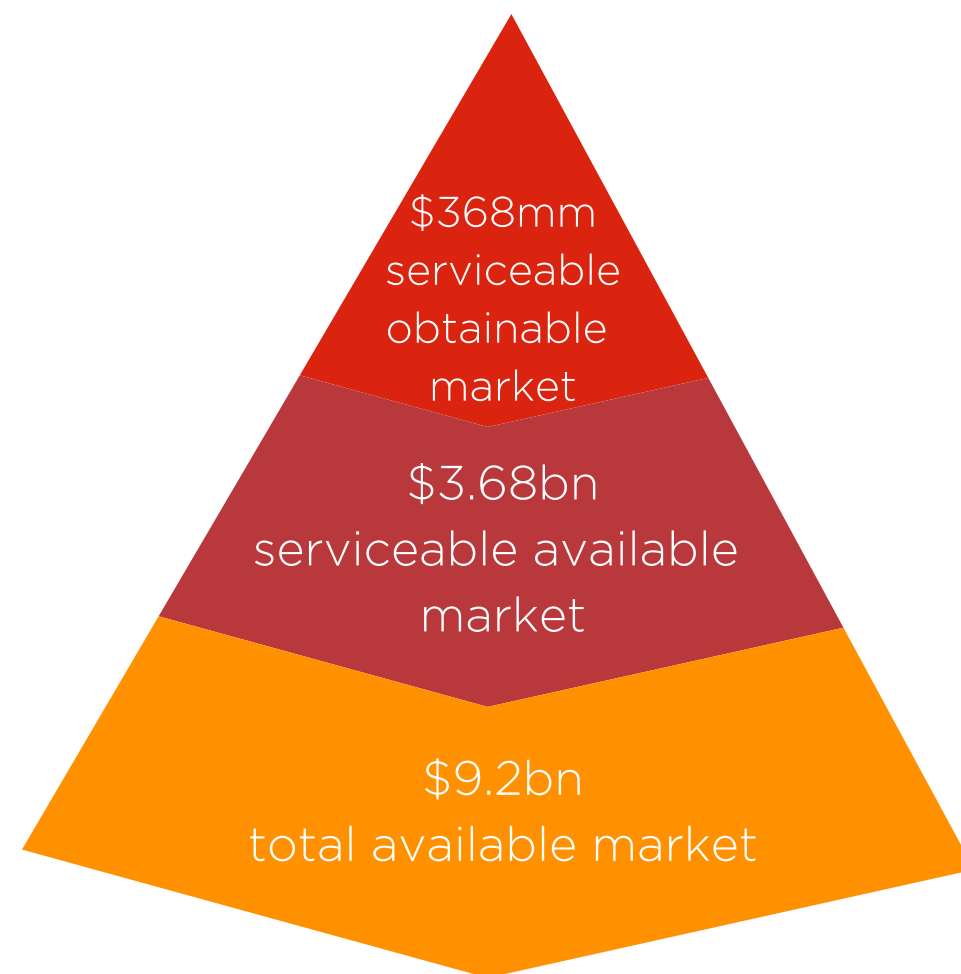
the business model:





Curtn will be monetized with the following revenue mix...

	CURTN	HINGE	TINDER	GRINDR
Subscription	✓	✓	✓	✓
A La Carte Purchases	✓	✗	✓	✓
Native Advertising	✓	✗	✓	✗
Sponsored Content	✓	✗	✗	✗

the market:

the global dating app market is growing and ripe for disruption, projected to surpass \$9.2bn by 2025 (CAGR of 4.7%). We plan to take the market share, but not without competition.

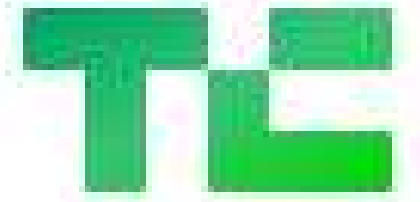


potential entrants	market positioning	curtn's defensibility
	Slide: Dating App Promoting Quick 'Vibe Checks' a.k.a. Video Calls	<ul style="list-style-type: none"> • Video profiles are not mandatory, so most profiles consist of just photos • Profile videos can be uploaded from camera roll, allowing for fake profiles and catfishing • Vibe Checks are abrupt and don't require consent from users
	S'more: 'Interactive Dating App that Unlocks Images/Videos as Conversations Progress	<ul style="list-style-type: none"> • S'more profiles are photo-based, not video-based • Video calls are blurred until unlocked via user action
	Peekaboo: 'Video Dating App Boasting Authentic Connection via Video Interaction'	<ul style="list-style-type: none"> • Peekaboo profiles consist predominantly of photos, with the option for users to upload one prompt-based video • In-app video chat has not been released
	'Social, Video Dating App'	<ul style="list-style-type: none"> • Replay is pre-launch

the buzz:
people are already talking about Curtn...

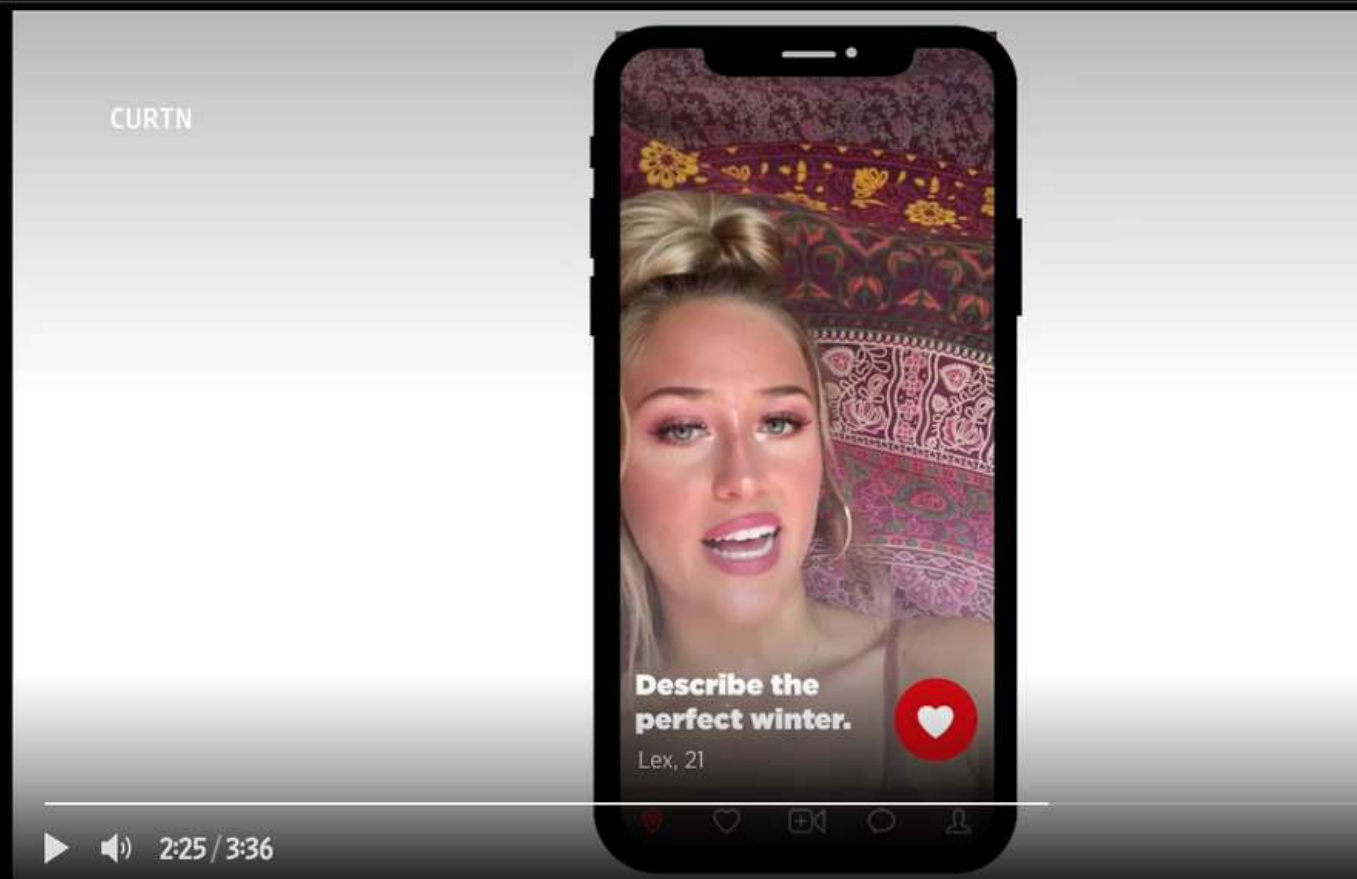
Sam Altman backs 'video-first' dating app Curtn

Lucas Matney @lucasmtny · 7:12:57 PM EDT · May 4, 2020



THE WALL STREET JOURNAL.

askmen



How to Date on Curtn, the App That Leads With Video Profiles

This New Dating App Lets You See Videos of Your Matches Before Your Swipe

How many times have you met up with a match off a dating app only to discover that they look nothing like their pictures? Did the chemistry you felt while messaging dissipate once you were face-to-face?

You can only tell so much about a person from their photos... but video, on the other hand, offers a deeper look into someone's personality and character. That's why the new dating app Curtn is primed to be kind of a game-changer. And it couldn't possibly be more timely, considering that many people are still practicing social distancing amidst the coronavirus pandemic.



7/1/2020 6:00AM

Can't Actually Meet Up? Dating Apps Pivot to Video

With social distancing recommendations and laws in effect across the country, meeting people online and developing relationships virtually has never been more popular. WSJ explores what this shift means for the future of online dating. Photo Illustration by Group/Dom Amatore for The Wall Street Journal



Latest >

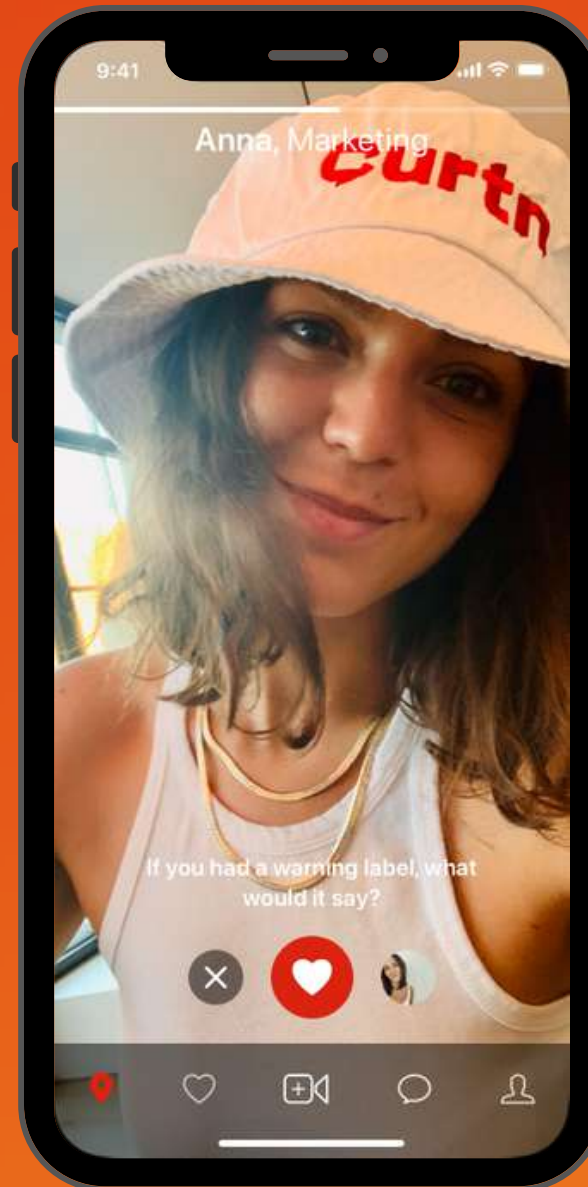
meet team curtn:



Brenden Strauss

Founder & CEO

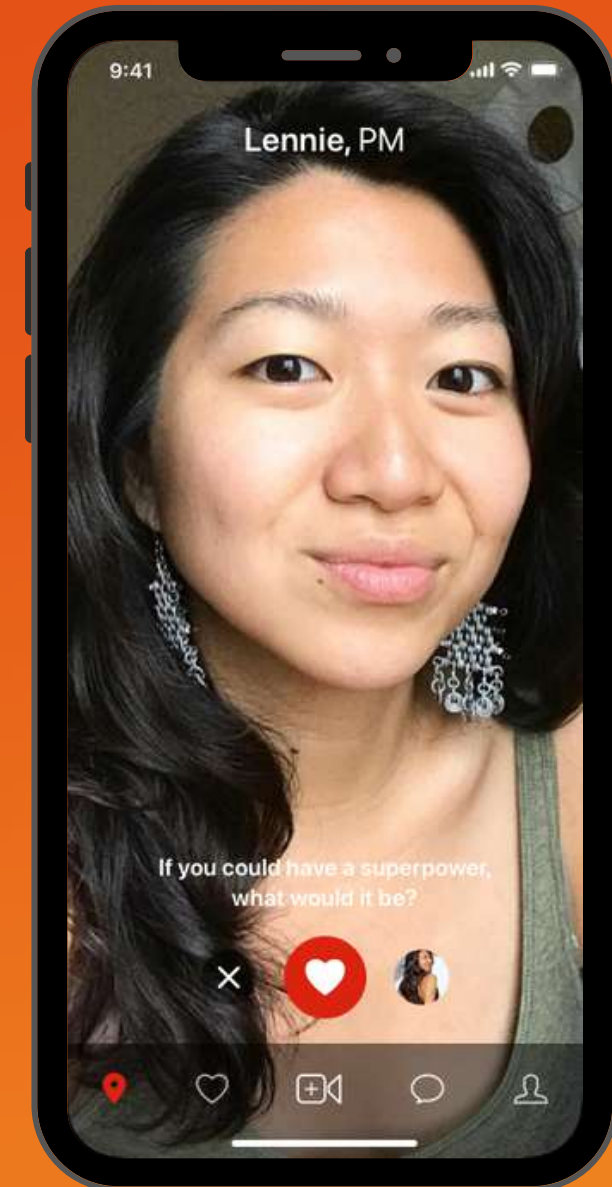
After leaving the media world to pursue his master's degree at NYU, Brenden was inspired to launch Curtn when he saw the untapped potential of video solutions for online dating.



Anna Berger

Head of Marketing

Anna's integrated marketing approach merges in-house and agency experience across online and offline full-funnel marketing for industries including travel, financial services, F&B, and CPG.



Lennie Zhu

Product Manager

Lennie loves building products that empower creators and helps build connections between people and their communities. Full-stack engineer, Immersive Artist. Event Producer.

the development team:

Maximiliano Plano

Lead Backend Engineer



Martin Canone

QA Engineer



Mauro Martinelli

Lead iOS Engineer



Josefina Tous

Product Owner/Scrum Master



key advisors & investors:

Sam Altman

Investor/Advisor

 **OpenAI**



Joel Simkhai

Investor/Advisor



Simon Huck

Advisor

COMMAND



Jeff Lucas

Investor



let's do this thing!

curtn