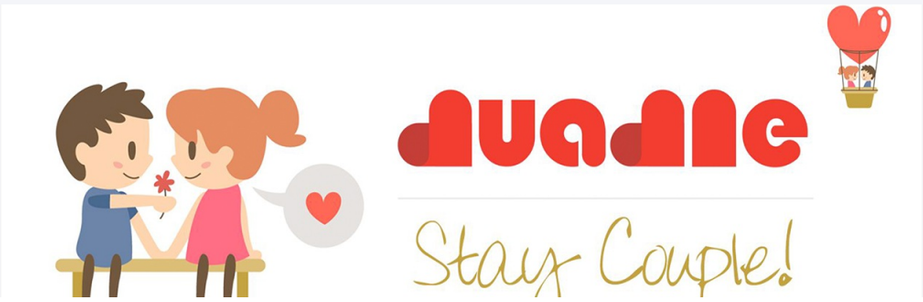


Duadle

The Relationship management app for Couples who want to work on their relationship. Helps you stay Couple using A.I. Suggestion Engine.

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Description

Duadle can be best described as a Relationship management app for couples. It will help you stay couple for longer. Consider it a simple **“Pocket Therapist”** for relationships which can understand your relation and then make suggestions based on the situation and status of your relationship. The app uses your daily relationship data to identify if there are any problems in your relationship and make appropriate suggestions to help you in your relation. Our proprietary A.I.(Artificial Intelligence) “Suggestion Engine” will suggest relationship improvement methods. And also will remind you of certain dates and moments you should share as part of your continued relationship with your companion.

The Artificial Intelligence engine which does a lot of Data crunching & habit analysis to understand the problem couples are facing. And then providing suggestions based on their requirement to help them work on their relationship. We are crunching a lot of personal Data & made sure that the Data should stay secure by encrypting the Data as keeping the network One to One only.

Problems

Incompatibility & Separation of couples (Married or Committed)

Lack of Communication

Communication is crucial in any relationship and not being able to communicate effectively quickly leads to resentment and frustration resulting in further problems.

Lack of intimacy

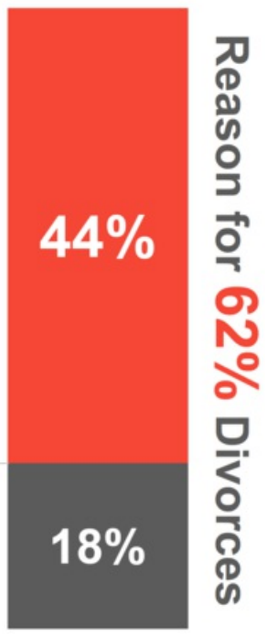
Not feeling connected to your partner can quickly ruin a relation because it leaves couples feeling as though they're living with a stranger or more like roommates than life partner. This can be from a lack of physical or emotional intimacy.

Attention to Detail

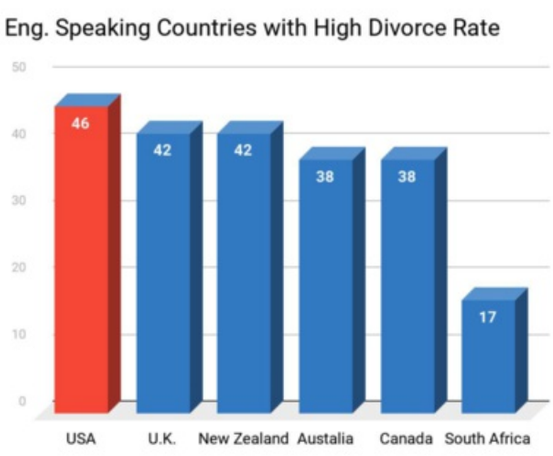
After a certain period in the relationship. Couples generally stop paying attention to small things in life. Like what was the favourite place in city they used to visit. And what is the favourite movie/actor or your partner & so on...

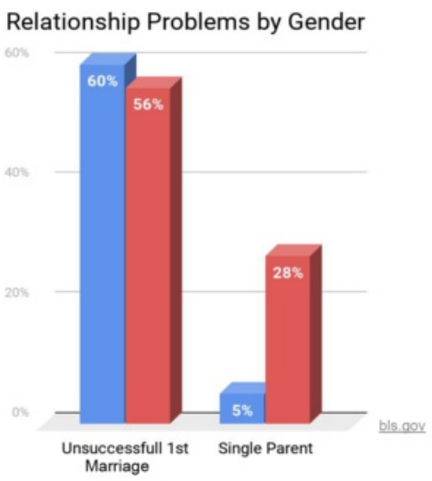
Infidelity

Unfaithfulness & Extra-Marital Affairs are the biggest reason of breaking a Relationship/Marriage. Infidelity often begins as a seemingly innocent friendship.



Market Validation



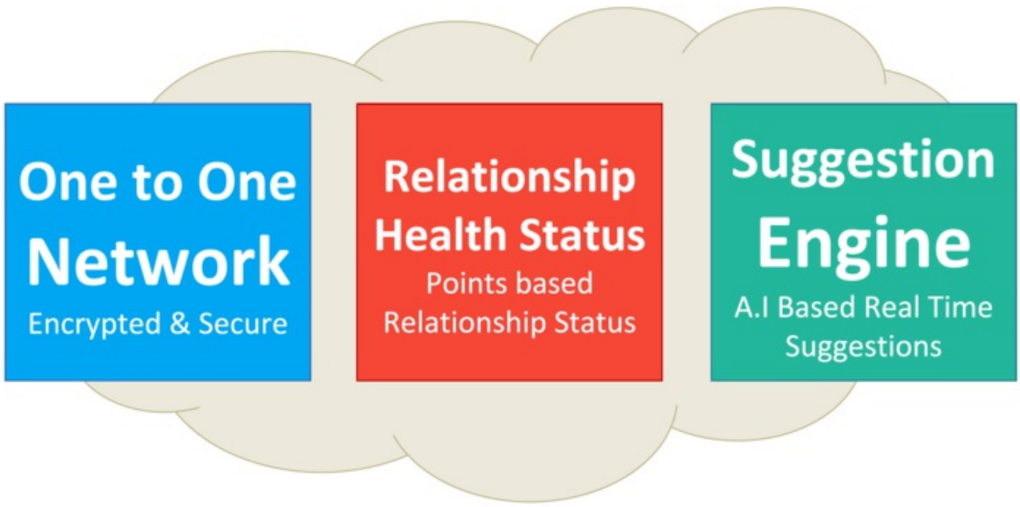


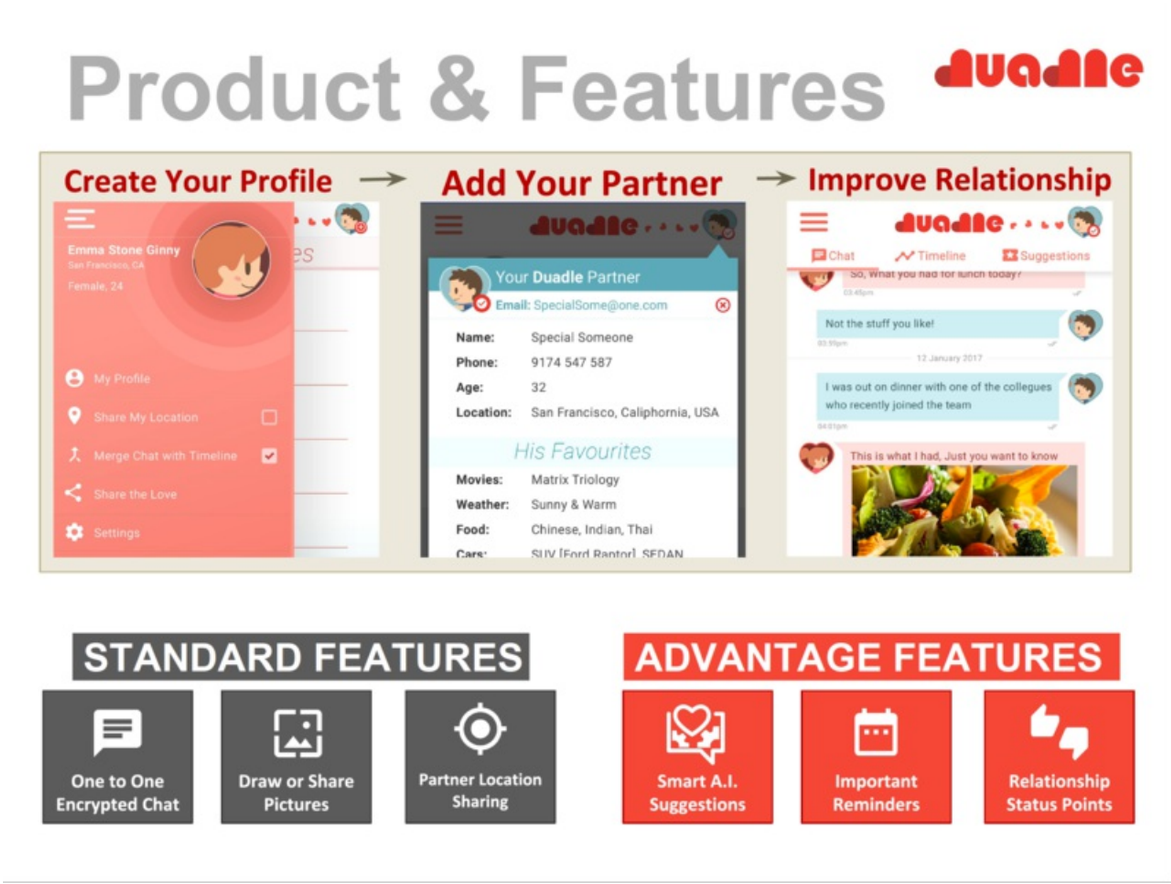
252% increase in Global Divorce Rate since 1960

Sources: *oecd.org, www.apa.org, Wikipedia.com, Marriage.com, bls.gov*

Solution

Relationship management app for couples to help them **stay couple!** Its **A.I. Suggestion Engine** learns about you & your partner and makes suggestions to improve & strengthen your relationship.




Product & Features
duadle
Create Your Profile
Add Your Partner
Improve Relationship
Emma Stone Ginny
San Francisco, CA
Female, 24
My Profile
Share My Location
Merge Chat with Timeline
Share the Love
Settings
Your Duadle Partner
Email: SpecialSome@one.com
Name: Special Someone
Phone: 9174 547 587
Age: 32
Location: San Francisco, Caliphornia, USA
His Favourites
Movies: Matrix Triology
Weather: Sunny & Warm
Food: Chinese, Indian, Thai
Chat
Timeline
Suggestions
Not the stuff you like!
12 January 2017
I was out on dinner with one of the collegues who recently joined the team
This is what I had, Just you want to know
STANDARD FEATURES
One to One Encrypted Chat
Draw or Share Pictures
Partner Location Sharing
ADVANTAGE FEATURES
Smart A.I. Suggestions
Important Reminders
Relationship Status Points

Business Model

Current & Future **Revenue Streams,** currently available & in Development



In-App Subscription

Customer Cycle: Monthly
Price per Cycle: $3.98
Profit Margin: 60-70%

Potential Product Offers:
A.I Suggestion Engine
A.I Chat Therapist



Affiliate Network

Customer Cycle: 2 to 5 weeks
Price per Cycle: $5 to $100
Profit Margin: 10-40%

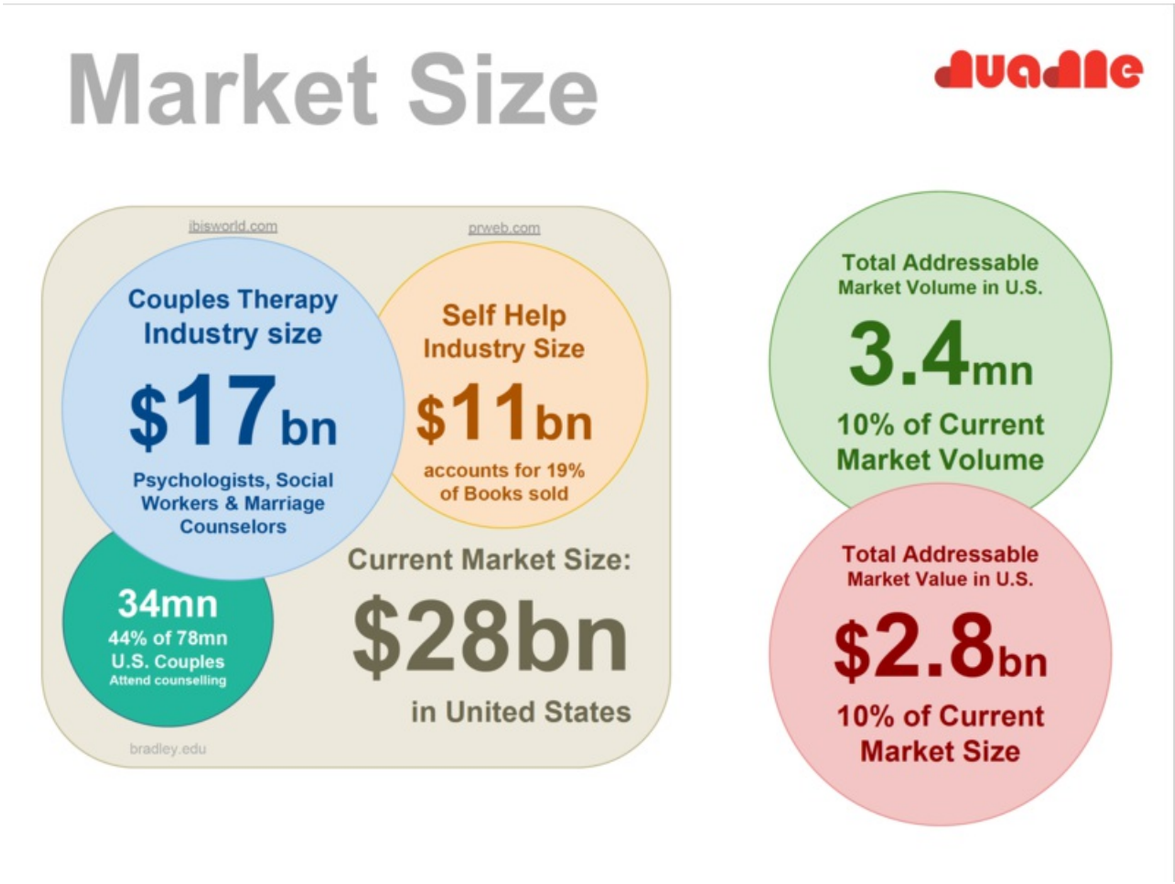
Potential Product Offers:
Movie & Event Tickets
Flowers & Small Gifts
Restaurant Table Booking
Holiday Packages



Mobile Marketplace

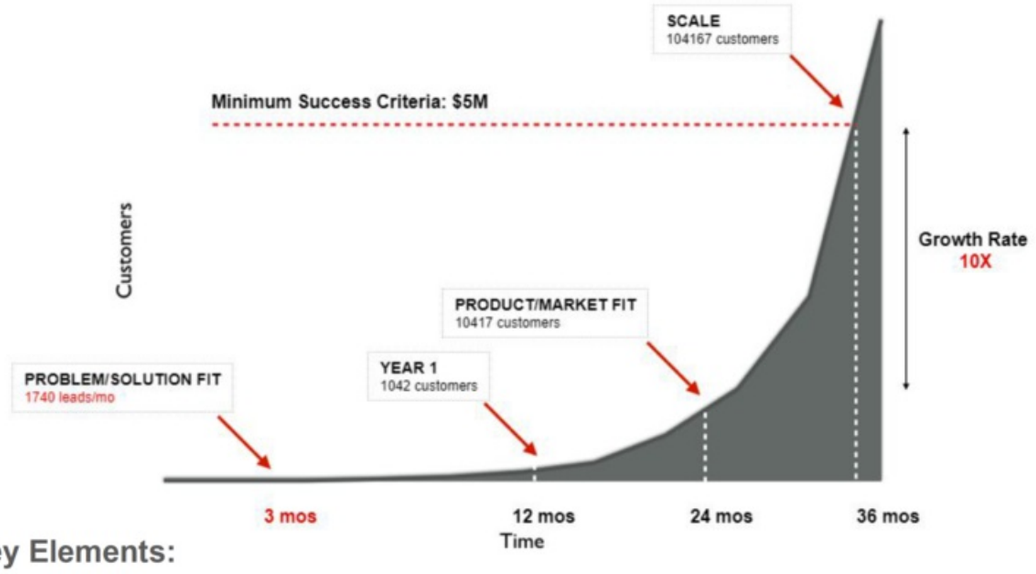
Customer Cycle: 1 to 8 weeks
Price per Cycle: $5 to $500
Profit Margin: 20-40%

Potential Product Offers:
Flowers & Small Gifts
Luxury Gift Items
Clothing & Personal Care
Intimate & Pleasure Products
Home Improvement


Market Size
duadle
ibisworld.com
prweb.com
Couples Therapy Industry size
$17bn
Psychologists, Social Workers & Marriage Counselors
Self Help Industry Size
$11bn
accounts for 19% of Books sold
34mn
44% of 78mn U.S. Couples
Attend counselling
Current Market Size:
$28bn
in United States
bradley.edu
Total Addressable Market Volume in U.S.
3.4mn
10% of Current Market Volume
Total Addressable Market Value in U.S.
$2.8bn
10% of Current Market Size

Traction Model

Our Growth Plan based on **Minimum Success Criteria: $5M in 3 yrs**



Key Elements:

User Acquisition rate: 6%
Leads in 1st yr: 20k +

Subscription Pricing: $4/couple
User Acquisition Cost: $25

Customer Retention: 5 yrs
Marketing Exp, 24 mos: 260k

Team



Kulbir Singh
Founder

15+ yrs in industry
Serial Entrepreneur.
Expert in Tech Sourcing

Freddie Batista
Co-Founder

Marketing & eLearning Guru with 10 years of expertise





Noble Preet
Masters in Psychology

Experienced Behavioural Psychologist, Specialized in Human Emotions



Avnish Choudhary
Development Lead

Mobile App Dev Expert, Development lead & Tech Architect



Rajinder Kumar
A.I. & Backend

10 years of Expertise, Problem solver & Nifty Coder



Sunny Sharma
UX & Project Mgt.

UI/UX Expert with edge in Project management

Competition

duadle

Customer Features	Duadle	Couple	Couplete	Between	The Couple	Lasting
A.I Suggestion Engine*	Y	x	x	x	x	x
Relationship Status*	Y	x	x	x	x	Y
A.I. Chat Therapist*	*Coming Soon*	x	x	x	x	x
Relationship Management	Y	x	x	x	x	Y
One to One Chat	Y	Y	Y	Y	x	x
Location Sharing	Y	x	x	x	x	x
Moments & Drawings	Y	Y		Y	x	x
Important Reminders	Y	Y	Y	Y	Y	x
To Do List	*Coming Soon*	Y		x	x	x
Lock / Status / Widget	*Coming Soon*	x	Y	x	Y	x

*** = No Direct Competition**

Sources: *Google Play & Apple App Store*