



The app that **turns**  
"the one that got away" into "the one"

[perchanceapp.com](https://perchanceapp.com)  
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A photograph of three people sitting on a metal bench outdoors. On the left, a young woman with long brown hair is looking down at a smartphone. In the center, a man with short brown hair and glasses is also looking down at a smartphone. On the right, another young woman with long brown hair is looking down at a smartphone. The entire image is overlaid with a semi-transparent magenta color. The text is written in a white, serif font, centered over the image.

“Technology is the art  
of arranging the world  
so we do not notice it”



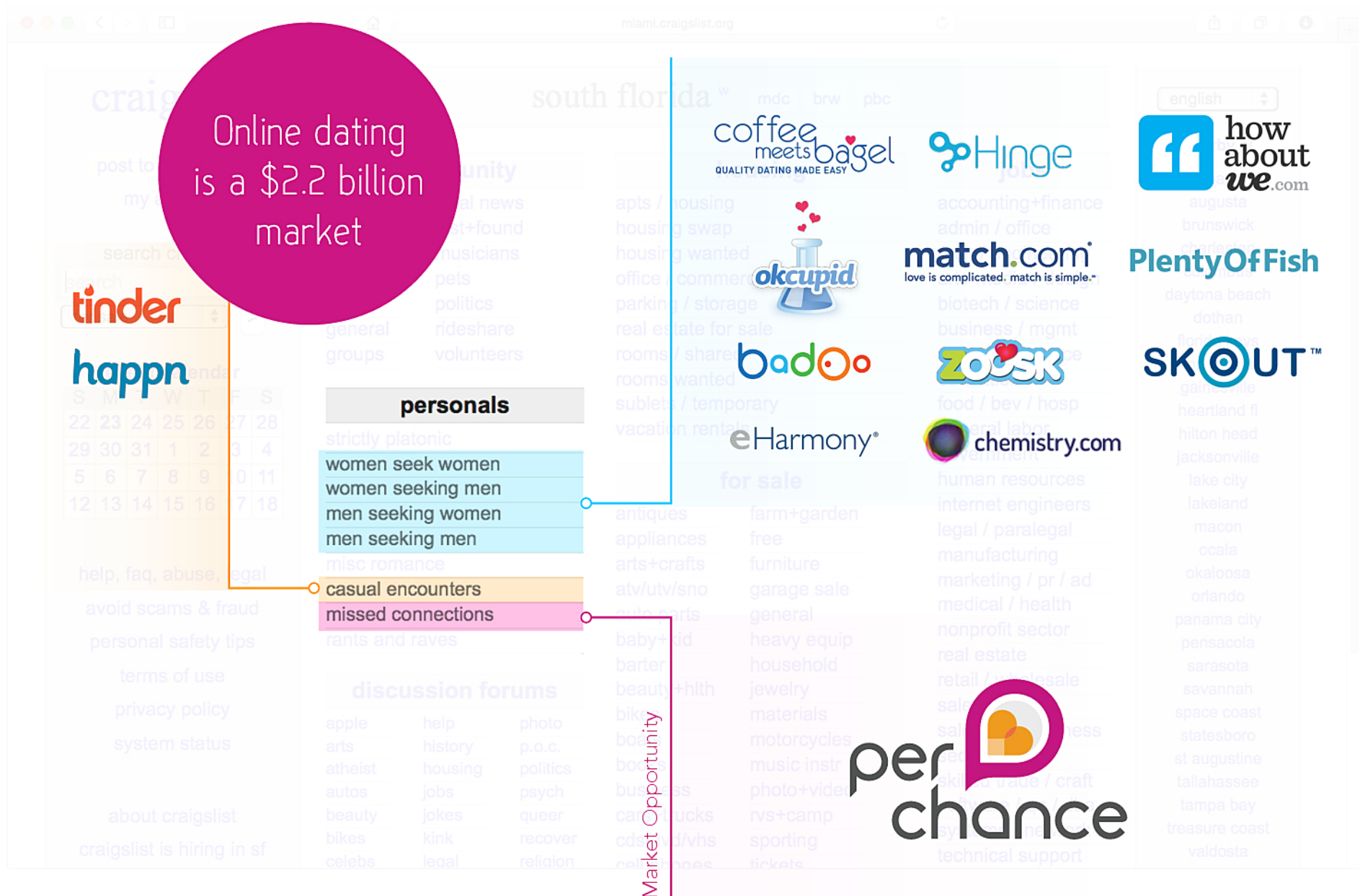
# Is love getting lost in this epidemic of anti-social dating?

- 7% of communication is based on written or verbal word\*
- 93% is based on non-verbal body language\*

“Dating apps ate up a lot of the time that I could be spending interacting with other people in person, or looking up from my phone on the train to say hello to someone.”

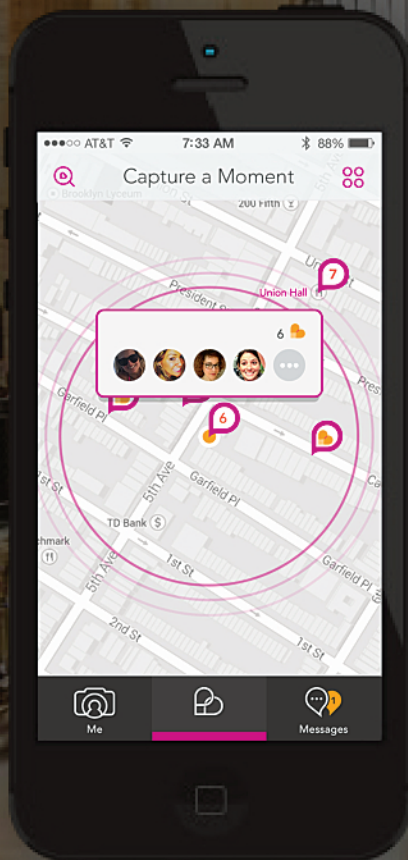
— Lyndsay Rush, SheKnows columnist

# Where we live in the current dating app landscape





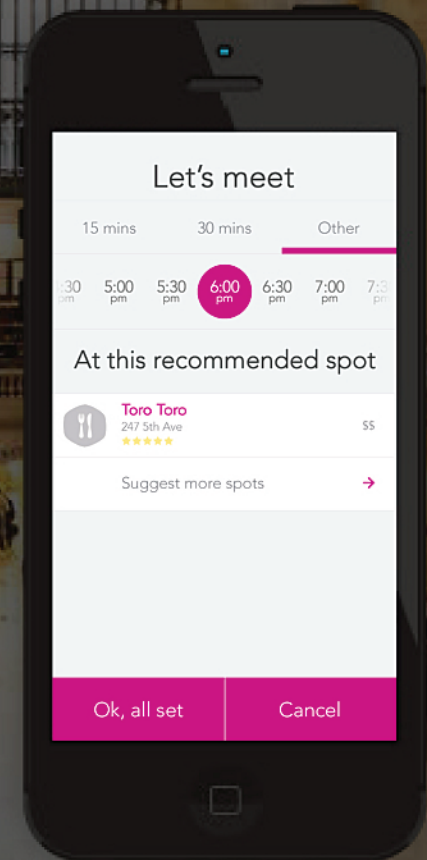
# What We Do



A shared moment?  
See Perchance users  
near location of  
missed connection



Did we share a  
moment? Reach  
out to missed  
connection



Yes? Lets meet!  
Coordinate place  
and time to  
reconnect



Web Centric

Mobile Centric

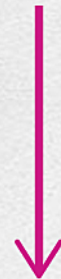
Organic



Competition  
Population of 7 billion

1.2 billion  
computers

6 billion  
cell phones



Algorithmic



# Team



Josh Baker

Co-founder



David Gottesmann

Co-founder



Eduardo Assola

CTO

# Business Model



## Freemium Model

Credit subscriptions  
unlock features like:

- More Perchance Moments
- Personalized suggestions
- Customized alerts
- Valuable real-time data
- User ratings



## Ad Revenue

Local and brand  
partnerships

Contextual ads

TapJoy ads that  
earn subscription  
credit



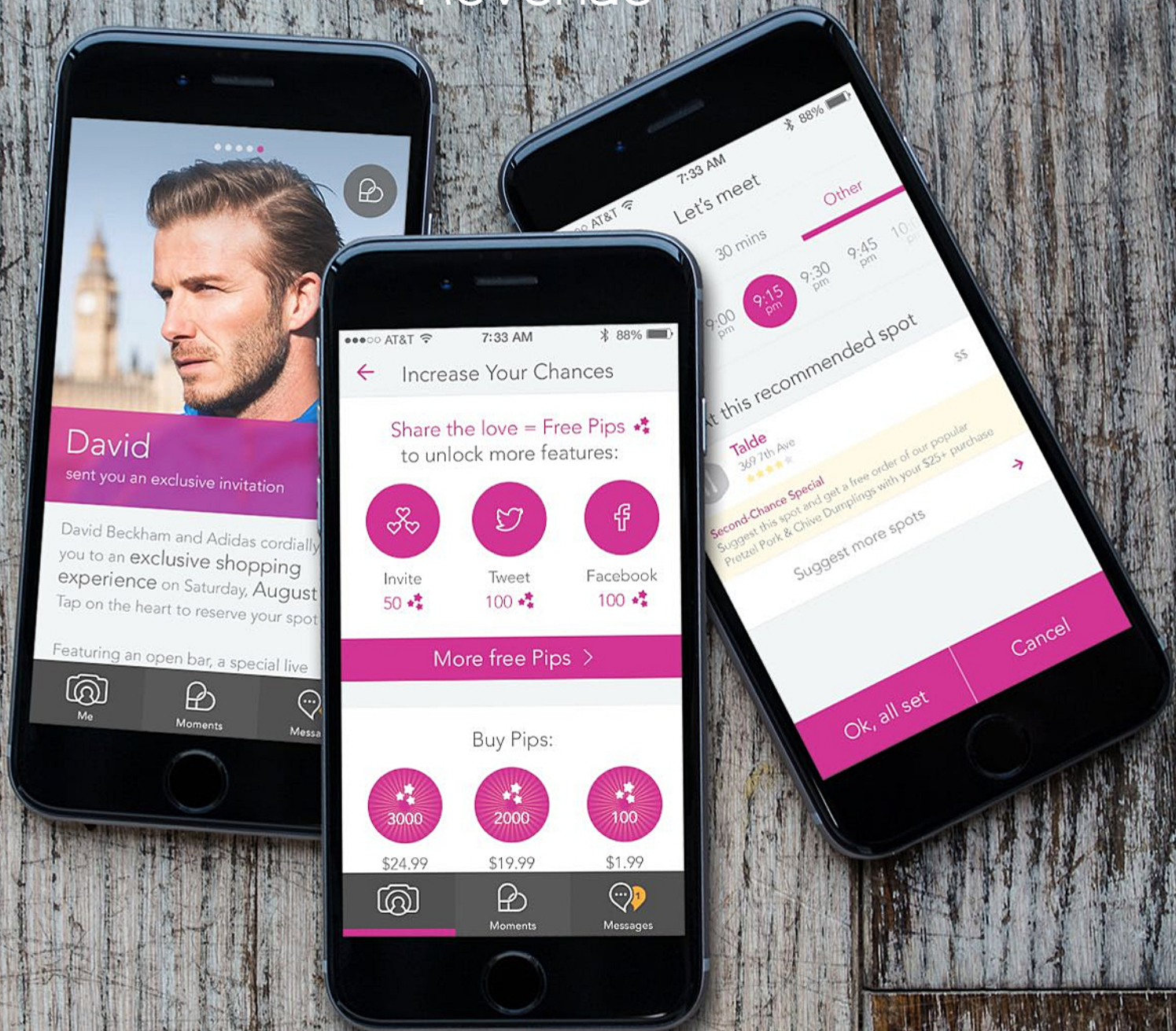
## Sponsorships

“Tap & Tag” and  
“Suggest a Spot”  
captures unique data  
metrics of our audience  
valuable to retailers

Exclusive sponsorship  
opportunities  
seamlessly integrated



# Revenue



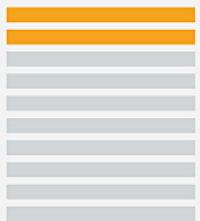


# Initial Market: Why South Florida?



South Florida has the  
**HIGHEST PERCENTAGE  
OF SINGLE PEOPLE**  
in the United States from  
**34.5% → 37.2%**

**TOP 10**



South Florida has two of the  
top 10 and three of the top 30  
**MOST POPULATED SINGLES  
AREA IN THE COUNTRY**

=



**2.35M SINGLES**

(Palm Beach, Broward,  
Miami-Dade, Monroe Counties)



# Miami Singles Demographics

As of January 2015,  
according to Travel+Leisure  
**MIAMI'S THE TOP CITY  
IN THE COUNTRY  
FOR SINGLE PEOPLE**



One of the  
**FASTEST GROWING  
AND YOUNGEST  
DEMOGRAPHICS**  
in the country



**220,000**

people working  
in the district



**81,000**

people living  
in the district

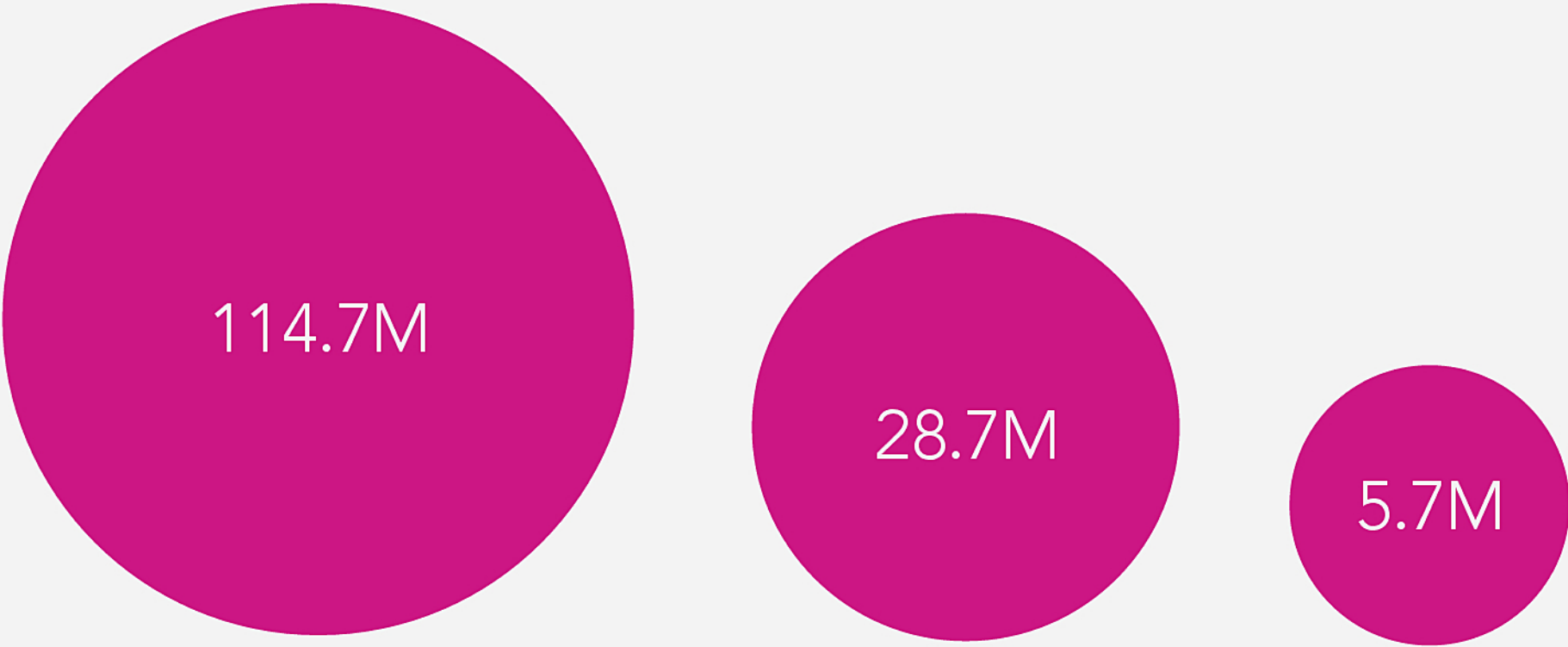


**100%**

population growth  
downtown since 2005

# Market Share

2018 U.S. Nationwide Launch



114.7M

SINGLE POPULATION  
Total available market

28.7M

SINGLES USING  
DATING APPS  
Serviceable market

5.7M

PERCHANCE  
USERS  
20% - Our market share





# Our Marketing Plan





Brand ambassadors





Interactive launch parties + events





Ad placement in high traffic hubs





Deep rooted access to:  
YouTube / IG / FB Personalities  
TV and Radio hosts  
Writers at technology publications  
help us Go-to-Market quickly

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In-app shares  
Interactive guerilla marketing  
Social media ads





The end of

~~"What  
if?"~~



# Thank you

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