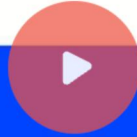




# Our mission

Co-founded by healthcare professionals Julie Griggs and Danielle Dietzek, Fourplay's mission is to create a healthier experience for singles, physically, mentally, and socially.



# Our Vision

For singles to feel equally as included, connected, and fulfilled as people in relationships.

INVEST IN **FOURPLAY SOCIAL**

**Single friends. Double dates.**

[fourplaysocial.com](https://fourplaysocial.com)

New York, NY



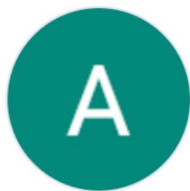
Female Founder

B2C

Minority Founder

Mobile Apps

## Featured Investors



**Alfston Thomas**

Syndicate Lead

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Follow

I am thrilled to invest in Fourplay, the dating app poised to reshape the landscape of modern relationships. Gen Z is sick of the traditional apps in market and Fourplay provides a novel, fun, and safe experience to dating. Julie and Danielle are fantastic operators who have continued to pursue and launch their creative ideas. The traction to date speaks for itself and the app is entering the market at a perfect time as users are fatigued from Tinder and Hinge and are looking for entertaining in-person experience. I'm excited to see Fourplay take over the dating market!

Invested \$3,000 this round

## Highlights

- 1 Singles LOVE Fourplay: Approaching 25,000 users in greater NYC and Boston areas
- 2 Big Demand: Waitlist of over 30,000 more singles across major US cities
- 3 Thought Leaders: Founders named in Global Dating Insights Women in Dating Special Report 2023

4

Viral Social Media: Verified TikTok with over 1.1 million likes (@fourplay\_app\_for\_singles)

5

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

6

Huge Market Opportunity: Projected 343.5 million online daters paying by 2026

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## Our Team



**Julie Griggs** Co-Founder & CEO

Self-Starter: Taught herself Quickbooks, payroll, project management, operations, and built her own network via LinkedIn. Infectiously Passionate: Can do the impossible...get people excited and inspired about dating!

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 & CGO

Natural Growth Hacker: Figured out how to effectively guerilla market and create a viral brand. Sells Capes to Superheroes: Skilled in writing for publicity, recruitment and social strategy.



**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

# Fourplay Social

Single friends. Double dates.



Julie Griggs, Co-founder & Chief Executive Officer  
Danielle Dietzek, Co-founder & Chief Growth Officer

## The mission of Fourplay Social is

To create **a healthier experience** for singles, physically,  
mentally, and socially.



## Problem: Dating apps have ruined the 'single' experience

- Loneliness

- Pressure

- Safety risks

**44%**

**Gen Z**

"I would rather  
clean the toilet  
than go on another  
online date."

**22%**

**Millennials**

"I would rather  
get my tooth pulled  
than go on another  
online date."

Source: [Singles in America Survey \(2023\)](#)

## What singles actually want

According to Tinder's "The Future of Dating 2023" report

**"[18-25 year olds] are embracing a low-pressure approach to dating..."**

From Insider's article, "Loneliness and inflation are pushing Gen Z away from dating"

**"...more effort into friendships and nonromantic social events to combat loneliness."**

Solution: A more fun, lower pressure, and **SAFER** experience

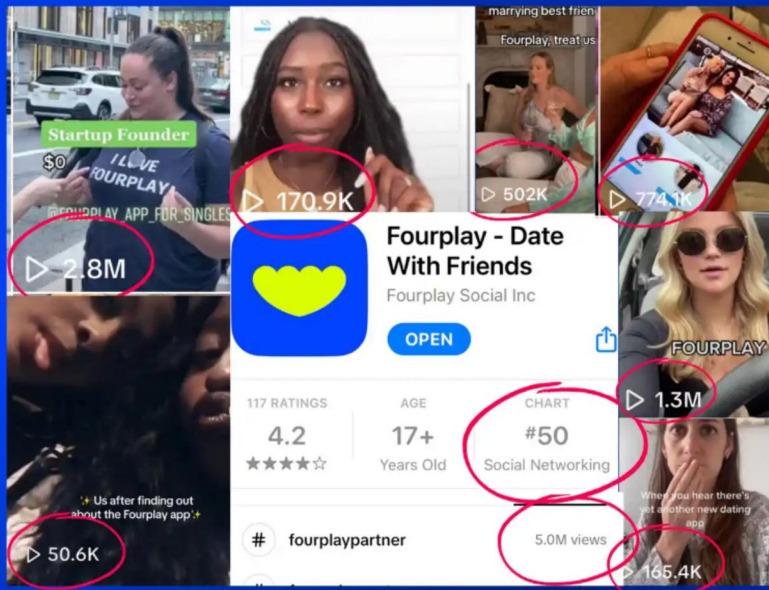
**fourplay**

A social discovery app where single friends team up and double date other pairs of single friends.



4

Singles freaking **LOVE** it



5

Early traction

USERS  
(NYC & BOS)

**23,000+**

WAITLIST

**30,000+**

Cities where app hasn't  
launched yet

SUPER USERS

**1,200+**

Users with at least 25  
matches



## EARNED MEDIA



## SPONSORS & PARTNERS



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## Market Size



### The math:

- Estimated 66 million online daters in US by 2030
- 53 million are ages 18-34 (81%)
- 18 million 18-34 year-olds pay for online dating (33%)
- If 10% of Fourplay's users spend ~\$15/month on Fourplay = \$324MM ARR.
- Bumble's valuation = 8x revenue and The League valuation = 3x revenue.
- Average revenue multiplier = 5.5. \$324MM x 5.5 = \$1.8 billion

Sources: Grand View Research, Statista, Statista

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## Meet the heroes saving all the singles!



**Julie Griggs, CEO**  
Work ethic of an absolute animal

### • Self-Starter

Taught herself Quickbooks, payroll, project management, operations, and built her own network via LinkedIn

### • Relentless Overachiever

Graduated from a top physician assistant program as the recipient of the Dean's Award of Excellence for Outstanding Service (all while secretly building Fourplay at night...)

### • Infectiously Passionate

Can do the impossible: get people excited and inspired about dating



**Danielle Dietzek, CGO**  
Leaves every party with 6 new friends

### • Natural Growth Hacker

Figured out how to effectively guerilla market and create a viral brand

### • Magnetic Personality

Won the "Bubbles Award" for nurses at NYU Medical Center more than once (it is what it sounds like!); thrives as a storyteller with a propensity to go viral on social media

### • Sells Capes to Superheroes

Skilled in writing for publicity, recruitment and social strategy



**Danny Barnes, VP of Eng**  
The MJ (or Lebron) of code

### • Absolute Brainiac

Architected and led a team to develop specialized apps supporting the largest corporations in Taiwan

### • Codes in His Sleep

Cross-platform coder who developed a secure Android app and server backend to collect sensor data and user submissions for clinical psychology research. Maybe he doesn't sleep...

### • More Secure Than A Safe

Constantly puts Fourplay user data and safety at the forefront of building



Ilana Dunn,  
Advisor

- Former Lead Content Creator at Hinge
- Gen Z and Millennial dating expert
- Host & EP of Spotify Top 50 Viral Dating Podcast, Seeing Other People



Yo Sub Kwon,  
Advisor

- Experienced early-stage advisor
- Security expert
- Serial technology founder with multiple exits

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# Thank you

for helping us create a  
healthier experience for  
singles physically, mentally,  
and socially.

Julie Griggs  
Co-founder & CEO



Danielle Dietzek  
Co-founder & CGO