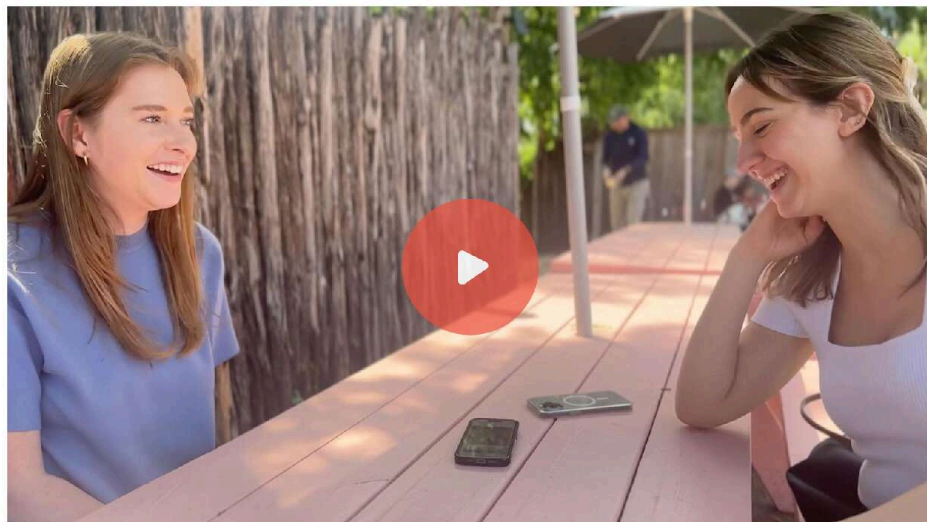


## "Meet someone special doing what you love" - A groundbreaking activity-based, AI-powered meetup app



[troov.app](#) Austin, TX

### Highlights

- 1 A meetup app where users can propose one-on-one activity ideas and match based on shared passions
- 2 Fully functional beta product (download link below)
- 3 Partnering with local businesses to provide discounts and promotional activities for troov users
- 4 Founder has previously built AI consumer-facing products that reached millions of customers online
- 5 Our existing software architecture can support over 40,000 daily active users from Day 1
- 6 Experienced team with over 30 years of cumulative software development experience
- 7 Troov trademark filed and protected under Class 9

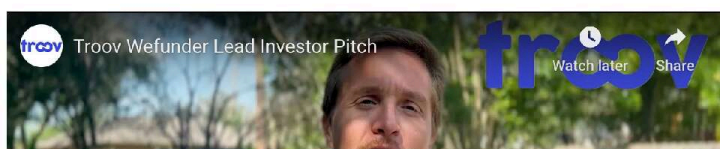
### Featured Investor

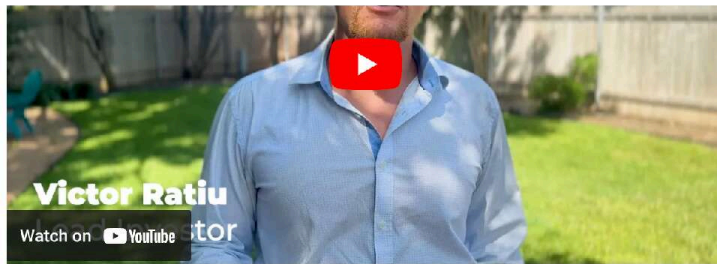


**Victor Ratiu**   
Syndicate Lead

Follow

Invested \$10,000





"I've known Dustin for many years. He's got that rare one-two punch of someone with a deeply philosophical desire to change the world around him, plus a proven ability to actually get things done and get them done right."

[Watch Full Interview](#)

## Our Team



**Dustin Godevais** Founder & CEO

AI Consultant, Ex Senior Machine Learning Engineer at Attentive Mobile, Ex VP at Goldman Sachs, New York University M.Sc. Data Science



**Andrew Watkins** Technical Advisor

Principal Solutions Architect at AWS, Ex VP of Engineering at HowAboutWe, Ex VP at Goldman Sachs, Ex VP of Engineering at BuildOps, Ex CTO at Academia.edu, Stanford University Computer Science



**Ashley Godevais** Product Advisor

Harvard MBA, Ex PM @ AWS, Ex Senior Global Strategy Analyst @ PepsiCo



**Cameron Mulhern** iOS Advisor

iOS Dev @ Google, Ex Foursquare, Ex Live



**Bailey Hinnners** Marketing and Videography Contractor

George Washington University B.A. Business and Psych



**Levon Arakelyan** Dev Contractor

Over 10 years of experience building iOS Apps, Yerevan State University B.A. Mathematics



**Shanze Gillani** UX Contractor

National College of Arts B.A. Visual Communication

**Invest in transforming virtual connections  
into real-life adventures with troov**





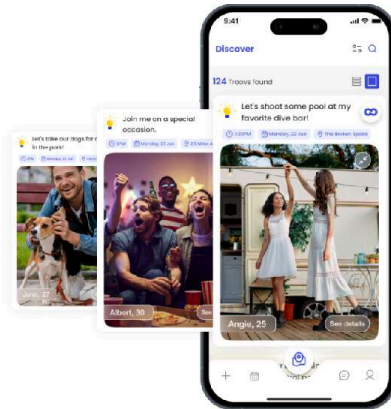
"Meet someone special doing what you love"

www.troov.app

## What is troov?

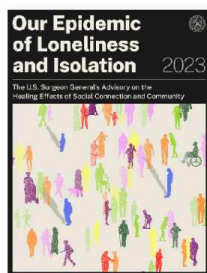


A meetup app where users can propose **one-on-one activity ideas** transforming online connections into **real-world experiences** centered around **shared passions**.



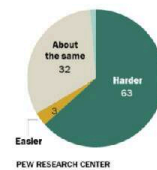
## What problem is troov solving?

Our existing social platforms and digital products are **NOT** effective at **building meaningful connections**.

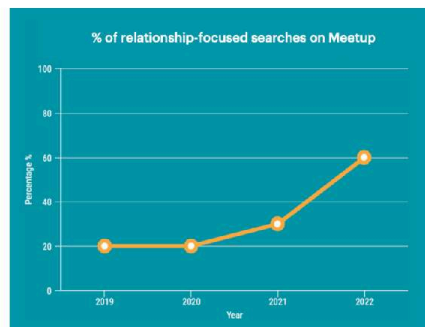


**Most daters say dating is harder than before COVID-19 pandemic**

% of daters saying that, in general, dating during the coronavirus outbreak is **harder** than before the coronavirus outbreak



According to Meetup's own data, people are increasingly "prioritizing connections both **romantic AND friendly**."



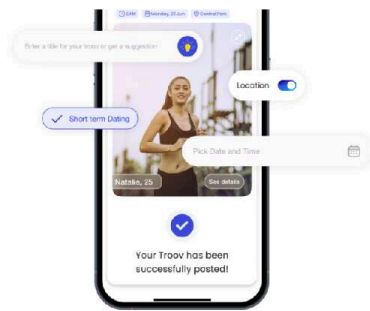
## How does troov solve this problem?

Our **AI-powered**

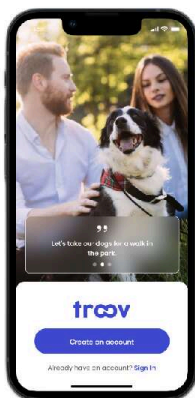
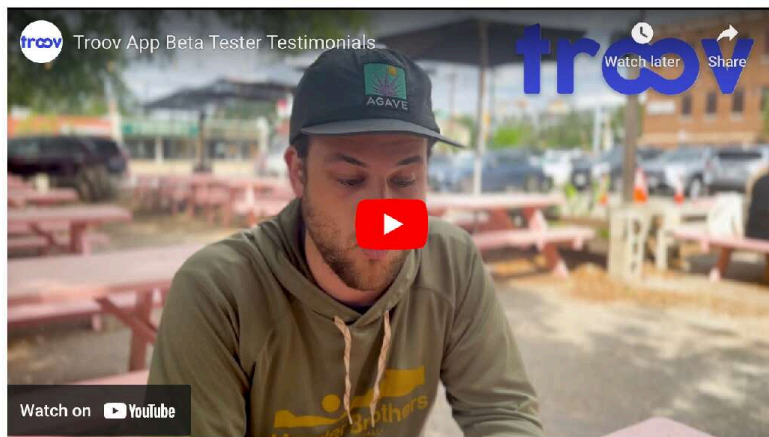


**recommendation system**  
discovers shared passions  
among like-minded users.

By proposing a **one-on-one activity** with a time and place,  
our users find common ground  
before they even meet up.



## Troov app beta tester testimonials



Sign up for  
our beta at  
***troov.app***

## Total addressable market (U.S. only)



### Premium subscriptions:

- Revenue in U.S. Online Dating market is projected to reach \$1.39bn in 2024 <sup>1</sup>

### Affiliate marketing for ticketed events/activities:

- Eventbrite net revenue of \$326.1 million, up 25% year over year off of \$3.5 billion in ticket sales <sup>2</sup>
- Groupon had revenue of \$514.9M in the twelve months ending March 31, 2024 <sup>3</sup>

### \*Anonymized & aggregated location data services:

- Foursquare's estimated annual revenue is currently \$147.8M per year <sup>4</sup>

\* We are committed to **never selling any data** which could be used to identify an individual user or their personally identifiable attributes

### Match Group Revenues <sup>5</sup>



(1) [Statista Online Dating](#) (2) [Fiscal Year 2023 Financial Results](#) (3) [WSJ \(annual results\)](#) (4) [growjo forecast](#) (5) [Letter To Shareholders](#)

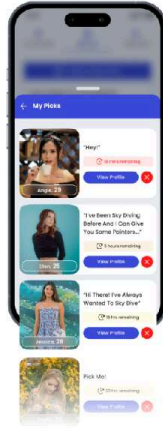


# Why are we raising money now?

Troov relies on a two-sided social exchange:

- 1) people *creating* troovs
- 2) people *joining* troovs

In order to make the launch successful, we are looking for some initial funding to kick start both sides.

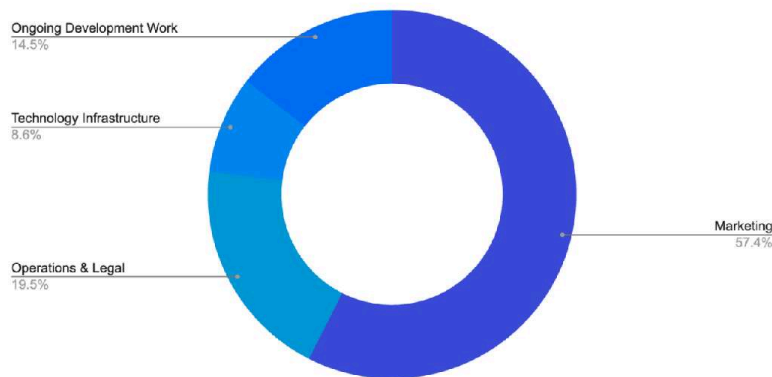


- Raise marketing funds to establish benchmark app metrics which will enable us to **attract future VC investment**:

Metric	Target
Cost per install	< \$5
Cost of user acquisition (profile registration)	< \$20
Registration funnel drop off	< 80%
Daily Active Users / Registered Users	> 20%
D.A.U. / Monthly Active Users or "stickiness"	>15%
D7/D30/D90 Retention	> 40%/30%/25%
Net Promoter Score (NPS)	> +50

- Scale our technology infrastructure to handle higher loads as the volume of daily active users increases.

## Use of funds projection (\$125k budget)



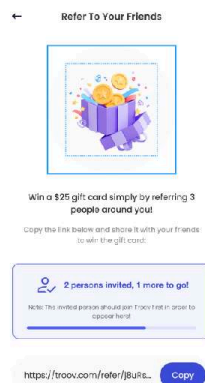
## Marketing strategies & channels

### Traditional marketing:

- Influencer partnerships (lifestyle and dating)
- Street/guerilla marketing (launch parties, "create a troov for swag," etc)
- Instagram and Facebook ads
- Austin-based, small-business partnerships (already in talks with local businesses to provide discounts and promotional activities for troov users)

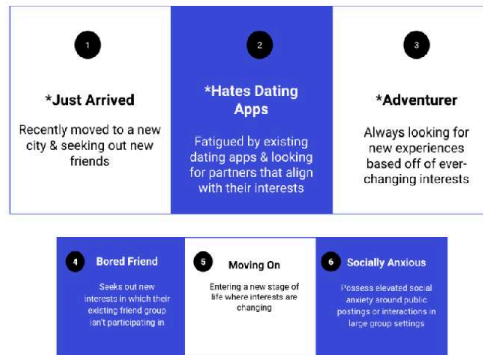
### In-app features:

- Weekly troov competition and prize draws (most adventurous troov, etc)
- Troov referral credits (see app screenshot)
- Share troov location with friends feature for safety purposes



# MARKETING PERSONAS

The following six personas identify our **key audience groups** that will be used to target our audience segments for paid marketing efforts



\*primary personas at launch

Persona 1: Just Arrived  
Potential Messaging

MEET SOMEONE WHO LOVES \_\_\_\_\_  
AS MUCH AS YOU DO

Moving to a new city is scary, meeting fun new people shouldn't be!

Find a

- Cycling partner
- Cooking sous-chef
- French tutor
- Rock climbing enthusiastic
- Concert buddy
- Movie buff
- And many more...

Persona 2: Hates Dating Apps  
Potential Messaging

WE MET ON A DATING APP  
WE MET DOING SOMETHING WE BOTH LOVE

You never have to tell anyone "we met on a dating app". Instead, we met...

- While paddle boarding
- At Eeyore's birthday party
- At a phish cover band concert
- Howling at the moon at Barton Springs
- At Deep Eddy's
- At Comedy Mothership
- On the south congress bat bridge
- At chicken sh\*t bingo
- At the Zilker Park drum circle
- On a taco tour
- And many more...

## Monetization strategies (premium subscription features)

Troov Premium - Popup

9:41

Discover

STS Steel Inc

Peek St

Marion Rd

Nott St

Foster Ave

Carrie St

Ernie Blvd

N. Jolly St

Park Pl

Jackson's

**troov Premium**

Subscribe to Troov Premium now to get access to these amazing features!

- ✓ 1 Troov creator boosts per month
- ✓ 5 Request message boosts per month
- ✓ Unlimited Request Extensions
- ✓ Enhanced Personalization Filters
- ✓ Unlimited Location Changes

**Get Premium**

Please upgrade your account to access premium filters

Search

← Search filters

Distance 26 km

Availability None

Cost \$ \$ \$ \$

**Troov Premium**

Get Troov Premium Now and get access to more filters

**Get Premium →**

**Premium Filters**

Upgrade your account to access

**Apply Filters** **Clear All**

Boosted Troov

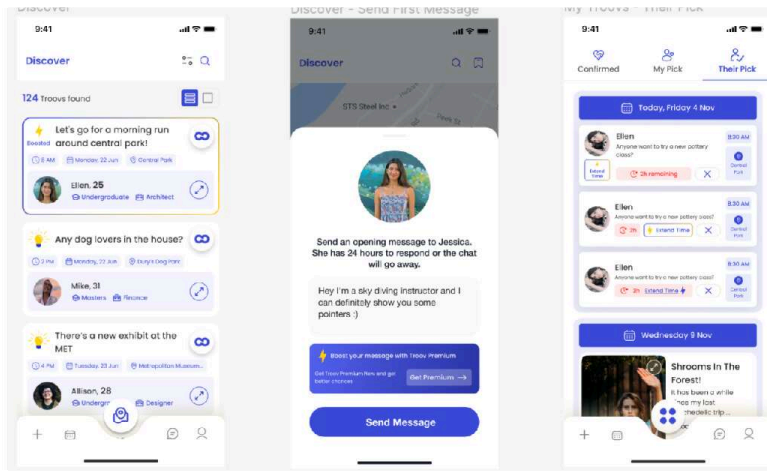
Boosted Message

Extend Troov

Discover

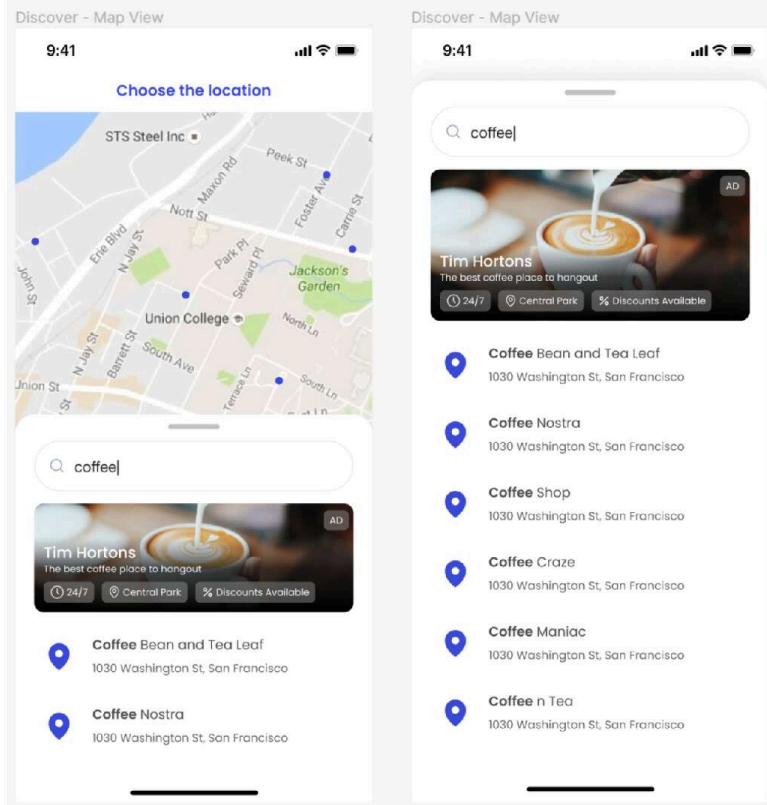
Discover Boosted Messages

My Troovs Your Dink

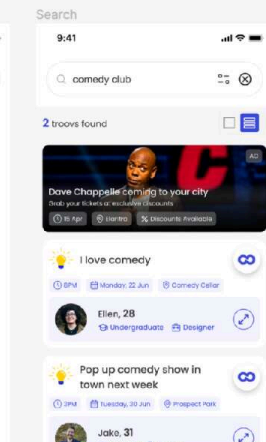
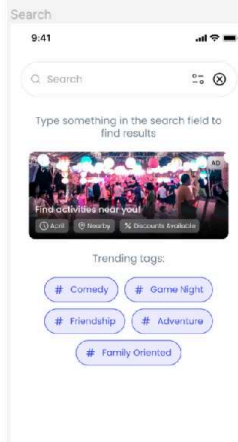


## Monetization strategies (affiliate marketing)

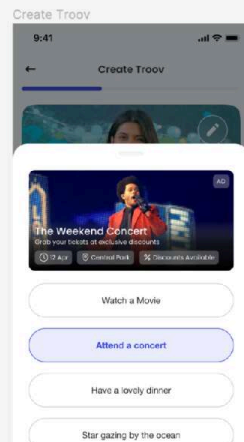
### Search on map



### Search Troovs



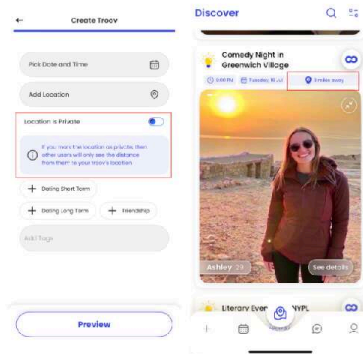
### Troov Activity





## Troov community trust & safety

- We are leveraging ChatGPT as a content policy moderator so **users can receive feedback in real time** that their proposed troov meets our [community guidelines](#).
- We detect any content that is illegal, harmful, threatening, abusive, harassing, defamatory, vulgar, obscene, etc.
- Following user insights, *particularly from our female testers*, we've enhanced privacy by introducing a feature that **conceals a Troov's exact location**.
- Badges indicating if users are verified.



## Interview with our lead investor



## What is a lead investor?



- Decides if they want to invest on the same terms as those offered on Wefunder.
- Advises Wefunder on signing of documents on behalf of all investors on Wefunder, such as SAFEs converting to equity, follow-on financing authorizations, acquisitions, or any other corporate action. These are the same documents a Lead signs for their personal investment.
- The Lead Investor directs the voting power of all Wefunder investors and can take other actions on behalf of investors.
- They are not a family member or other obvious conflict of interest.

## SAFE round valuation scenarios

Wefunder scenario	New investment	Pre-money valuation	New Investor Ownership	Wefunder Ownership	Wefunder ROI (post priced round)	~ Wefunder ROI (\$65 million exit)	~ Wefunder ROI (\$250 million exit)
\$265,000	\$1,000,000	\$7,500,000	11.77%	8.46%	2.71x	20.74x	79.77x
\$265,000	\$1,500,000	\$10,000,000	13.04%	8.33%	3.61x	20.38x	78.37x
\$265,000	\$2,000,000	\$10,000,000	16.67%	7.99%	3.57x	19.34x	74.4x
\$265,000	\$2,500,000	\$15,000,000	14.29%	8.22%	5.39x	20.02x	77.01x

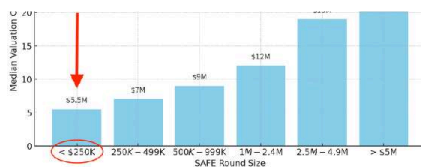
Source: [Carta SAFE and Convertible Note Calculator](#) based on current cap table structure with **\$2.5 million valuation cap** and **30% discount**





rate.

~ Note these exit valuation scenarios do NOT account for additional dilutive raises



Note: future projections are not guaranteed.

## Potential Exit Strategies: Acquisition

A larger dating app like Bumble or Match Group could be interested in acquiring Troov. Here are some of the companies they've already recently purchased:

### Bumble:

- Official (Newel Corp): The acquisition cost was approximately \$10 million in cash. This acquisition occurred on April 26, 2023 (368,000 couples and is available in 45 countries.)
- Fruit: Purchase price approximately \$75.4 million, \$72.275 million cash consideration and a fair value of contingent earn-out liability of \$3.1 million. This acquisition took place on January 27, 2022 (downloaded 5.6 million times globally)
- Bumble's 2023 Average revenue per paying user (ARPPU) is ~\$23.03 on 3.7 million paying users per quarter.
- "The company said during its first-quarter earnings call on Wednesday that it plans to use M&A "opportunisticly" to help it better prioritize inorganic growth." ([source](#))

### Match Group:

- Oct 27, 2022 - The Fresh New Group (Provider of an online dating platform based on similar interests - Acqui-Hired)
- Jul 13, 2022 - The League. Net of cash received, was "\$29.9 million, of which \$25.7 million was paid in cash on the acquisition date and \$4.2 million was deferred cash consideration that remains payable (2.6 million matches in 2023)

### Bending Spoons:

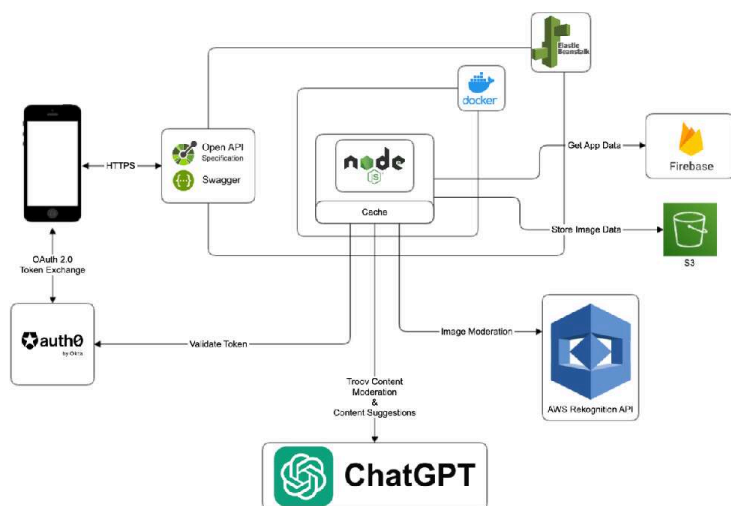
- In January it agreed to buy the digital assets of Mosaic Group, a mobile software subsidiary of IAC (IAC.O), opens new tab, and Meetup, a social network with 60 million members used to organise in-person and virtual events and gatherings.

### MyPostcard:

- Acquires PenPal in 2023

Note: future projections are not guaranteed.

## Technology Platform Architecture



Our trademark is filed...

troov™

RE: U.S. Trademark Application for "TROOV"  
Application No.: [REDACTED]  
Our Ref.: [REDACTED]

Dear Dustin,

Thanks for e-signing the "TROOV" U.S. intent-to-use trademark application. We are pleased to report that we filed the application with the USPTO today, and it has been accorded Application Serial No. [REDACTED]. As you know, the application covers the following goods:

Class 9 – "Downloadable mobile computer software application that enables users to post and join recreational, social and business networking activities."

- Our lawyers at Brown Rudnick confirm that the French company which owns [www.troov.com](http://www.troov.com) has not filed in the United States and thus our claim to the trademark would take precedence.
- The "Troov Energy Drink" ( [www.drinktroov.com](http://www.drinktroov.com) ) is not similar enough in category to pose a risk from a trademark infringement perspective.

**troov**™

**"Meet someone special  
doing what you love"**

**Contact Info:** [support@troov.app](mailto:support@troov.app)

**Website:** [www.troov.app](http://www.troov.app)