

Monet

Dating apps weren't built for
Gen Z.

THE SOLUTION



Monet is a dating-style app where you send drawings to meet new people.

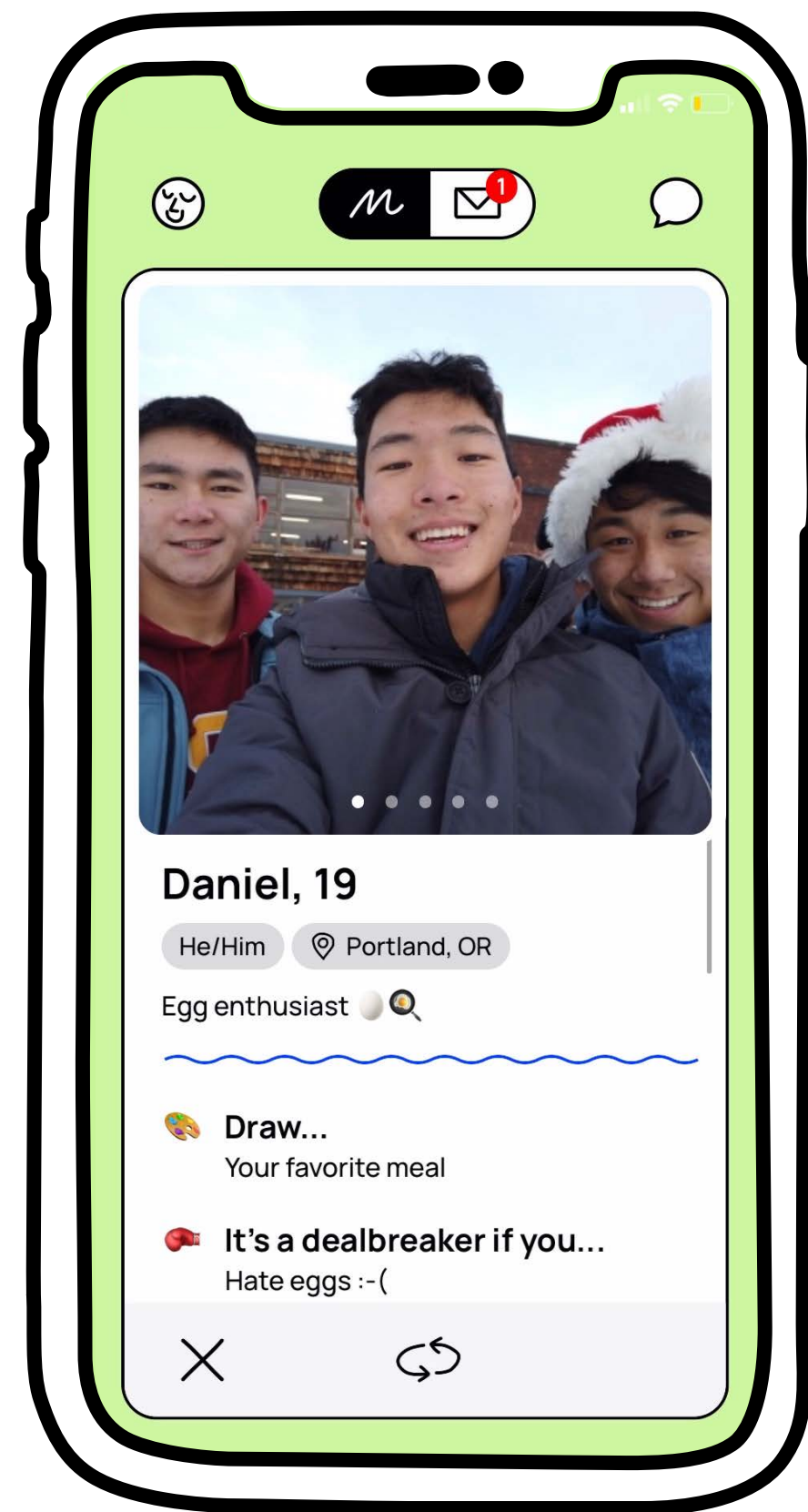
Drawing breaks the ice

Accessible & fun content creation

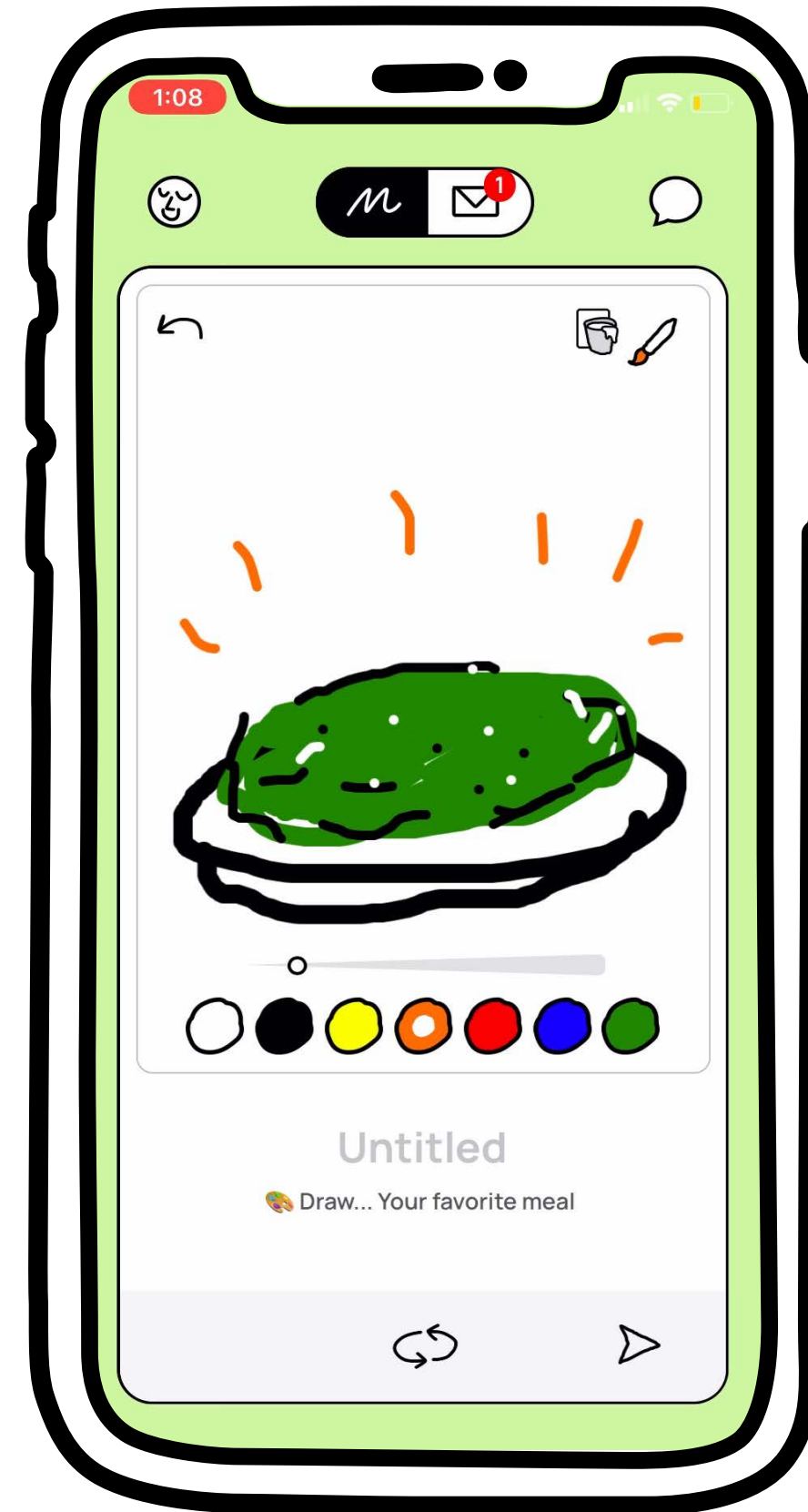
Open to all: finding friends & dates

THE PRODUCT

Discover people...



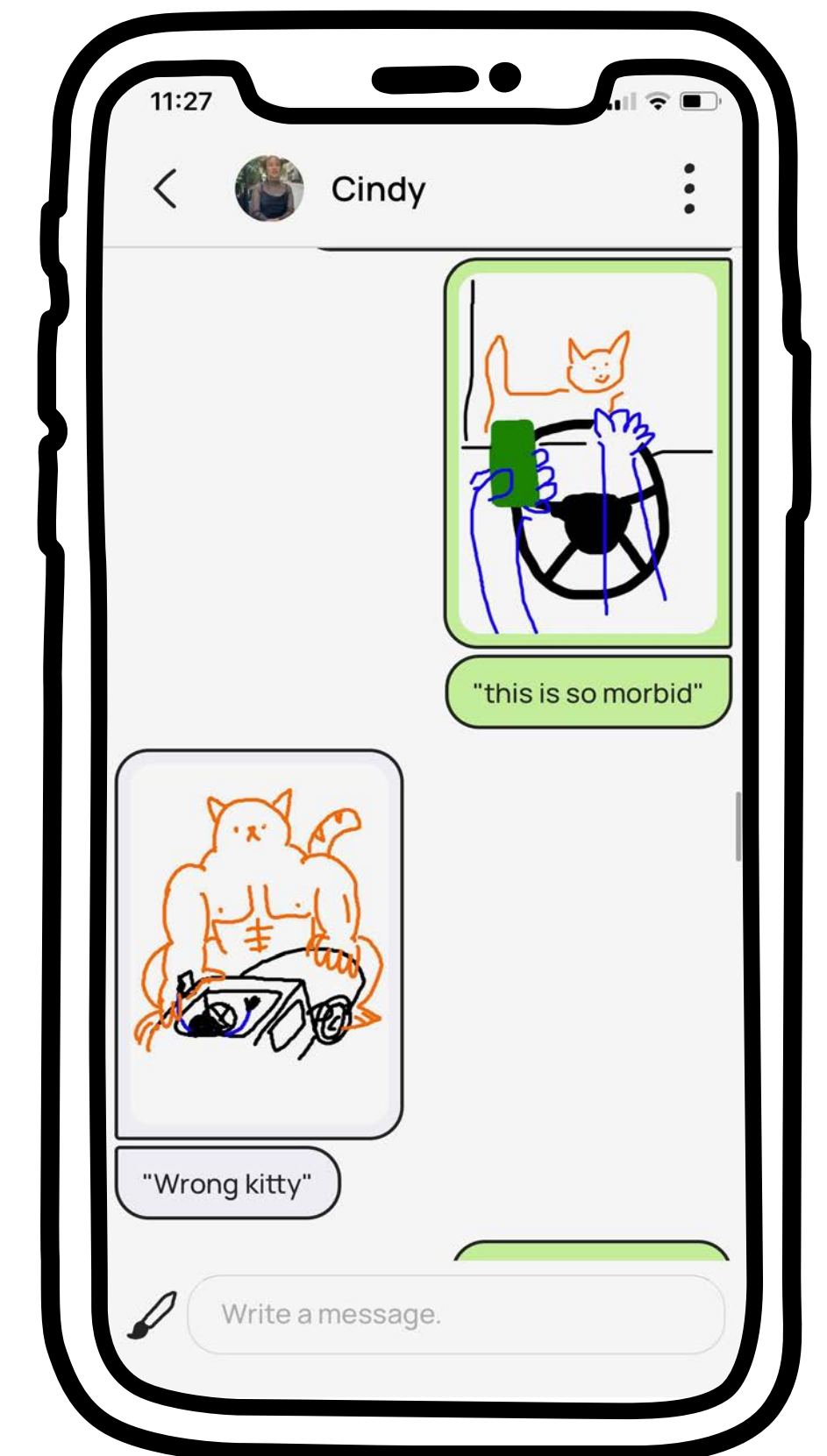
send drawings...



receive drawings...



Let the conversation flow!



67.17M

Gen-Z'ers in the US.

[Source](#)

25.7M

Projected dating app users in the US in 2023.

[Source](#)



MARKET LANDSCAPE

Creative

Monet

TikTok

Snapchat

Instagram

Connect with existing friends

Find new people

Facebook

Tinder

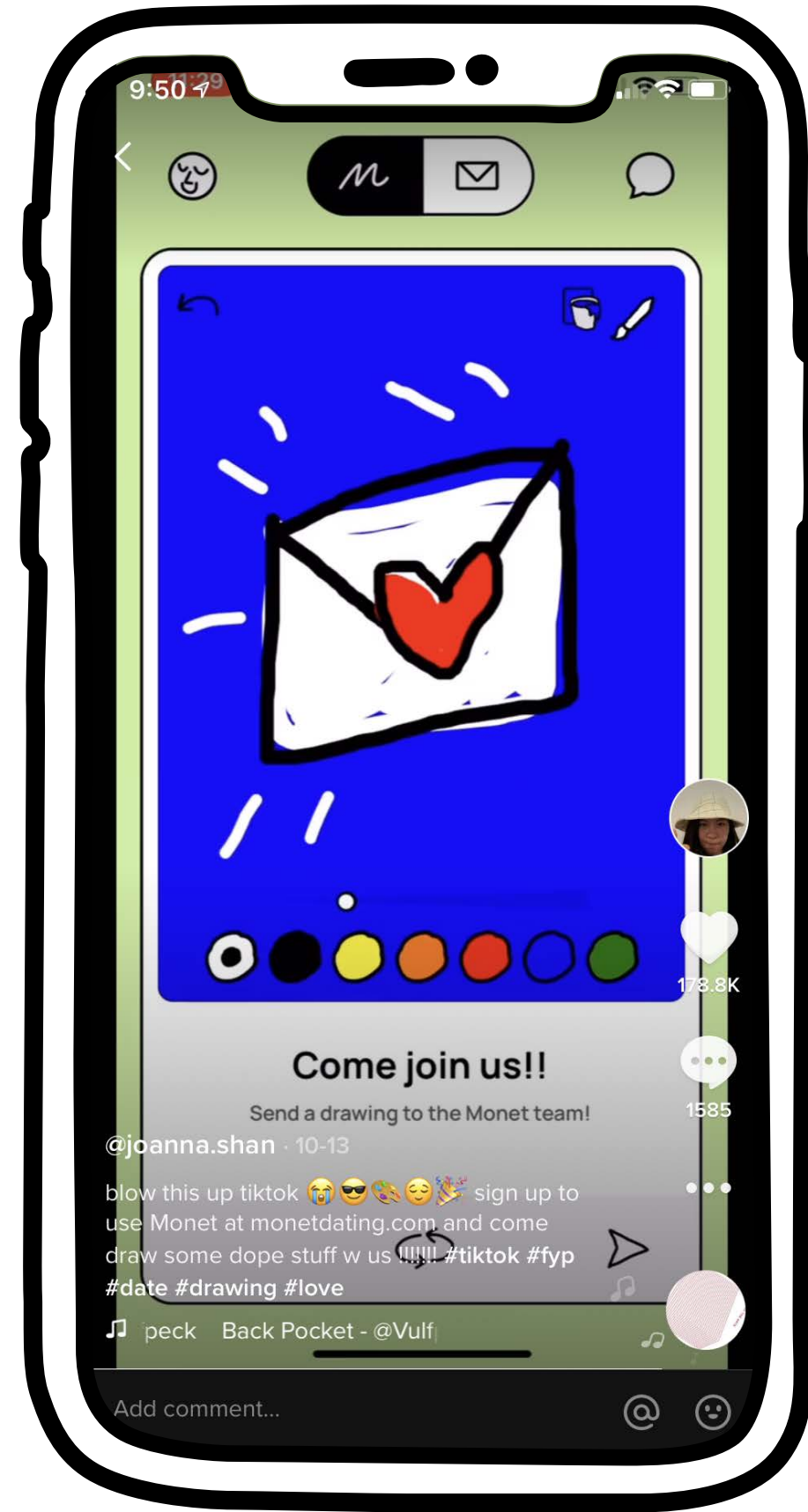
Bumble

Hinge

Not creative

Monet

CURRENT TRACTION



[Watch our first TikTok!](#)

1M+

TikTok views

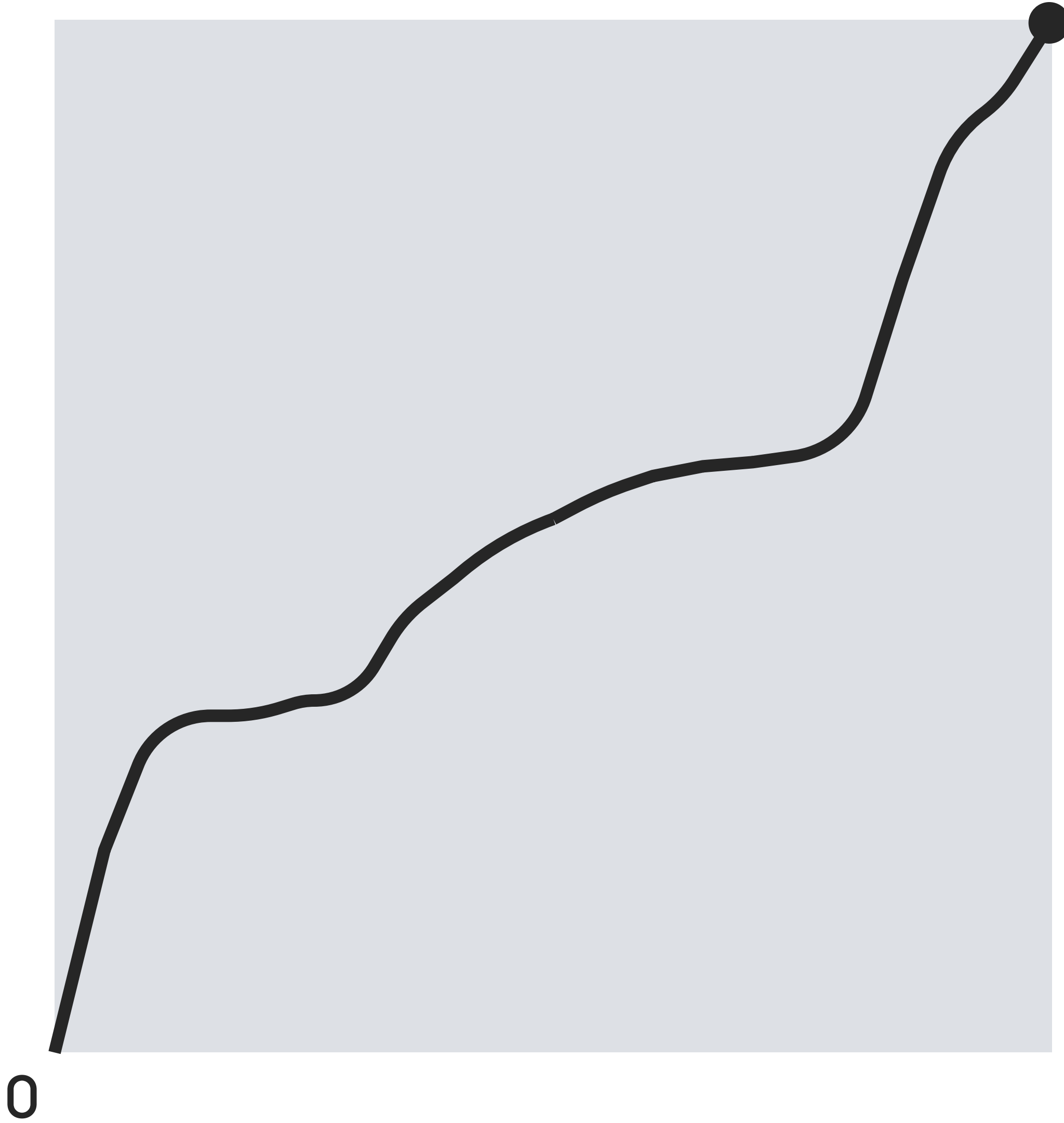
1.2K+

Discord members

900+

Instagram followers

CURRENT TRACTION



9K+

Authenticated accounts,
10/13/2020 - 11/4/2020

28.8%

of which are **first-time**
dating-style app users.

CURRENT
TRACTION



2.1K+

Daily Active Users


5.7K+


Weekly Active Users

25.4

Avg. sessions per week

CURRENT TRACTION

 lovelychinchilla
DUDE I MET SOMEONE REALLY GREAT FROM YOUR APP THANK YOU THANK YOU SO MUCH 4h

 abbchris01
I'm hopeful now 😞 tired of tinder LMAOO

y'all i bought the iphone 12 EXCLUSIVELY bc monet wasnt on android

30K+
Matches made


40%
Match success rate


77K+
Drawings sent



12
Avg. messages per thread

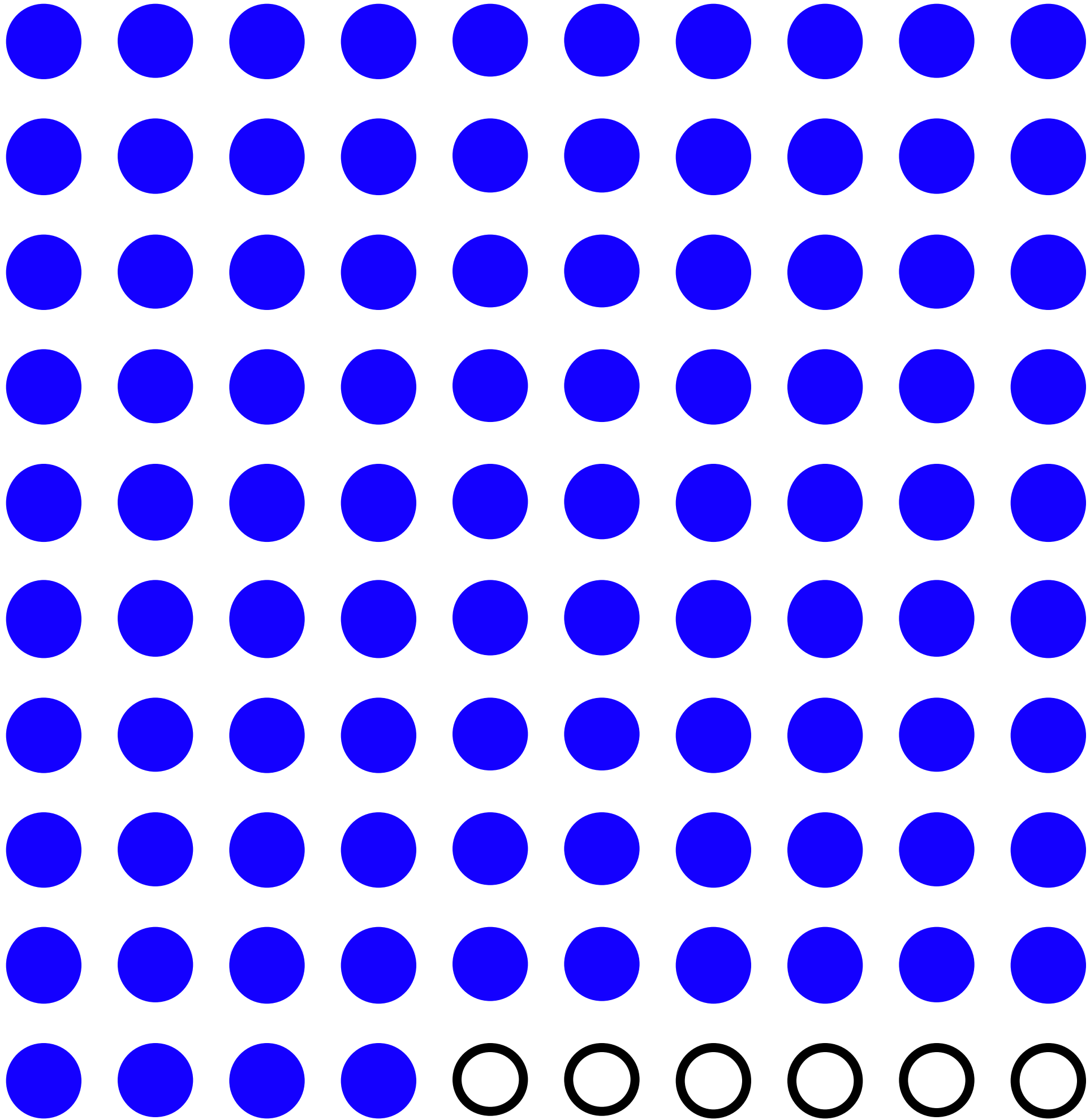
387K
Messages sent

 minkydoesart
Omg I've been having so much fun drawing! I can't wait for more features and games :D 1w
Liked by creator

 dingran 10/25/2020
y'all, I gotta give big props to monet team, my screen time is usually les than 3 hours... after matching on monet it's 5+ hours and ...

also this app has been making me spend 78 hours a day sending doodles instead of doin hw so im blaming you guys 😞

MONET
AGE DEMOGRAPHICS



94.2%

18-24 years old

5.8% 25+

MONET GENDER
DEMOGRAPHICS

79.25%

Female

16.29%

Male

4.46%

Non-binary

A demographic unlike any other dating app. Monet is safe, wholesome, and empowering.

Where is Monet going?

We're launching Monet on the App Store in December, catching college students on break.

How are we scaling?

Enabling sharing
content to other
platforms

Referral system

Ambassador
programs

Social media
campaigns

Subscription Revenue

Y1: 5.5% of GenZ smartphone users (US)

3.8M users

\$1,500,000

Y2: 12% of GenZ smartphone users (US)

8.2M users

\$11,300,000

Y1 is calculated at 10% weekly growth and 10% of users paying a \$1.99 monthly premium subscription fee.

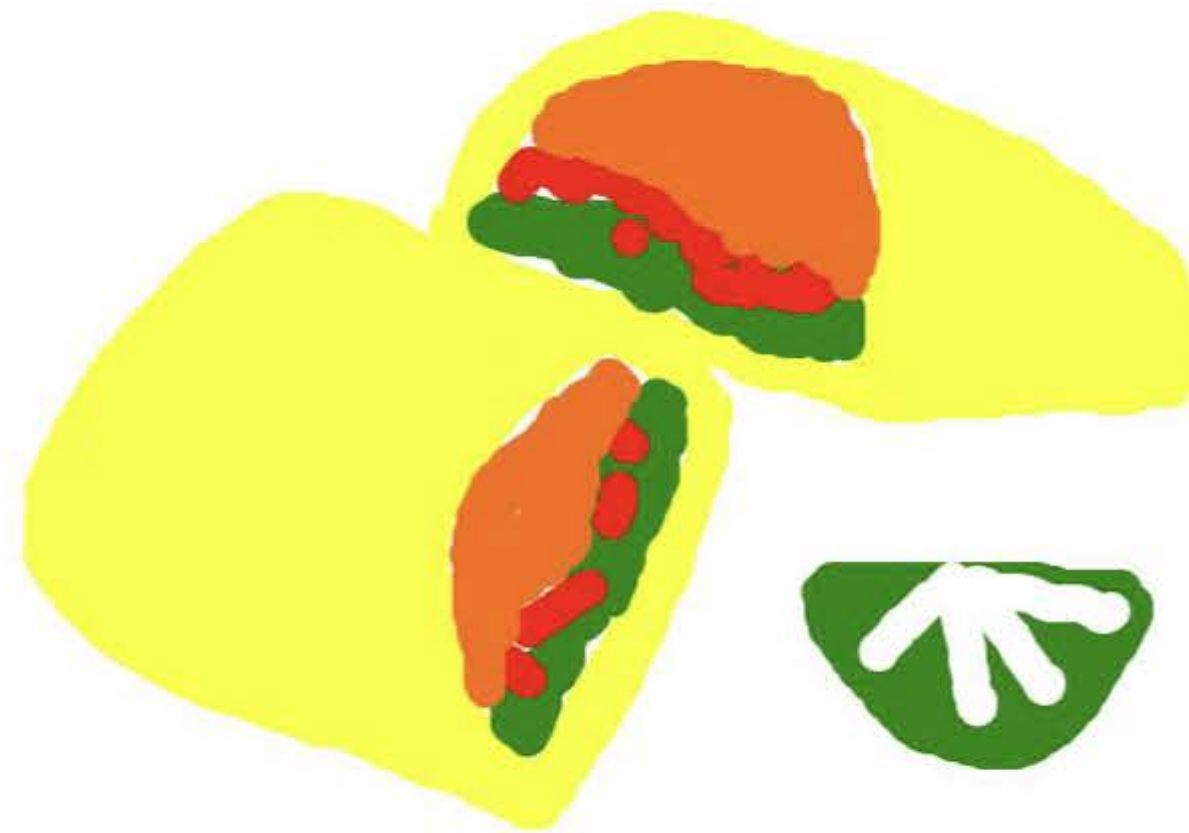


But that's just the start. People want to be on Monet

In-App Contests



Partnerships



Merchandise



OUR TEAM

We're design-oriented,
product-focused, & people-driven.



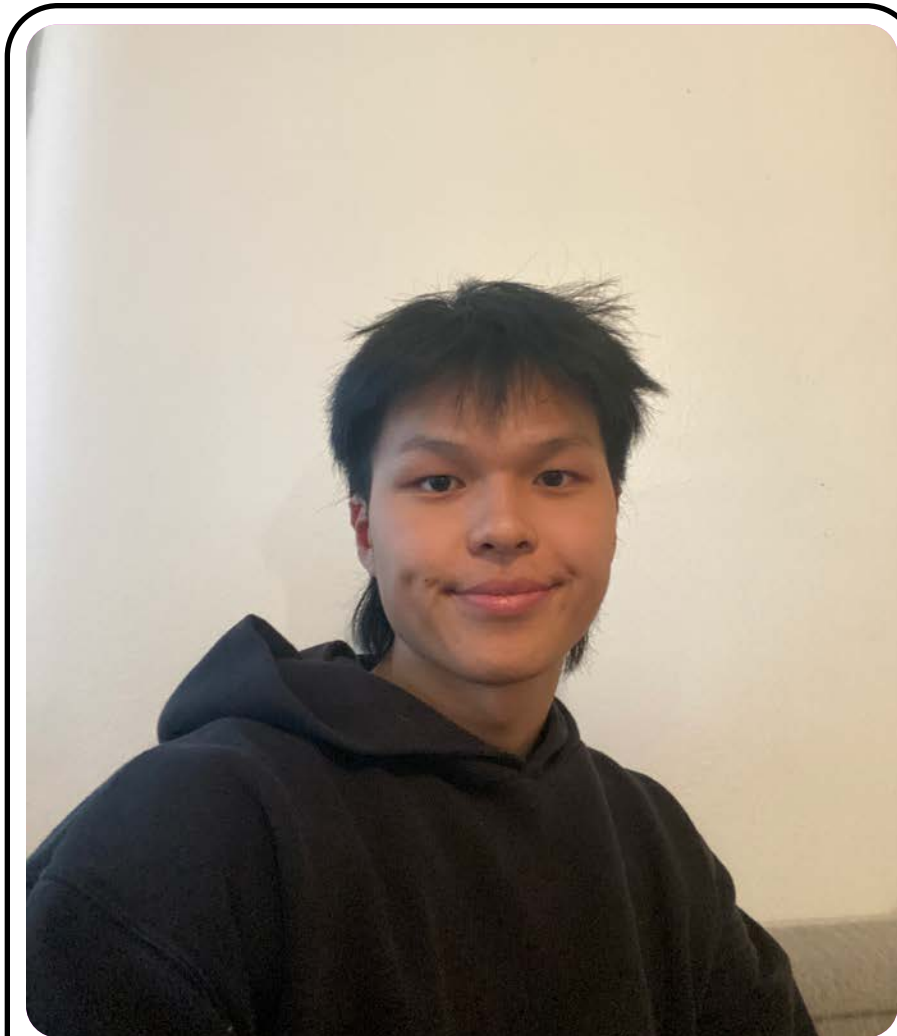
Daniel Huang

Co-founder CEO CTO
📍 UCSB He/Him



Joanna Shan

Co-founder COO
📍 UPenn She/Her



Jonathan Xue

Co-founder CFO CDO
📍 UPenn He/Him



Marc Liu

Co-founder CPO
📍 Cornell They/Them

SUMMARY

There are **67.17M** Gen Z'ers in the US, and we're building a dating app for them.

Monet grew to **8,000+** users in 3 weeks, proving that people love Monet at its core concept.

28.8% of our users have reported Monet as their first dating app—we're reaching an untapped market.



TIMELINE

2020

December

Product Launch

2021

Q1

Develop paid features

Hiring 1st engineer

Q2

Introduce subscription model

Android Release

Q3

User test community features

Build partnerships and sponsorships

Campus ambassador programs

Q4

On-campus marketing

Develop & implement community features

We Need

\$500K safe (\$7.5M cap)

18 mo. ■ runway

We'll be hiring an engineer, implementing our marketing strategy, and covering operational costs. Most importantly, we'll have the freedom to continue working on Monet full-time.