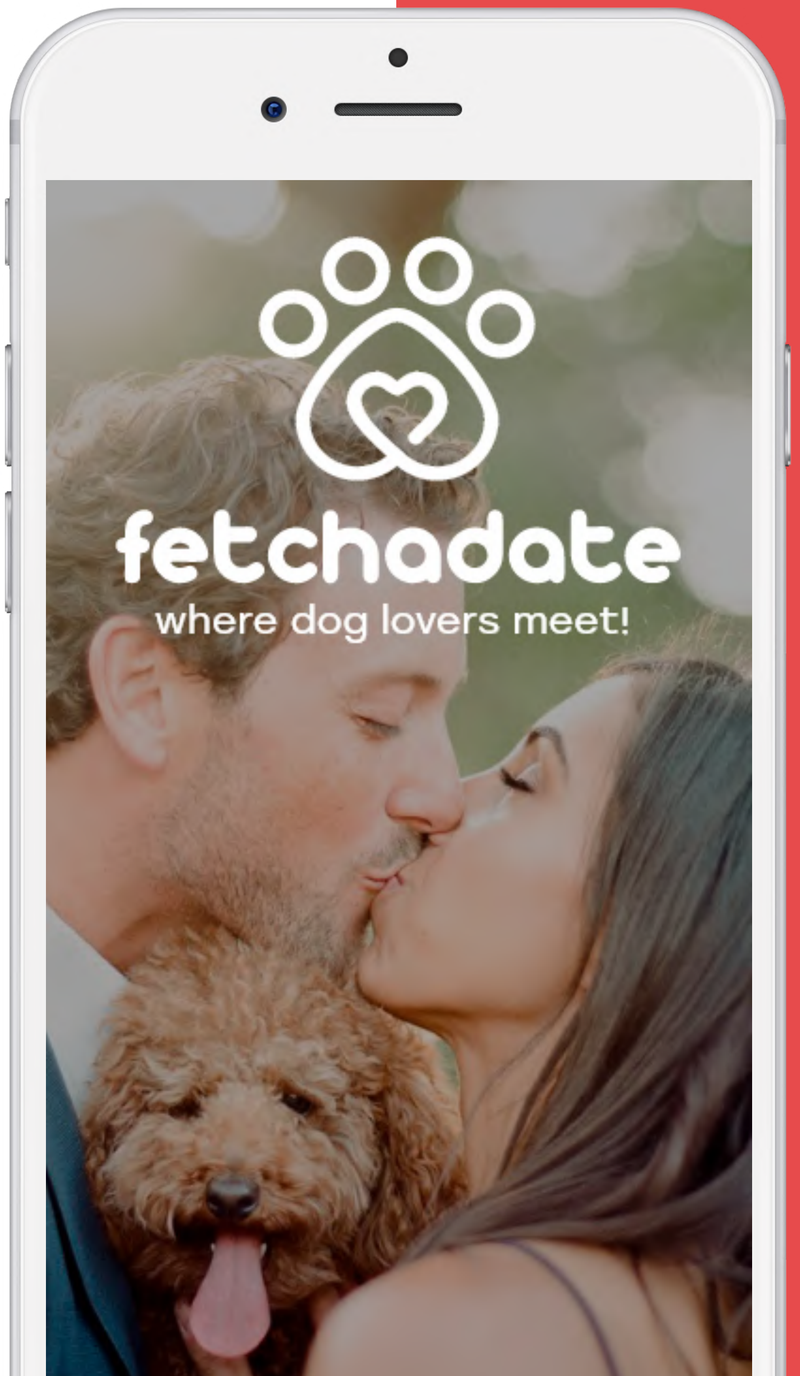
gener8tor Pitch Competition

Fetch A Date



Sheryl Matthys I Katerina Kolotsei I Ricky Mindanao I Daren Copely

Did you know that 55% of singles are pet owners?

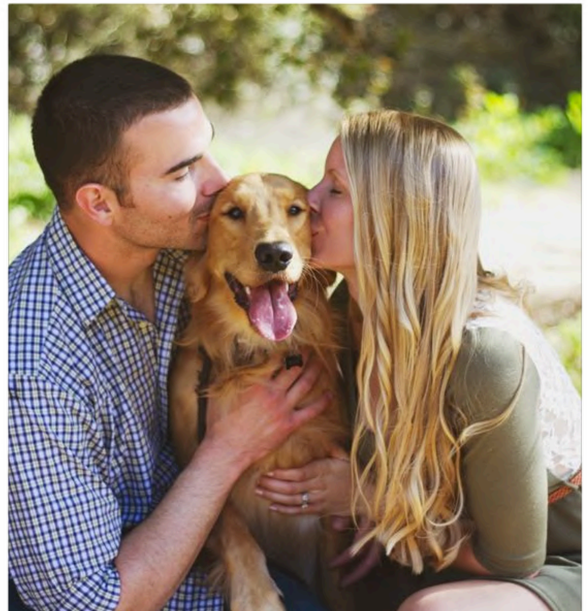
95%

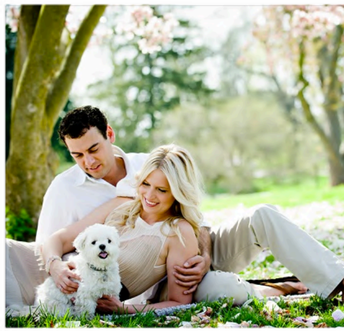
Women wouldn’t go on a second date if her dog didn’t like the guy

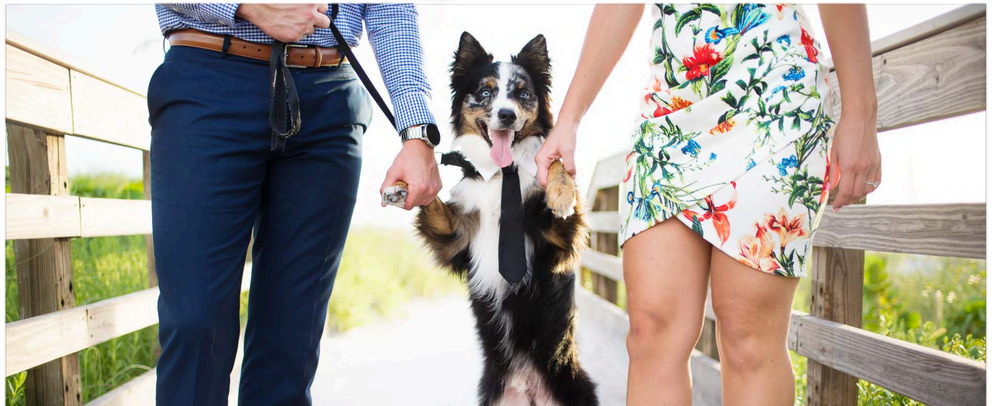
Save
the
-18-
Date!
10
14

My Humans
Are
Getting
Married

CHARLIE
Daddy asked and
Mommy said yes







But dating apps today only

connect us over what we say we like.

fetchadate
Where dog lovers meet!

But dating apps today

connect us over what we say we like.

Not over what we know we love.

Enter Fetch A Date

The dating app that connects us over our shared love for dogs.

1. Create Profile

Just answer a few questions to sign up!

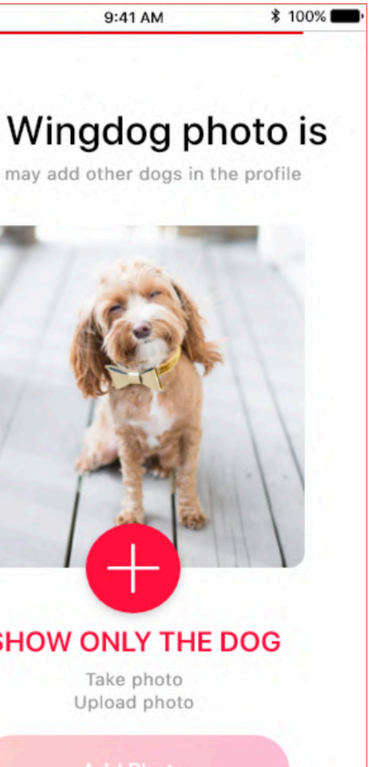
2. Dog Ice Breaker

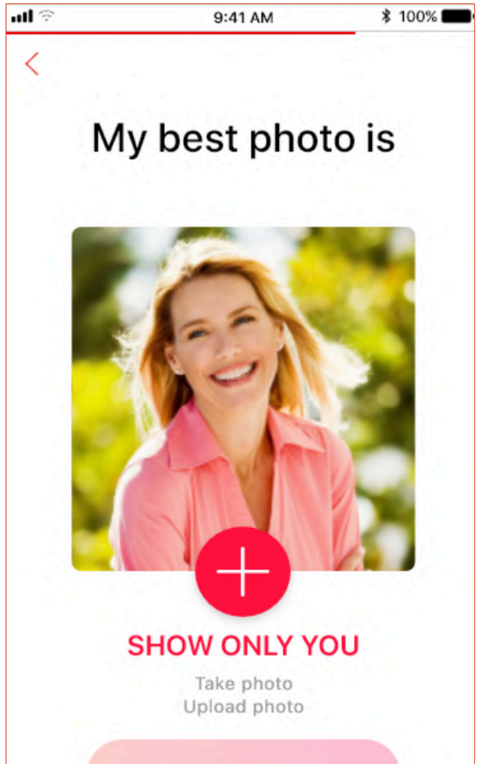
Open the chats over shared interests

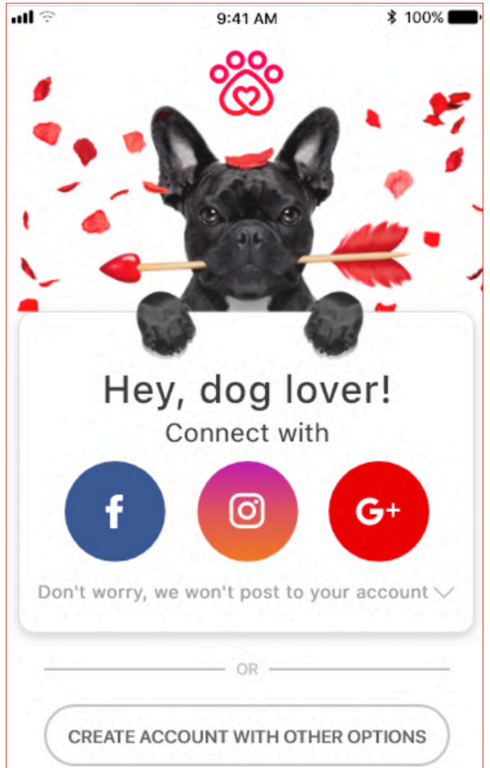
3. Dog-Friendly Date

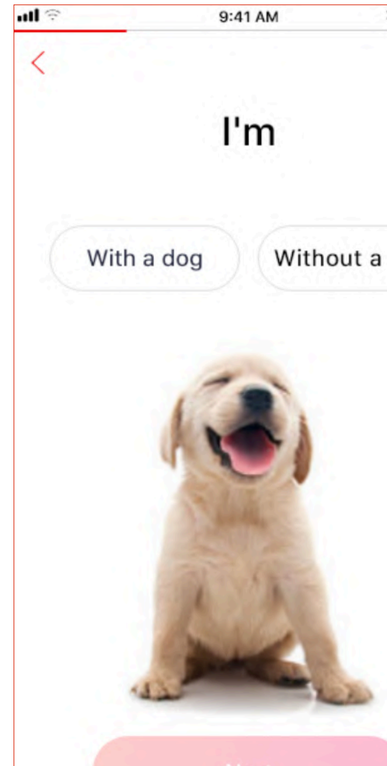
Get together for an innocent first date

Step One: Create Profile

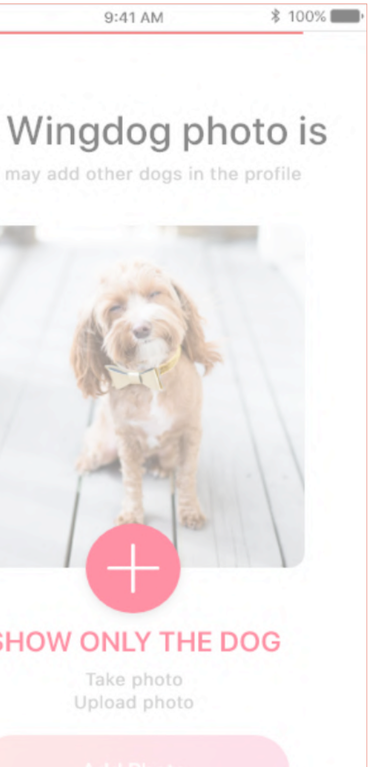


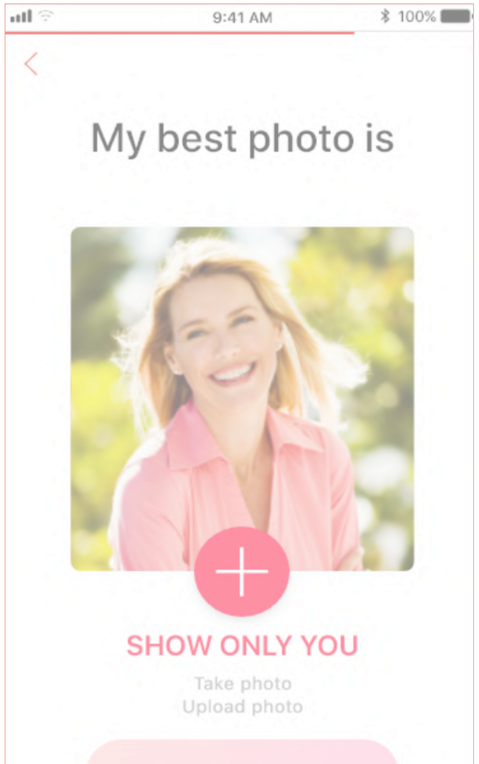


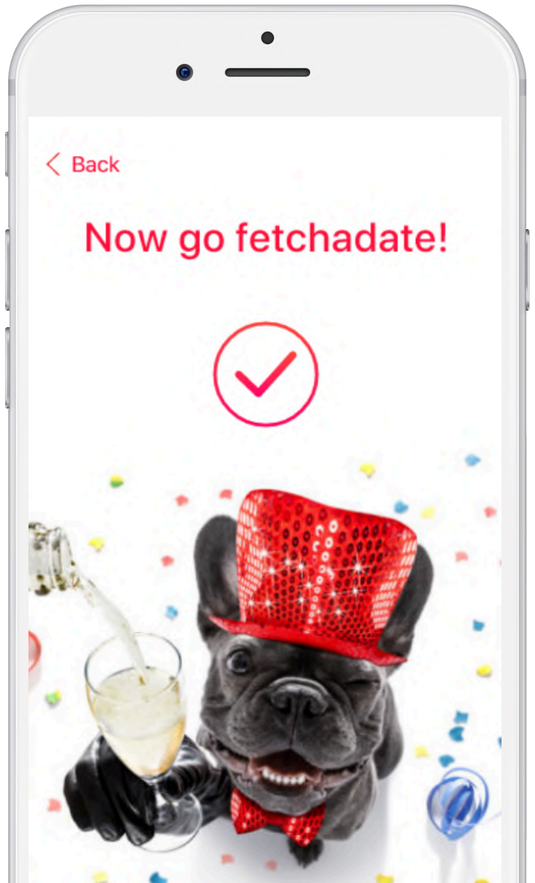


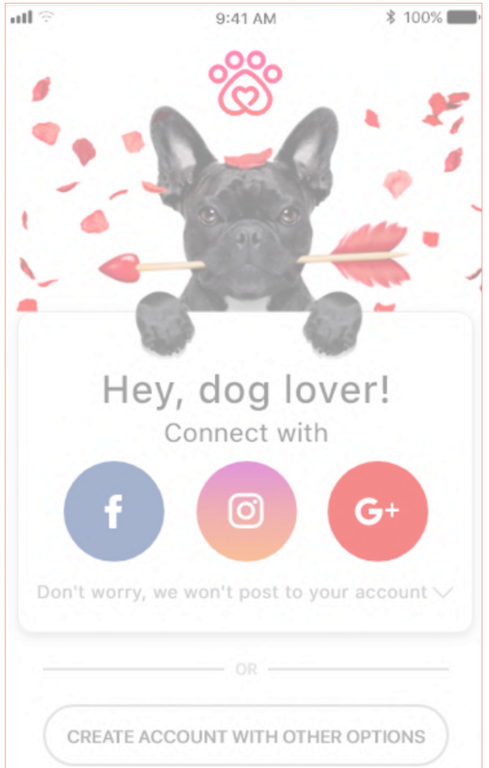


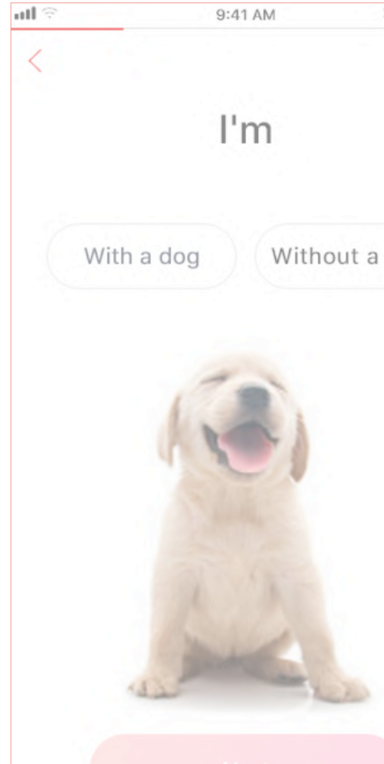
In Just a Few Seconds!



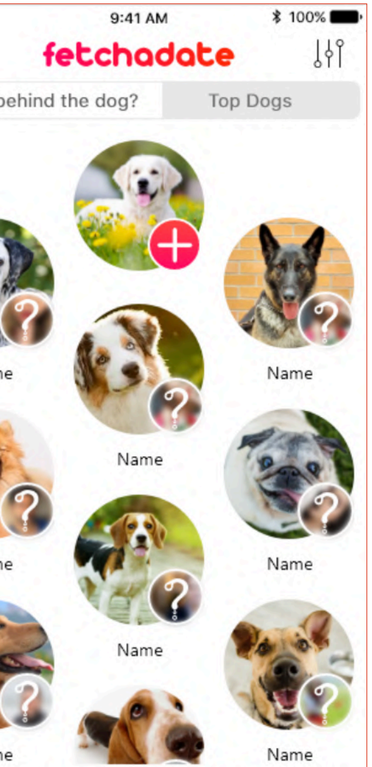


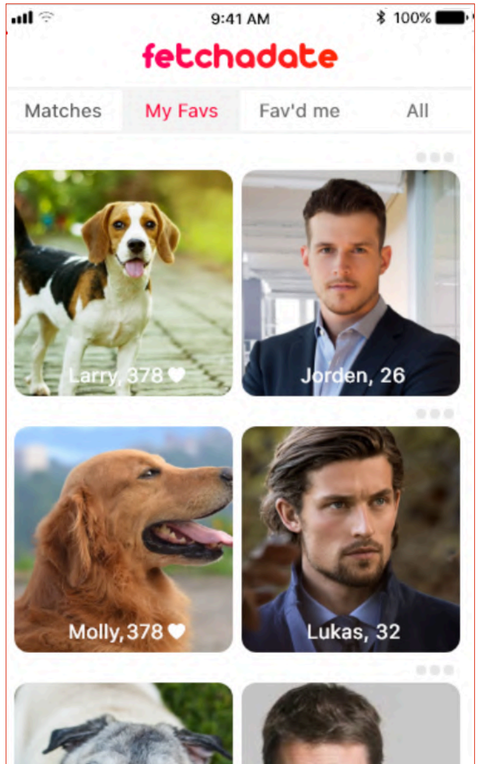


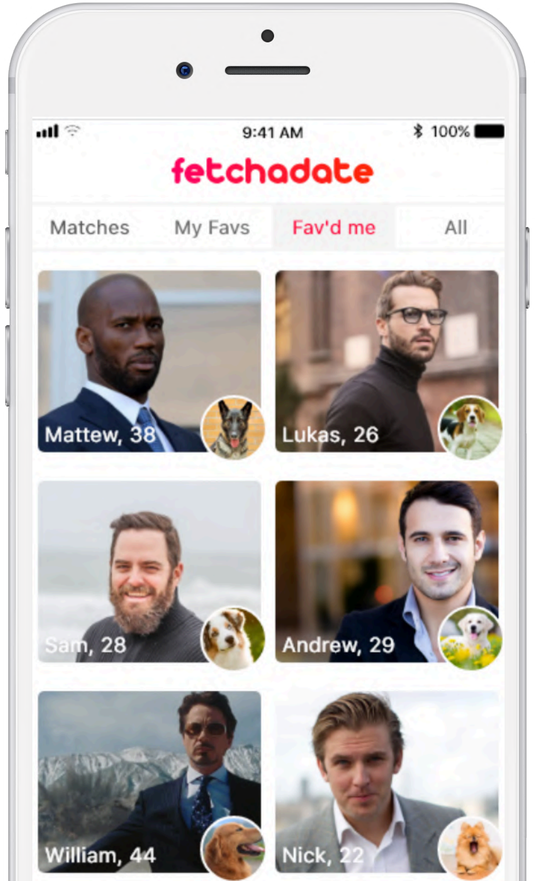


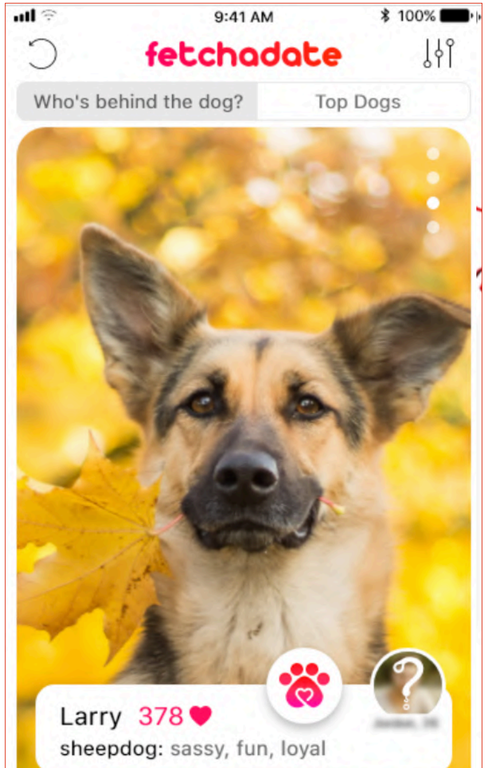


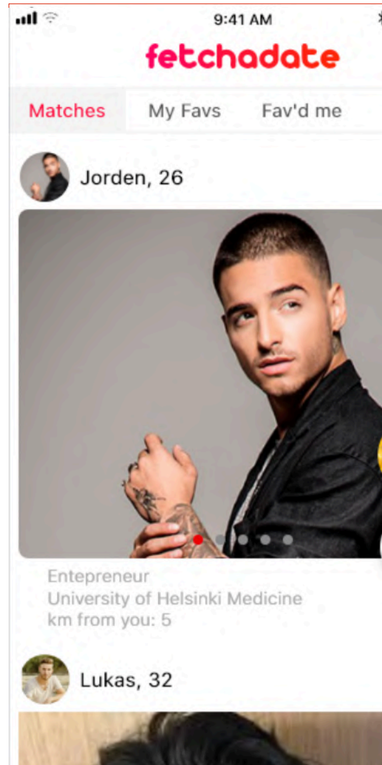
Step Two: Swipe to Connect



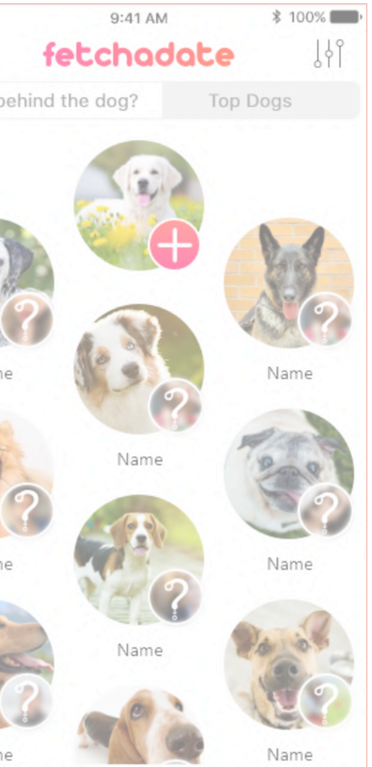


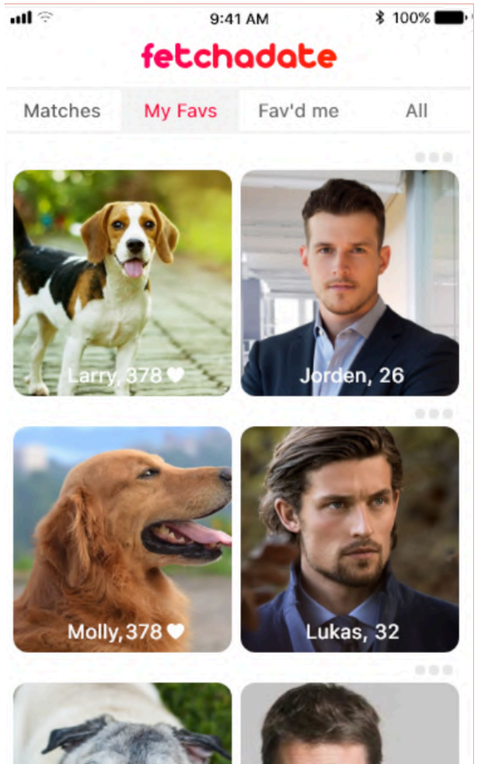


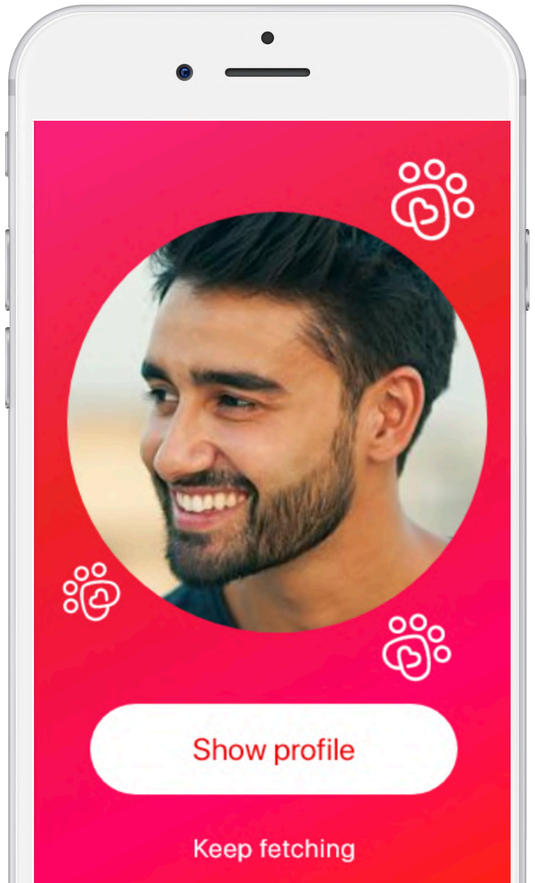


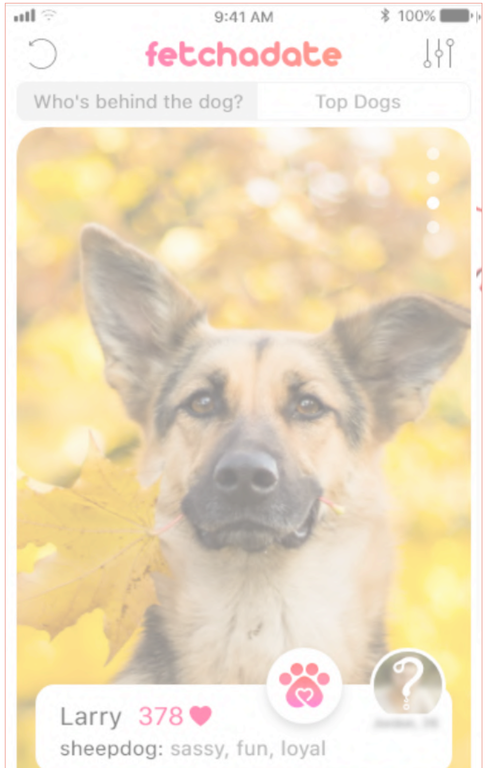


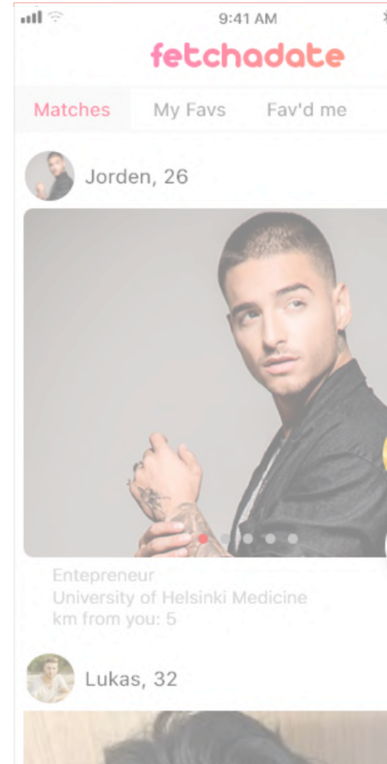
And Match As a Duo!



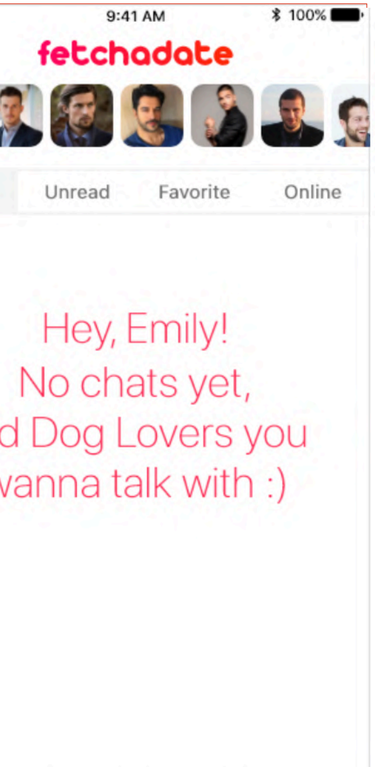


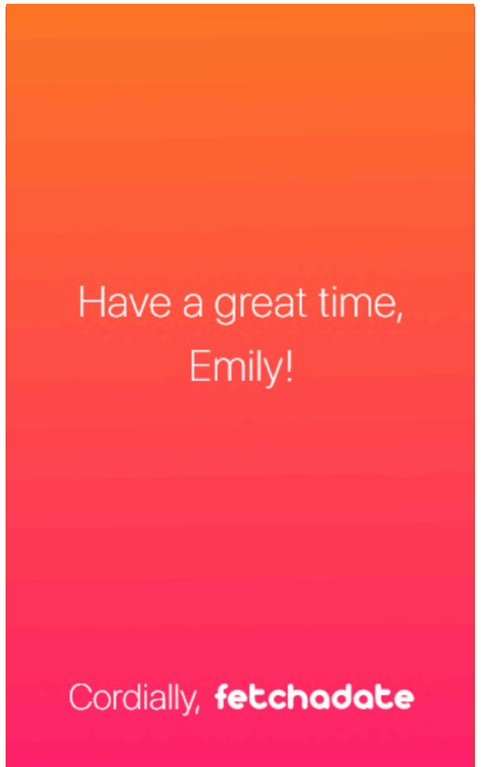


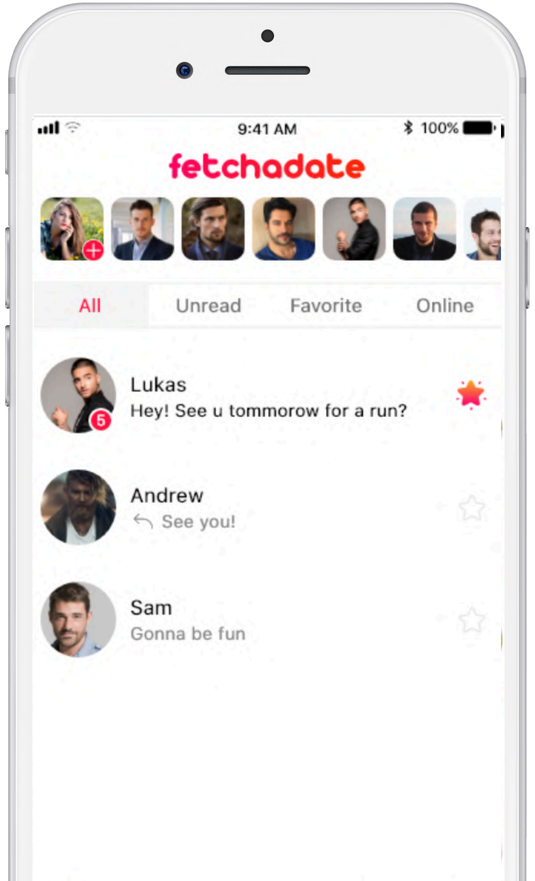


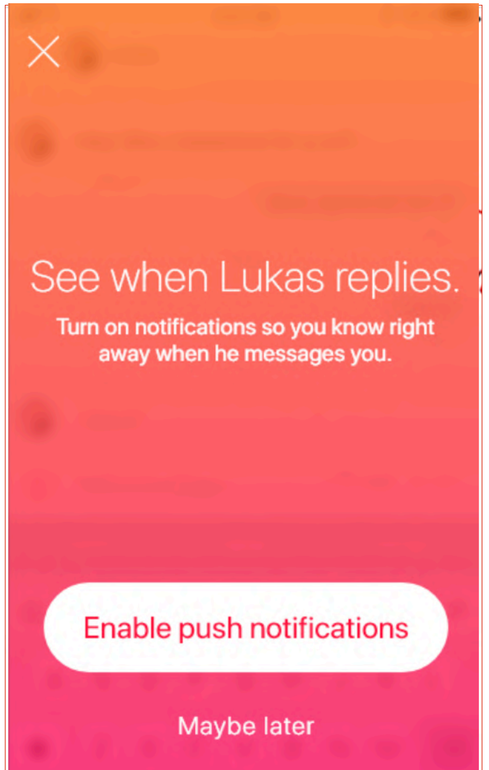


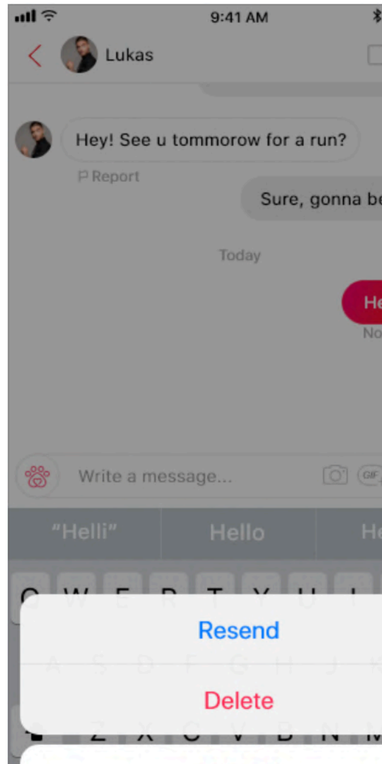
Step 3: Chat with Matches



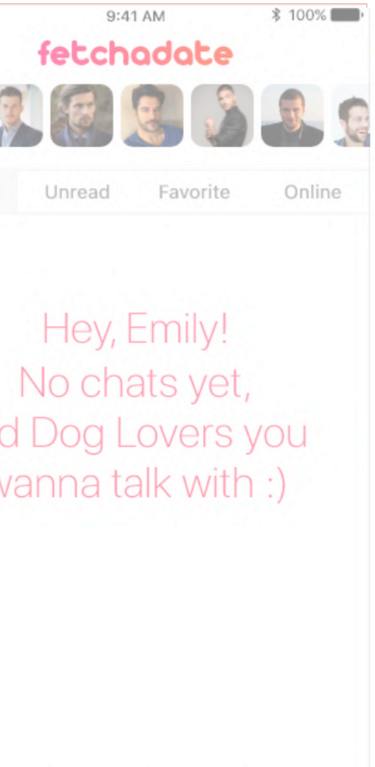


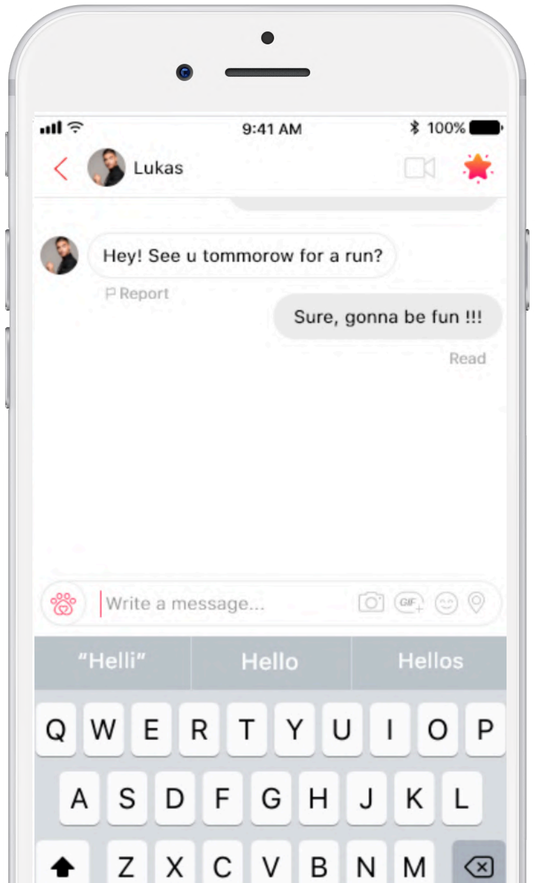


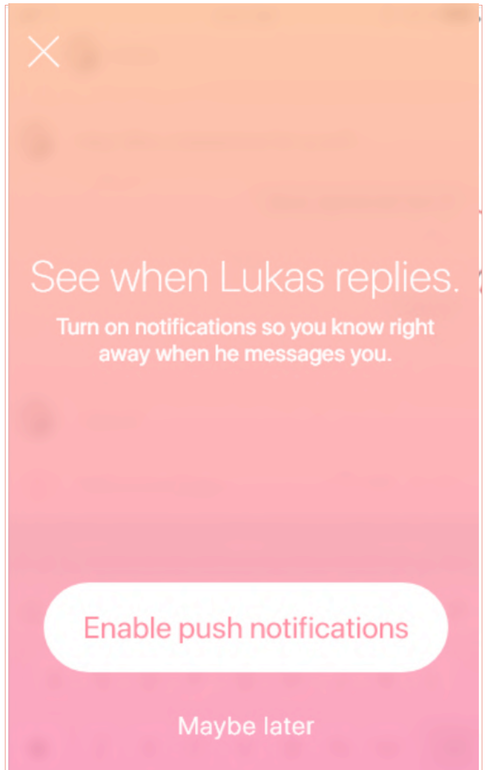


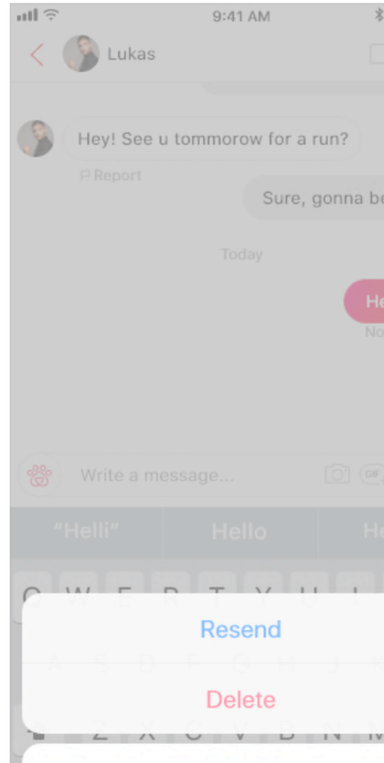


And set a Dog-Friendly Date!









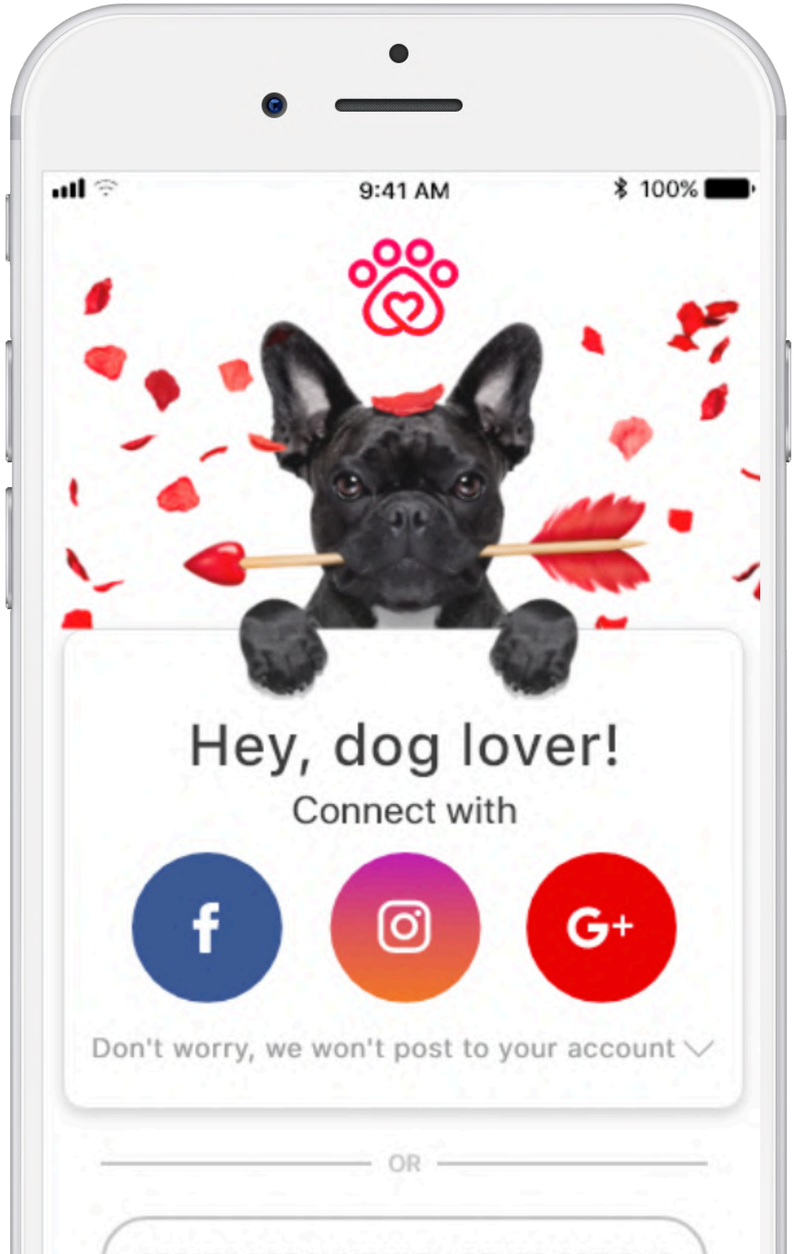
With zero marketing spend, we have 55,911 users

> Thomas MacMillan, 26
>
> I've tried all the apps and nothing was working for me. **Then I tried Fetch A Date and it changed everything.** Within a few weeks, I met my girlfriend. We just moved in together with each of our dogs.
>
> ★ ★ ★ ★ ★

Total Users

55,911

To-date



fetchadate
Where dog lovers meet!

Nicole

Send Icebreaker | Wink | Send Private Message | More | Moderation

Bruno

Send Icebreaker | Wink | Send Private Message | More | Moderation

ABOUT ME | DETAILS | LIFESTYLE | MY IDEAL MATCH | PETS

Who am I

First time ever on a dating site, so I wasn't sure what to write for an intro. So I asked my X how she would describe me. Some may find this weird, but here's what she wrote. (For real.)
"Friendly alpha male with a big heart and two supercute dogs. Has a

LIFESTYLE

I'm a single les
instantly turns
had to check it
Mini Poodle mix
a rescue. As I m
men. I am open
interested in be
so feel free to a

Eric

Send Icebreaker | Wink | Send Private Message | More | Moderation

Compatibility with you: 0%

ABOUT ME | DETAILS | LIFESTYLE | PETS

Who am I	I figured this would be the only website where I stay in half a chance of meeting a woman. After 22 years in the military I had three goals one of them was a dog. Since adopting my dog has been the greatest three months of my life. my mother says I'm the Grinch who's heart grew 2 sizes. I've been out of the country 14 out of 22 years so I have not been around for this big social change of how we talk to each other I'm an old fashion guy you might call me a Man Out of Time. I would love nothing more than be able to walk up to a woman and break the ice crack couple of jokes and invite her out for a drink or a quick bite but apparently that's taboo nowadays. I figured being a dog on her we've already got something in common so this seemed like a good idea. I love to say when I'm looking for the only thing I care about is that you don't smoke I don't care about politics I don't care about social views I don't care about any causes you Champion none of that stuff is going to rub me the wrong way. I believe two people can have different opinions and still respect and admire each other.
Username	ericthered
Join Date	07/29/2018
Email	
First Name	Eric
I am	Male
Looking for	Female
My top 4 attributes	Dependable, Flexible, Funny, Genuine

ABOUT ME | DETAILS | LIFESTYLE

Who am I

Username

Join Date

Email

First Name

I am

Looking for

New to M
(mini Da

jayn2

07/07

chunk

Jay Nic

Female

Female

Compatibility with you: 100%

ABOUT ME | DETAILS | LIFESTYLE | PETS

Who am I	I am a great guy, pet lover, romantic, passionate, ambitious, romantic person.
Username	frenchypuppies
Join Date	07/28/2018

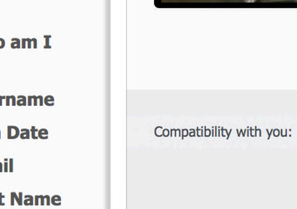
Myles

Send Icebreaker | Wink | Send Private Message | More | Moderation

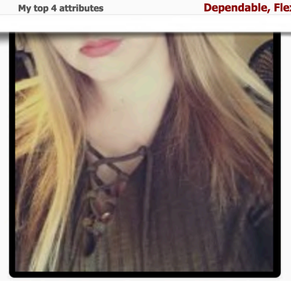
ABOUT ME | DETAILS | LIFESTYLE | PETS

Who am I	I'm a good person, loving, understanding and I listen to people to talk, compassionate am a Father of two kids being widow for 6years I lost my wife 6 yrs ago in a child birth to be precise,and i love Them so much to my credits very hard to take that pain away from my kids heart too anyways i thank god for where i am today, I love dancing,joking, I also love to read, cook. My interests are many.. I am honest, intelligent, loyal,affectionate, easy going, romantic, soft-spoken and sensual. I'm passionate, compassionate, and much more!I'm "crazy" about all pets, especially dogs and cats, and love children like to have fun with someone i love travel have wine together go out on date someone i can be local with and spend the rest of our life together for a long term relationship
Username	Cowboy9090
Join Date	
Email	
First Name	Myles
I am	Male

etic, Caring, Creative, Dependable,
enuine, Good Listener, Happy, Humble,



Olg



Shyla

Send Icebreake

Compatibility with you: 0%

ABOUT ME

Who am I

Username

Join Date

Email

First Name

Josh

Send Icebreaker | Wink | Send Private Message

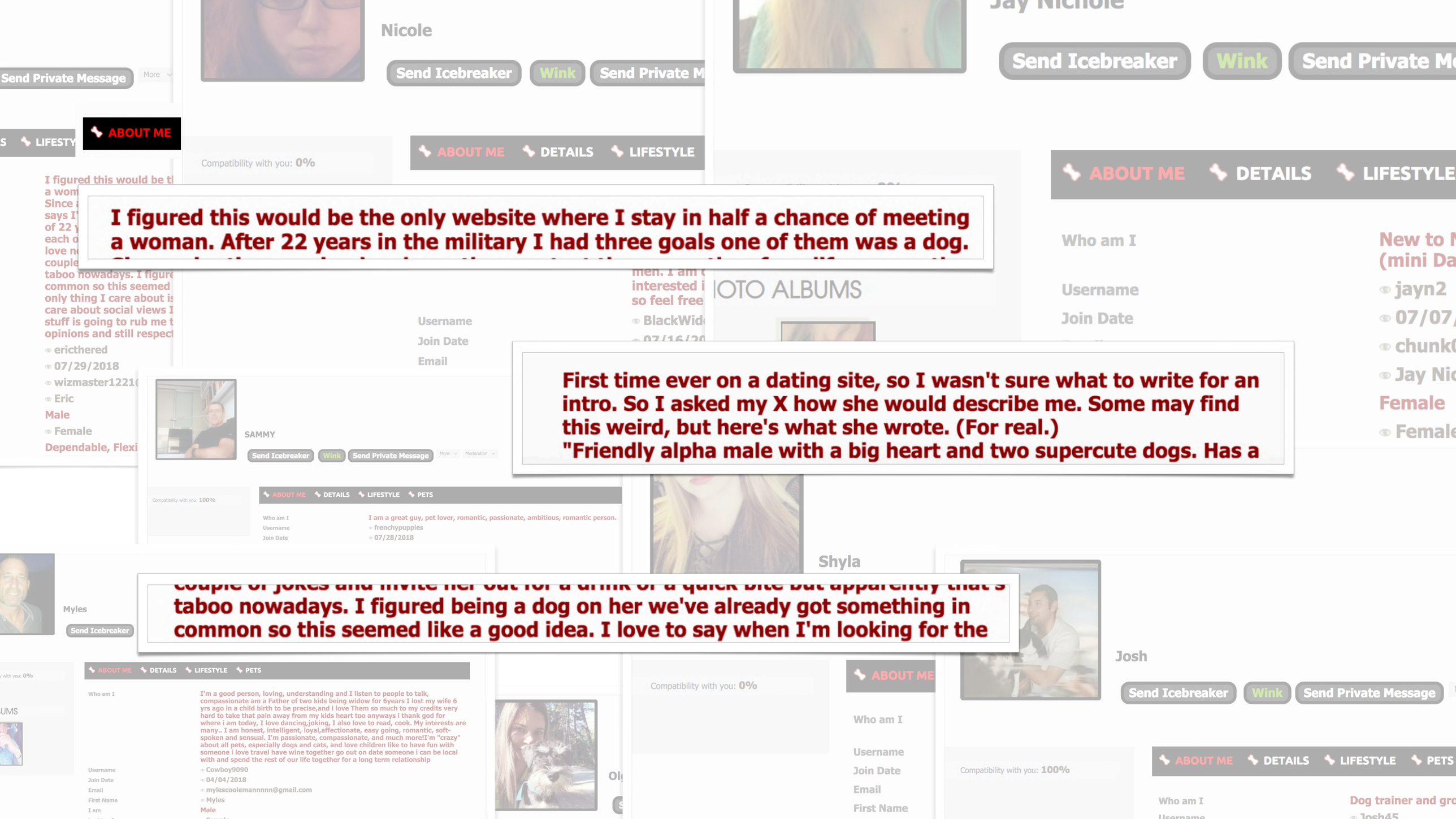
Compatibility with you: 100%

ABOUT ME | DETAILS | LIFESTYLE | PETS

Who am I

Dog trainer and gro

Josh45


Nicole
Send Icebreaker
Wink
Send Private Message
ABOUT ME
DETAILS
LIFESTYLE
Compatibility with you: 0%
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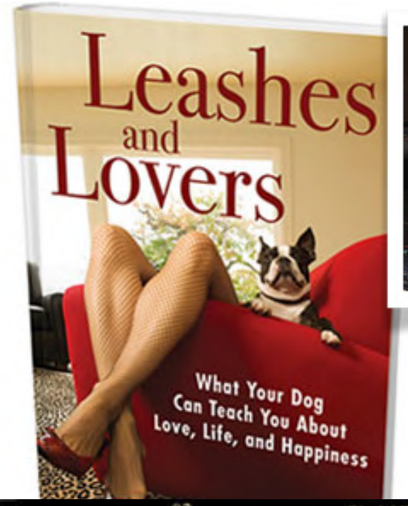
Username
Join Date
Email
PHOTO ALBUMS
Who am I
Username
Join Date
ericthered
07/29/2018
wizmaster1221
Eric
Male
Female
Dependable, Flexi
First time ever on a dating site, so I wasn't sure what to write for an intro. So I asked my X how she would describe me. Some may find this weird, but here's what she wrote. (For real.)
"Friendly alpha male with a big heart and two supercute dogs. Has a
SAMMY
Send Icebreaker
Wink
Send Private Message
PETS
I am a great guy, pet lover, romantic, passionate, ambitious, romantic person.
frenchypuppies
07/28/2018
Shyla
Myles
Send Icebreaker
taboo nowadays. I figured being a dog on her we've already got something in common so this seemed like a good idea. I love to say when I'm looking for the
I'm a good person, loving, understanding and I listen to people to talk, compassionate am a Father of two kids being widow for 6years I lost my wife 6 yrs ago in a child birth to be precise,and i love Them so much to my credits very hard to take that pain away from my kids heart too anyways i thank god for where i am today, I love dancing,joking, I also love to read, cook. My interests are many.. I am honest, intelligent, loyal,affectionate, easy going, romantic, soft-spoken and sensual. I'm passionate, compassionate, and much more!I'm "crazy" about all pets, especially dogs and cats, and love children like to have fun with someone i love travel have wine together go out on date someone i can be local with and spend the rest of our life together for a long term relationship
Cowboy9090
04/04/2018
mylescoolemannnnn@gmail.com
Myles
Male
Josh
Send Icebreaker
Wink
Send Private Message
Compatibility with you: 100%
Who am I
Dog trainer and gro

And we did it all through earned media alone to-date



Sheryl Matthys
The Dog Lovers Matchmaker

abc NEWS
Bravo
E!
The New York Times
USA TODAY
THE WALL STREET JOURNAL.
Entrepreneur

NY

Daren Copely

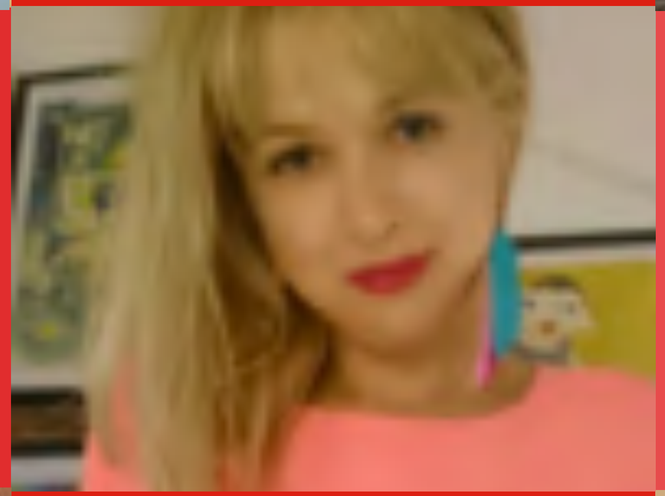
App Programmer

Kathy David, Esq.

Legal Counsel

Ricky Mindanao

Web Developer



Katerina Kolotsei

Head of UX/UI

Leila Belmahi

Growth Strategy

Russel Black

Accountant

In 2018, $156MM was invested in pet tech startups

Pet Owners Tend to Have Higher Average Incomes

Annually, pet owners earn on average $15k more than non-pet owners

Many Tend to Be Renters and Not Have Children

Given that 35% of pet owners are millennials

Nearly all are willing to spend money on their dogs

As 87% report that they see their dog as part of their family

Source: Fortune

Our affluent users paint the picture of why so many want in on pet tech

Affluent

58%

Have a HHI of $50k+, while 15% earn $100k+.

Educated

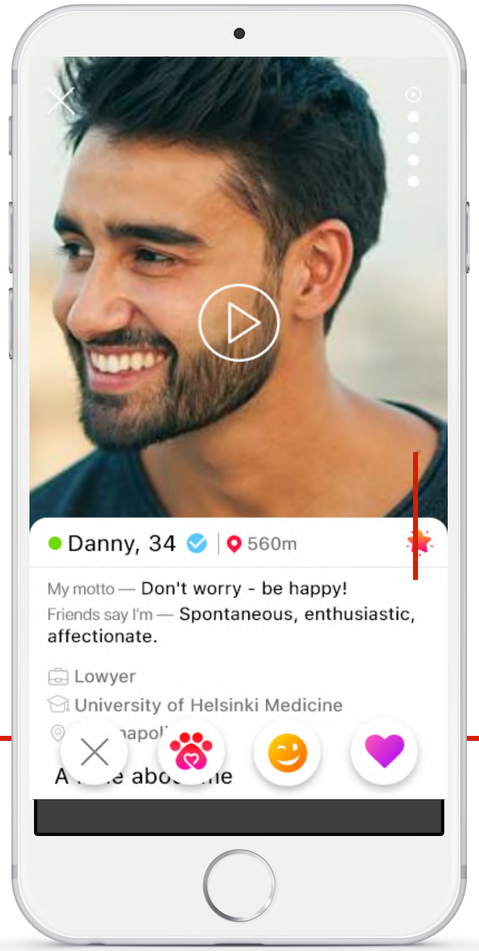
62%

Have a college degree or higher

Tech Adopters

85%

Of our users are 25 - 54 years old



fetchadate
Where dog lovers meet!

We'll first bring love to the lives of the 29MM Single American Pet Owners Living in Urban Areas

60 Million People

Single American Pet Owners

36 Million People

Single American Pet Owners

Who Use Online Dating

29 Million People

Single American Pet Owners

Who Use Online Dating

And Live in Urban Areas

fetchadate

Where dog lovers meet!

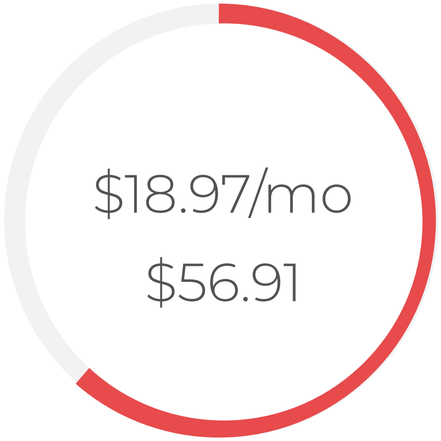
Given our affluent market & subscription price at parity with our competition, **our premium service is priced to sell!**

Freemium

View matches but cannot send messages

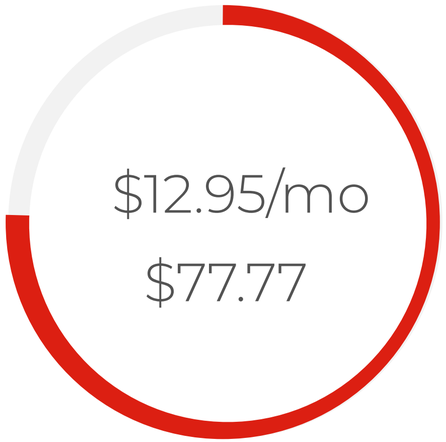
Premium 1 Mo

Send messages and enhanced features



Premium 3 mo

Send messages and enhanced features



Premium 6 Mo

Send messages and enhanced features

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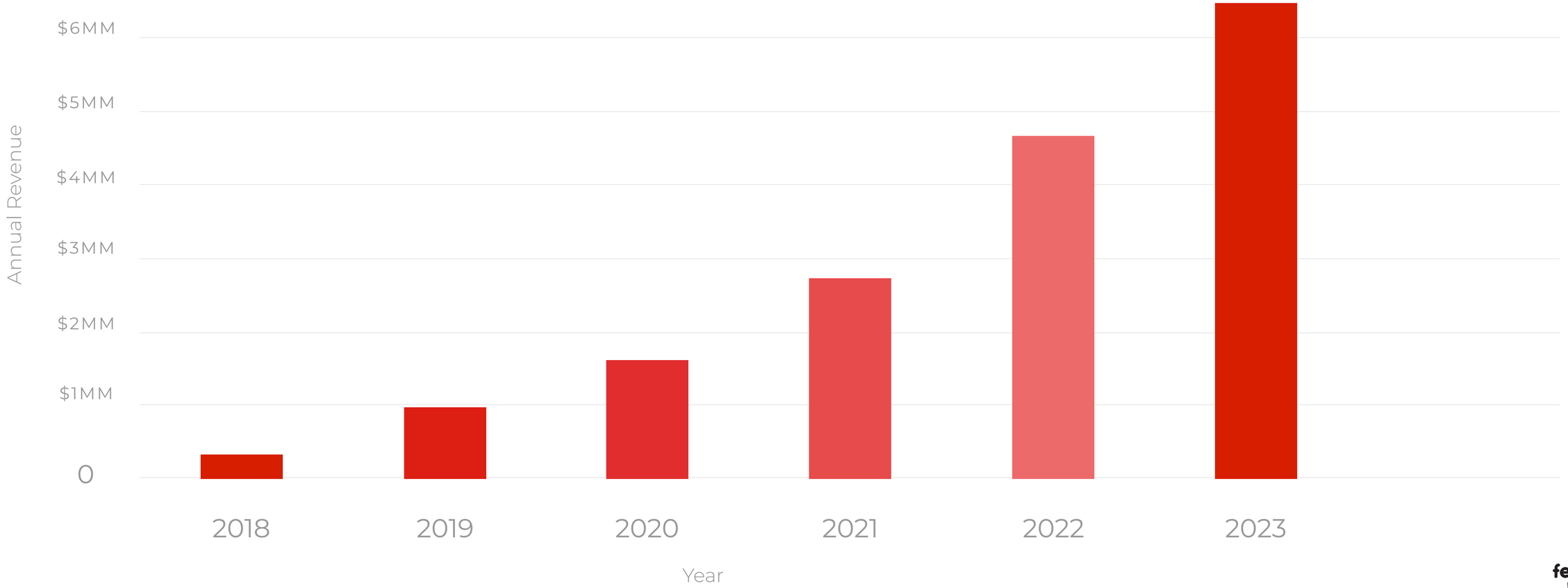
Even with a low conversion rate among our existing user base of 55,911 users, we believe we can hit $1MM in revenue by the end of 2019



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With your support, we can turbocharge our growth to help more dog lovers meet.

Mobile Dev
$20k, App currently in development

All-start Team: Wages
$30k for 3 months

Paid Advertising
$40k toward Influencer Campaigns, FB Ads, and AdWords

Thank you!

Appendix

Competitor List: At a Glance

Hinge

happn

okcupid

coffee meets bagel

match.com

POF
PlentyOfFish

Bumble

dig
THE DOG PERSON'S DATING APP

THE league

badoo

eharmony

zoosk

Grindr

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Tinder

A location-based social search mobile app that allows users to like (swipe right) or dislike (swipe left) other users, and allows users to chat if both parties swiped to the right (a match).

2012. 1.6B Daily Swipes. 1M Weekly Dates. $3B+ Revenue. Owned by Match

Target Audience

80% of users are under 34 years old. Tend be looking for casual relationships.

Strengths & Weaknesses

Strengths: First-mover. Strong market penetration. Ease of matching

Weaknesses: Poor compatibility-based matching

Opportunities & Threats

Opportunities: Leverage large data set for refining matches

Threats: Reliance on under 34 audience

Pricing Model

Free
Tinder Gold: *1 month: $14.99, 6 months: $8.83/mo, 12 months: $6.92/mo.* See matches, passport anywhere, limit what others see, only be shown to people you've liked, unlimited rewinds.
Tinder Plus: *1 month: $9.99, 6 months: $5.83/mo, 12 months: $4.58/mo.* Passport anywhere, limit what others see, only be shown to people you've liked, unlimited rewinds, 1 free boost / month, unlimited likes, 5 free daily Super Likes, turn off ads.

Interesting! 24% of Tinder users are paying for online dating services *(Source: Global Web Index, May 2018)*
Noteworthy! Tinder is under fire after charging more for users over 30 (Business Insider, February 2018)

Bumble

A location-based social and dating application. In heterosexual matches, only female users can make the first contact with matched male users, in same-sex matches either person can send a message first

2011. 22M users reported. Majority owner, Badoo.

Target Audience

72% of users are under 35. Skews female.

Strengths & Weaknesses

Strength: Boasts happier female users given outreach dynamic
Weaknesses: Low compatibility matching

Opportunities & Threats

Opportunities:
Improve matching experience
Threats:
Large reliance on female dating community

Pricing Model

Free
Bumble Boost: *1 week, $8.99, 1 month, $24.99, 3 months, $49.99, 6 months, $79.99, Lifetime, $149.99.* See matches, Rematch with expired matches, Add 24 hours to connect.
Coins: *1 coin, $1.99, 5 coins, $7.99, 15 coins, $19.99, 30 coins, $34.99.* Purchase “coins” to unlock special Bumble features, like SuperSwipes.

Interesting! Re-download Your Bumble App, Because Now You Can Turn Off Dating Mode. (PopSugar, August 2018)

Hinge

Hinge

A dating app that uses Facebook friends to facilitate connections. Cooler than match.com, less superficial than Tinder, No swiping. Called the "the relationship app".

2012. iOS & Android. Match owns 51%

Target Audience

Strong female base, predominantly under 35 years old.

Strengths & Weaknesses

Strengths: Strong penetration in the “relationship dating” space
Weaknesses: Potential matches tend to be limited to friends of friends

Opportunities & Threats

Opportunities: In-app purchases to unlock key features
Threats: “Relationship dating” focus can decrease users over time

Pricing Model

Free
Preferred Membership: *1 month, $12.99, 3 months, $20.99, 6 months, $29.99.*
See matches, set advanced preferences, personal dating expert Q&A.

Big news! Match Group, the company that owns Tinder, has bought a controlling stake in Hinge (The Verge June 20, 2018)

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happn

Happn

A location-based social search mobile app that allows users, based on locations where they've crossed paths, to match. The app can often be used as a hookup app.

2014. 50MM users.

Target Audience

Tends to have higher penetration in urban areas, given “missed connections” focus

Strengths & Weaknesses

Strengths: Matches are often conveniently located
Weaknesses: Privacy concerns from location focus.

Opportunities & Threats

Opportunities: Connect to local businesses and deals
Threats: Larger apps could adopt as a feature

Pricing Model

Free
Happn Premium:
1 month, $22.99; 6 months, $13.67/mo; 12 months, $9.17/mo.
Ad-free, up to 10 daily 10 hellos, Play CrushTime 2x times, view likes, schedule invisibility, hide info.

Launch in Canada! Why this dating app could actually work best for Canadians (Daily Hive, July 2018)

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okcupid

OkCupid

An internationally operating online dating, friendship, and social networking website that features multiple-choice questions to match members. It's supported by advertisements and paying users who do not see ads.

2004. 40,000 first dates daily. Owned by Match.com.

Target Audience

Predominantly under age 34, looking for both casual and long-term relationships

Strengths & Weaknesses

Strength: Strong matching algorithm
Weakness: Cumbersome on boarding process and matching not related to passions

Opportunities & Threats

Opportunities: Matching algorithm improve with more users
Threats: Privacy concerns around public Q&A

Pricing Model

Free
A-List Basic Subscription: *1 month, $9.99; 3 months, $7.99; 6 months, $4.99.* See likes, enhanced search, read receipts, no ads
Premium A-List: *1 month, $24.99; 3 months, $23.33/mo; 6 months, $19.99/mo.* Above + boost during peak hours, see more attractive matches, see public answers before you answer

Important! Metro rejects some OkCupid ads from edgy campaign but allows others (Washington Post, August 2018)

Coffee Meets Bagel

The dating app shows users a limited number of profiles daily, based on a user's Facebook account, to help identify potential matches.

2012. Funding amount $23M. Competed on Shark Tank.

Target Audience

Skews female (given that women are only shown profiles of those who have already liked them). Tends to be relationship-focused

Strengths & Weaknesses

Strengths: less matching fatigue given daily small-batches
Weaknesses: Match delays due to daily small batches

Opportunities & Threats

Opportunities: Matches through friends tend to be successful
Threats: Others offer more matches sooner

Pricing Model

Premium: *1 month, $35, 3 months, $25/mo, 6 months, $20/mo.*
See match's chat activity, read receipts, 15% off bean purchase, 8 free takes each month
Beans: *3000 beans, $24.99; 200 beans, $23.99, 100 beans, $1.99*

Big news! Coffee Meets Bagel raises $12M for international expansion and live events (TechCrunch, May 2018)

match.com

Match.com

A market leader, the site requires one of the most robust profile and preference on boarding experiences but also boasts one of the highest success rates.

1995. $1.3B in annual revenue.

Target Audience

Predominately boomers looking for long-term relationships via desktop engagement.

Strengths & Weaknesses

Strengths: Strong matching based on large user base & ongoing learning
Weaknesses: Time-consuming on-boarding process

Opportunities & Threats

Opportunities: Benefits from large portfolio of dating sites across demographics
Threats: Aging core demographic

Pricing Model

Basic: *3 mos, $25.99/mo; 6 mos, $23.99/mo; 12 mos, $21.99/mo.*
Send and receive messages, see views, privacy settings
Bundle Plan: *3 mos, $30.99/mo; 6 mos, $25.99/mo; 12 mos, $22.99/mo.*
Above + read notifications, first impressions, highlighted profile

That's Big! Why Match Group Is Only Growing More Attractive (Motley Fool, August 2018)

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Plenty of Fish

A dating service, popular primarily in Canada, the United Kingdom, Ireland, Australia, New Zealand, Brazil, and the US. Conversation Powers is the POD of this app, allowing users to engage in unique ways.

2003. 4M DAU. Owned by Match.

Target Audience

40% of users are age 35 to 49. 35% are 18 to 34. Relative 50/50 split on gender.

Strengths & Weaknesses

Strengths:
Strong global presence and chat experience
Weaknesses:
Unintuitive AI

Opportunities & Threats

Opportunities:
Gain rich data insight into chat features it pioneered
Threats:
Cumbersome UI

Pricing Model

Upgraded Memberships: *2 month, $19.35/mo; 4 month, $12.75/ mo; 8 month, $9.99/mo.* Upload 16 photos, show up first on Meet Me, read receipts, ad-free, enhanced visibility, 3 free gifts daily, username search, etc.

Oh my! Plenty of Fish rapist Lee Savage jailed (BBC News, August 2018)

TwinDog

Find for your dog or for you? Match and meet with owners who like your buddy. Talk about your dogs.

2015. 100k+ users.

Target Audience

Dog lovers in urban areas. Skews under age 35.

Strengths & Weaknesses

Strengths:
Friendly UI
Weaknesses:
Very negative reviews in app store and in articles related to bad tech.

Opportunities & Threats

Opportunities:
Improve relationship matching
Threats:
Limited user base increases churn

Pricing Model

Free

Interesting! Venture Capitalists Are Going Barking Mad for Pet Startups (Fortune, July 2017)

dig | THE DOG PERSON'S DATING APP

Dig

The dog person's dating app. Sort by people or dog attributes and talk to those who currently have a dog or would like to have one.

2017. 3.4 rating in the Apple app store.

Target Audience

Dog lovers in urban areas, seems to skew younger.

Strengths & Weaknesses

Strengths:
Strong UI
Weaknesses:
Complaints re: not enough users and matching outside of geo parameters.

Opportunities & Threats

Opportunities:
Users complain ads are too prominent
Threats:
Not enough users to retain existing user base

Pricing Model

Seems to be ad-supported, given complaints in the app-store. (App was down when I tried to log in.)

Dig is launching in Detroit (Dig Twitter page)

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The League

A social and dating mobile application available in several cities in the United States. Members-only swiping app aimed at professionals, with acceptance and matches based on LinkedIn and Facebook profiles.

2015. In large US cities. Application process cited as controversial and “elitist”

Target Audience

Urban professionals with above average HHIs, median age 28. 99% have a college degree and 95% are straight

Strengths & Weaknesses

Strengths:
For professionals; selective user base
Weaknesses:
Has a reputation for being “fratty” and “elitist”

Opportunities & Threats

Opportunities:
Incentivize less “fratty” chat conversations
Threats:
Interest-based matching

Pricing Model

Membership: *1 month, $99/mo; 6 month, $33/mo; 12 month, $349.* Matches view you same day, 2 extra prospects daily, free league tickers each month, VIP passes, read receipts, enhanced profile customization, see your stats, create groups and events
Ticket Bundles: *5 tickets, $25; 15 tickets, $60; 50 tickets, $199/mo; 300 tickets, $999/year.*
Tickets gain access to League Events

The app’s rep! Love Island for CEOs: meet the high fliers looking for romance (Telegraph UK, August 2018)

badoo

Baboo

Badoo is a dating-focused social network with offices in London, Malta, Moscow and the United States. Boasts powerful location-based features and video chat functionality.

2006. 388MM users. 60MM DAU.

Target Audience

Largest demographic is 20 to 28 years old; 40% of users are 30 years and above.

Strengths & Weaknesses

Strengths:
Video chat and celebrity look-alike (face recognition)
Weaknesses:
Users often feel "nickel and dimed"

Opportunities & Threats

Opportunities:
Merge Badoo with the "Badoo Premium" app
Threats:
Payment as a barrier in enjoying the app

Pricing Model

Credits: *100 credits, $3.99; 550 credits, $12.99; 1250 credits, $20.99; 2750 credits, $32.99.*
50 credits moves you to the top, 100 credits gets you more matches, 100 credits gets you more visits.

Interesting! Badoo plans to drop the swipe from its dating app as it tests live video broadcasts (TechCrunch, June 2018)

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eharmony

eHarmony

An online dating website, based in Los Angeles, California and privately held. Large investors include Sequoia Capital and Technology Cross Ventures.

2000. 66MM users. 775k paying members. Responsible for 4% marriages in US.

Target Audience

Predominantly singles age 25 to 35 looking for long-term relationships.

Strengths & Weaknesses

Strengths:
Proprietary matching process
Weaknesses:
Arduous on boarding process

Opportunities & Threats

Opportunities:
Streamline on boarding process
Threats:
More seamless experiences (like Tinder)

Pricing Model

Subscription:
Basic: *$59.95/mo to $19.95/mo,* allows users to connect
TotalConnect: *$44.95/mo to $23.95/mo.* Enhanced matching and speak to matches without revealing phone number
Premier Plan: *$41.95/mo for 12 months.* Concierge 1:1 support and flexibility to pause service, see more matches and extend for another year

Intersting! eharmony review: A long, annoying sign-up process makes for a long, happy marriage (Mashable, July 2018)

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Zoosk

Zoosk uses big data and algorithmic recommendations to help users find partners. Its "proprietary Behavioral Matchmaking engine" learns from users' clicks, messaging, and other actions to make more accurate matches.

2007. 50MM users. 650k paying customers.

Target Audience

Relative 50/50 M/F split, average ages 27 and 24. Gay and lesbian-friendly.

Strengths & Weaknesses

Strengths:
Matching effectiveness
Weaknesses: ~40% of users delete the app within 24 hours

Opportunities & Threats

Opportunities:
Enhance user verification
Threats:
Concerns re: fake user accounts

Pricing Model

Membership: *1-month, $29.95; 3-month, $19.98/mo; 6-month, $12.49/month.*
Membership required to engage other users
Coins: *180 coins, $19.99; 480 coins, $39.95; 1800 coins, $99.95*
Enhanced visibility, send special messages and gifts, send more messages, etc.

Uh oh! Zoosk review: Easy to use and a great design, but loaded with fake accounts (Mashable, June 2018)

Grindr

A geo-social networking mobile app geared towards gay and bisexual men, designed to help them meet other men in their area.

2009. 27MM users. Sold 60% stake for $93B in 2016 to Kunlun

Target Audience

Gay and bisexual men looking to meet men nearby.

Strengths & Weaknesses

Strengths:
Underserved demographic
Weaknesses:
Tech errors (2.0 app store rating); too many ads

Opportunities & Threats

Opportunities:
Address tech errors and expand to LBGT etc.
Threats:
Relies heavily on one demographic

Pricing Model

Grindr XTRA: *$12 to $60 depending on pay period.* Ad-free, enhanced profile visibility, insights, search, chat functions, read receipts

Aww! This adorable Grindr conversation proves the world is small after all (Mashable, 2018)

Earned Media #Hustler

- In talks based on reality TV show pilot to shoot the *Dog Lovers Matchmaker* Reality TV Show
- Hundreds of thousands of views on YouTube
- 30k social media followers