

Meet Muse



The Dating App for Gen Z

I Know Dating

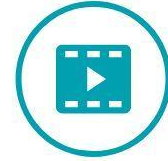
Video Dating will be the next dating success story, with 10 years experience I'm best positioned to do it.



- Scaled Plenty of Fish to 150 million users and over \$100 million revenue with no external investment
- Acquired by Match.com for \$575 million
- Expert in user acquisition and using data to drive product led growth

We live in a video first world

We're experiencing a fundamental shift



2000-2009

2010-2019

2020+



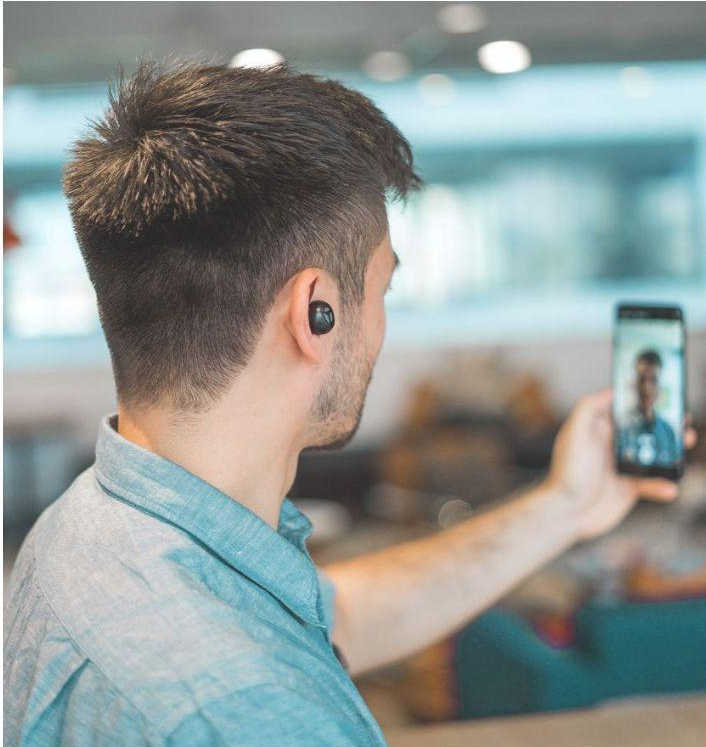
Tik Tok



facebook

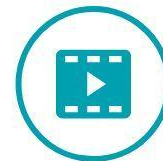


Tik Tok changed the way Gen Z engages



- 165 million downloads in the US
- 41% of users between 16-24
- Averaging 52 minutes per day - same as Facebook/Instagram
- 68% watch someone else's video
- 55% create their own video

Dating apps will follow, moving to video first



2000-2009

2010-2019

2020+


eharmony


PlentyOfFish


bumble

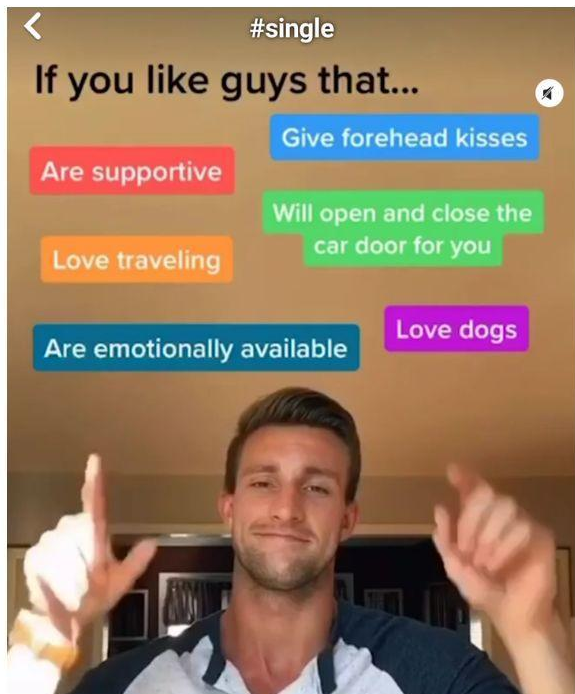
Opportunity

match.com

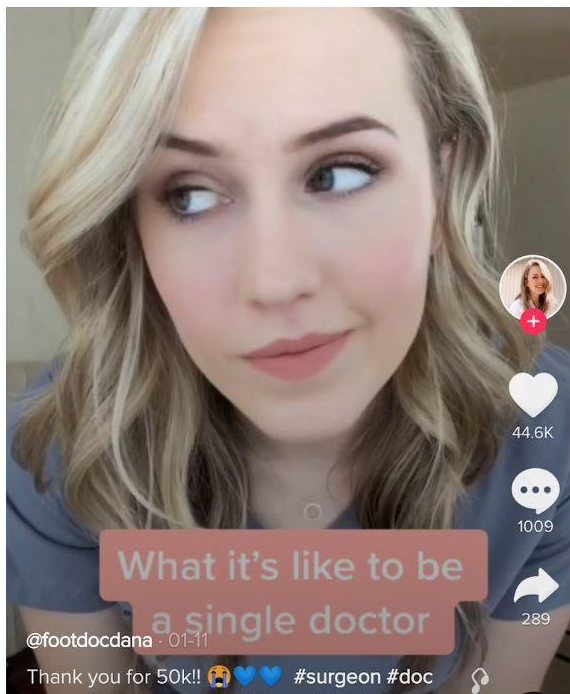
 tinder

Hinge

Dating content already exists on video apps



Triller



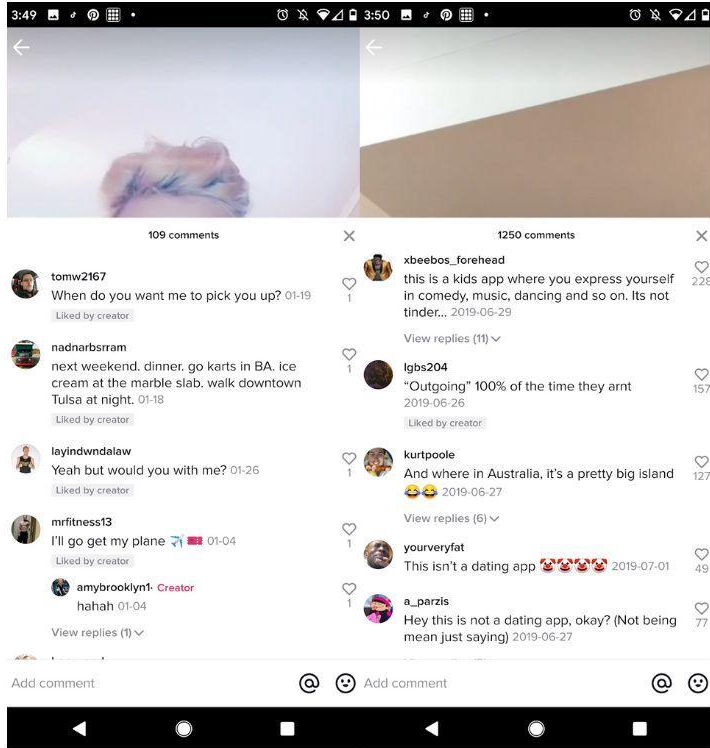
Tik Tok

A screenshot from the TikTok app showing the hashtag page for "#single". The page has tabs for "TOP", "USERS", "VIDEOS", "SOUNDS", and "HASHTAGS". The "HASHTAGS" tab is selected. The list of hashtags and their view counts is as follows:

Hashtag	Views
# single	11.4B views
# singlelife	5.2B views
# singlemom	1.1B views
# singleboy	362.8M views
# singleforever	214.2M views
# singlegirl	117.6M views
# singlecheck	90.7M views
# imsingle	140.7M views
# single🕶️	106.5M views

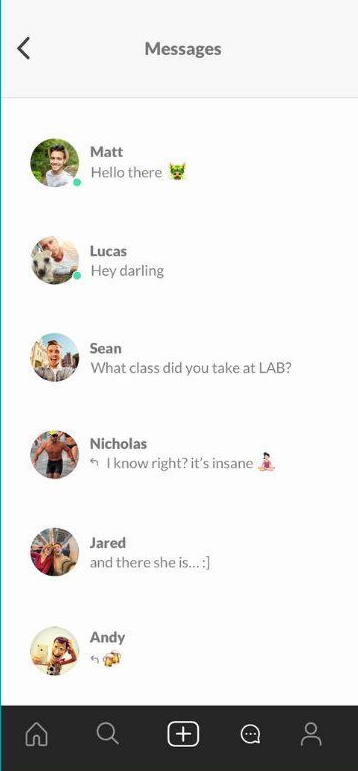
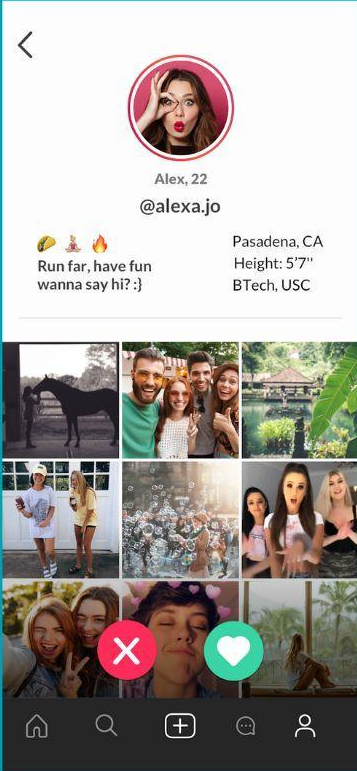
11 Billion+ Hashtag Views

None of these platforms are designed for dating



- Double opt-in
- Direct communication
- Proximity to one's location
- Mixing social and dating

Muse is the video first dating solution for Gen Z



Ask

Raising \$3m