

# A social network where single friends double date other pairs of single friends



[fourplaysocial.com](https://fourplaysocial.com) New York NY

Software Entertainment Technology App B2C

LEAD INVESTOR

**Casey Williams** COO, Fenway Summer Ventures

Julie & Danielle's vision for a more safe and social place to connect is so compelling to me, and not just for dating (because making friends as an adult is super hard!) Not to mention they are such a powerful team, scaling their product to thousands of users without prior app or startup experience, which proves how hardworking and self-sufficient these two really are. I believe in what they are building and believe they will be the ones to succeed in doing it, so investing in Fourplay Social was a no-brainer for me.

**Invested \$2,000 this round**

## Highlights

- 1

Bootstrapped to Over 12,000 Users in New York City
- 2

10,000 People Waitlisted Nationwide— Launching Los Angeles and Chicago Late Summer '22
- 3

45,000 Total Downloads, 40,000 Matches Made in New York City
- 4

Targeting a Huge & Growing Market: Projected 343.5 Million Paying Online Daters by 2026
- 5

Earned Media: LIVE With Kelly and Ryan, CNBC, The New York Post, Bustle, Elite Daily, Pix11 News
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- 6

Female Founders Fixing App-Dating Through Mental, Social, & Physical Well-being
- 7

Over \$300,000 of the \$1,000,000 Pre-Seed Round Already Raised

## Our Team



**Julie Griggs** Co-Founder of Fourplay Social

\* Graduated as the recipient of the Dean's Award of Excellence for Outstanding Service from the Rutgers University Physician Assistant Program \* Worked on the frontlines of the COVID-19 pandemic as a PA-C while scaling Fourplay to >10,000 users

In 2019 we created a shared dating profile that said, "Swipe right if you and your awesome friend want to double date me and my awesome friend." In the first week we had 32 guys asking us out, expressing that this was such a better idea, and telling us to make it into an app. When we saw the product/market fit and the demand it was a no brainer!



**Danielle Dietzek** Co-Founder of Fourplay Social

\*Helped approximately 2,640 babies (and moms!) breastfeed as a Maternal/Newborn RN for over 7 years \*Has gotten Fourplay Social's TikTok and Instagram accounts more than 10 million views in 2022 alone



**Danny Barnes** VP of Engineering

\*Has over 9 years of experience as a full-stack software engineer and reported directly to the CEO at his last company \*Somehow puts up with Julie & Danielle

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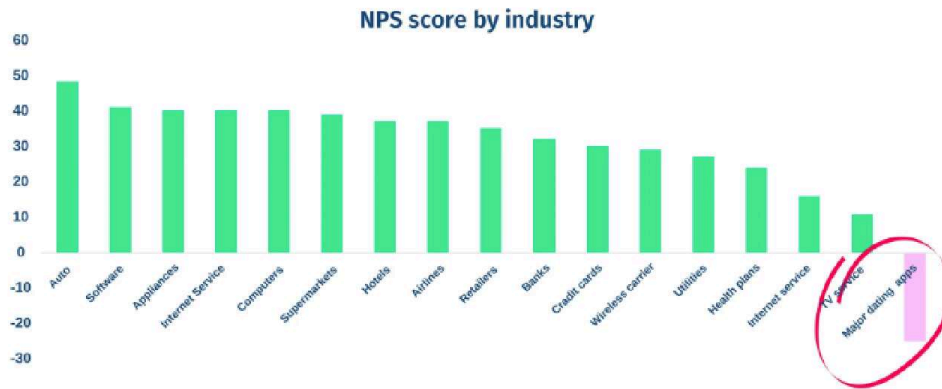
## Our Deck



Danielle Dietzek, FNP-BC Family Nurse Practitioner and Cofounder  
Julie Griggs, PA-C, Physician Assistant and Cofounder

**Problem: Since the advent of dating apps, the social climate for singles has become toxic**

- Lonely, not social
- Prescribed expectations
- Unsafe



Source: Retently (2021), NEA Dating App Survey (2022) **NEA**  
 Net promoter score (NPS) is the likelihood that a consumer would recommend a company, product, or a service to a friend or colleague



- On Gen Z's beloved TikTok, #datingappssuck has 7.7M+ views
- #toxicdating has 3.9M+ views



- ↑evidence in medical literature surrounding social anxiety and negative body image, self-confidence, & sexual behavior related to dating apps

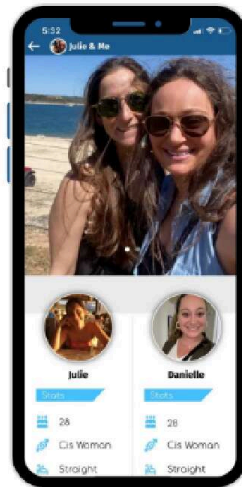
"Ok Cupid, Stop Bumbling around and Match Me Tinder: Using Dating Apps Across the Life Course"

## Solution: A *healthier* experience for singles, physically, mentally, and socially

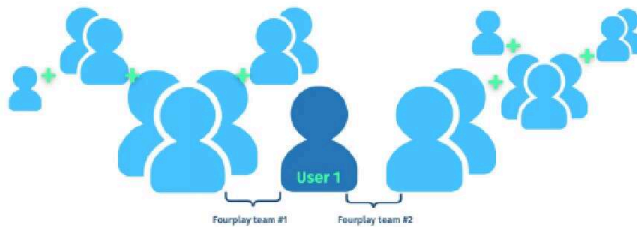
- ~~Lonely, not social~~
- Make being single social
- ~~Prescribed expectations~~
- Take the pressure off
- ~~Unsafe~~
- Use the buddy system



a social network for singles where users team up with a friend, create a shared profile, and match with other pairs of single friends



Unlike dating apps, the nature of Fourplay's social network lends itself to a **flywheel** of user acquisition. *Our viral coefficient = 2.*



## Initial Target Audience

It's simple, really

- Singles
- GenZennials (18-34)
- Social people
  - college students
  - young professionals
  - those looking for friends

Downloads

45,000

Users

12,000



# Traction

Live in NYC

DAU/MAU

500/4,000

Matches

40,000

Waitlist

10,000

## Early feedback

New Yorkers = superfans

Hi!!! My roommate and I are big fans of your app. In fact, we just matched with 2 boys that are taking us on a date to virtual golf because they won a contest. Overall, really excited and wanted to thank you for awarding them and if you ever feel like giving out more dates we would use them so well!! Thank you for helping us navigate the dating scene together in the city ❤️❤️❤️

Hi Fourplay founders!! Just wanted to let you know we had our first Fourplay double date last night, and it was so great!!! Thank you for making online dating fun again. You are STARS! 🌟

Best app in NYC hands down  
6d Reply  
Liked by creator

this app is going to be huge!! I sent it to all my single friends and we are so excited to team up and start double dating. also your social media is on point and the name is everything. can't wait to see where this goes in the future!!!

You should run an ad or some statistics like on our dating app you actually meet up with people. I feel like my conversion rate on hinge was like 3% and that was good. On Fourplay it's like 10 or 15% and like conversing outside of the app consistently is probably like 30%.

I found this app I'm like oh damn James let get on this

Make me a damn brand ambassador let's gooooo lol

Besties I went on a date last night and he talked about how fun his four play date was and how fun the app is  
6-10 Reply  
Liked by creator

hi julie I am so proud of your work on Fourplay. I love the concept and features. Specifically being able to block and avoid certain people was a great touch. It can be triggering to see an ex or someone you've had a negative experience with on this type of app.

YES 🍷 DOUBLE DATING IS WHERE ITS AT  
5-21 Reply  
Wait this looks way more fun  
5-22 Reply  
Why even use any other dating app?? This is AWESOME!  
5-21 Reply

## Press

All earned



Bustle



New York Post



CNBC



PIX11 News  
(Live TV Interview)



LIVE with Kelly and Ryan (TV)



Elite Daily



Thrive Global



The Skimm

## It's not in our heads...

We're wanted worldwide

We want it in Florida  
★★★★★  
Tue 6:22:23  
Pls bring this to Florida I would love to use this app seems like I saw it TikTok

hey y'all just downloaded the app and it's not available in my area, when will it be up for tampa florida?

Waiting for this in SFH  
6-10 Reply  
Patiently waiting for you to be available in Ohio 🙄  
6-11 Reply  
View replies 15  
Can this be available in NASHVILLE/TN us. We already have so many ideas pinned  
6-11 Reply

What about LA  
6-21 Reply  
Liked by creator

How is Four Play not available in SD? I'd  
6-20 Reply  
Liked by creator

please make the app available in Philly 🙄🙄🙄  
so many dental, medical, and law schools here 🙄  
- a dental student and her roommate who hate hinge

Me waiting for this to be available in Canada  
6-10 Reply  
Liked by creator

Hi, my friend @benstein37 and I are two senior college students majoring in communication arts, strategic communication, and psychology with minors in graphic design and sports and entertainment management. We love the idea of the app and wanted to know if you wanted anyone to work for you expanding it to Madison (we are UW-Madison students). We're from NY and MN. Let us know if you have any other questions. You can reach us at [redacted]

Hi come to BOSTON please and thank you!

Can you extend to San Francisco please

Thanks!!!

## TAM • \$10.3 billion

By 2026 expected to be 343.5 million paying online dating users worldwide  
(343.5 m paying users X 6-month subscription = \$10.3 billion)

[Statista](#)

## SAM • \$294 million

By 2026 expected to be 9.8 million paying online dating users in the United States  
(9.8 m paying users X 6-month subscription = \$294 million)

[Statista](#)

# Scope

A golden opportunity



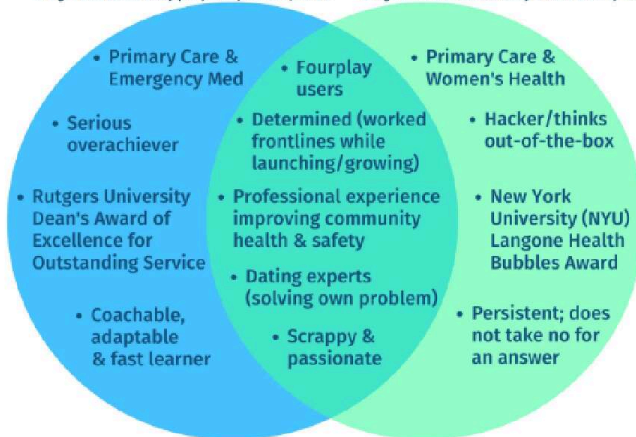
**Julie Griggs, PA-C**

*The girl that leaves every party with four new friends*



**Danielle Dietzek, FNP-BC**

*The girl that is somehow every bride's maid of honor*



**Danny Barnes**

*the guy that doesn't sleep*



## Downloads