

# 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

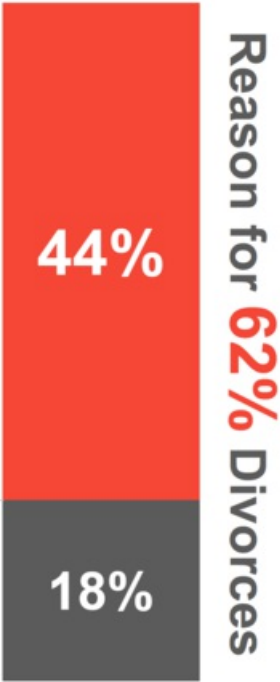
Not feeling connected to your partner can quickly ruin a relation because it leaves couples feeling as though they're living with a stranger or more like roommates than life partner. This can be from a lack of physical or emotional intimacy.

## 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.

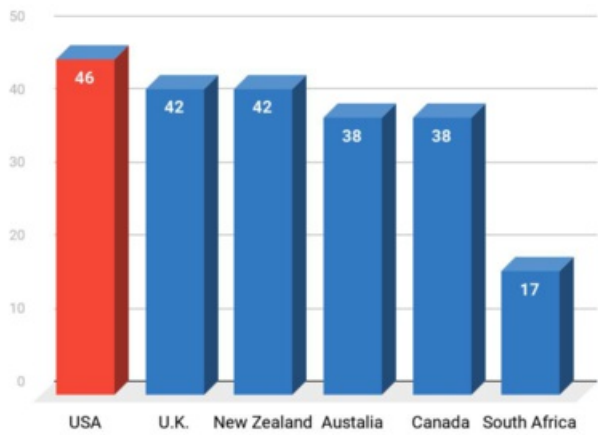




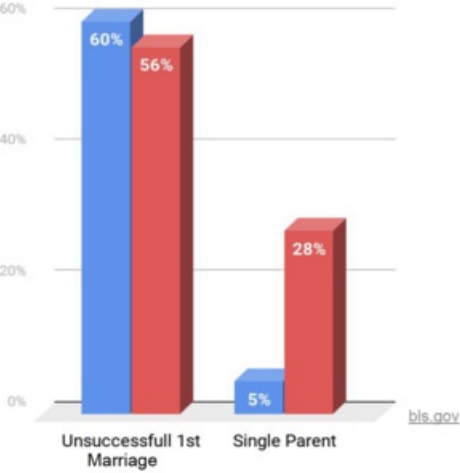
# Market Validation



Eng. Speaking Countries with High Divorce Rate



Relationship Problems by Gender



**252%** increase in Global Divorce Rate since 1960

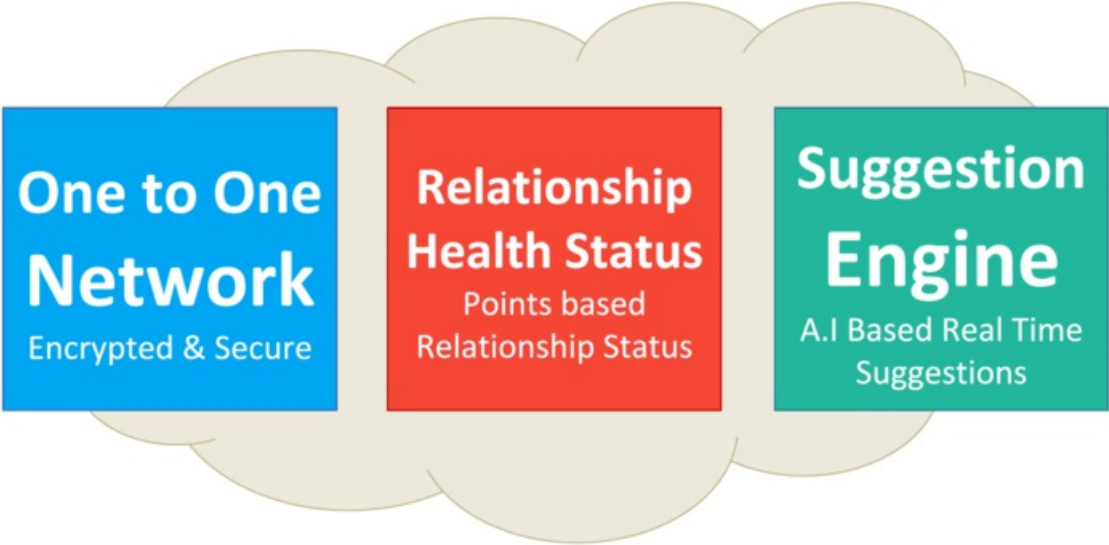
Sources: *oecd.org, www.apa.org, Wikipedia.com, Marriage.com, bls.gov*



# Solution

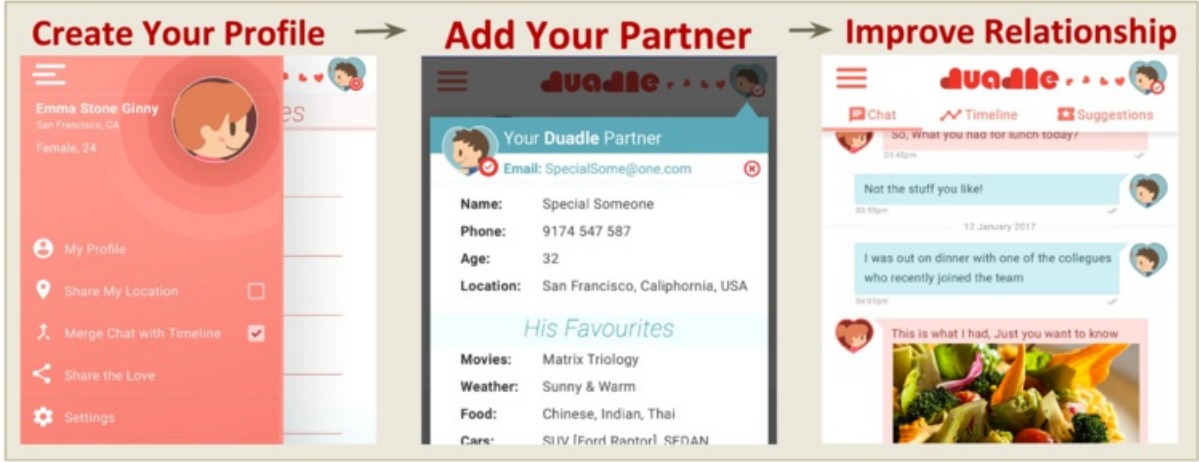


**Relationship management app** for couples to help them **stay couple!** Its **A.I. Suggestion Engine** learns about you & your partner and makes suggestions to improve & strengthen your relationship.





# Product & Features



### 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*



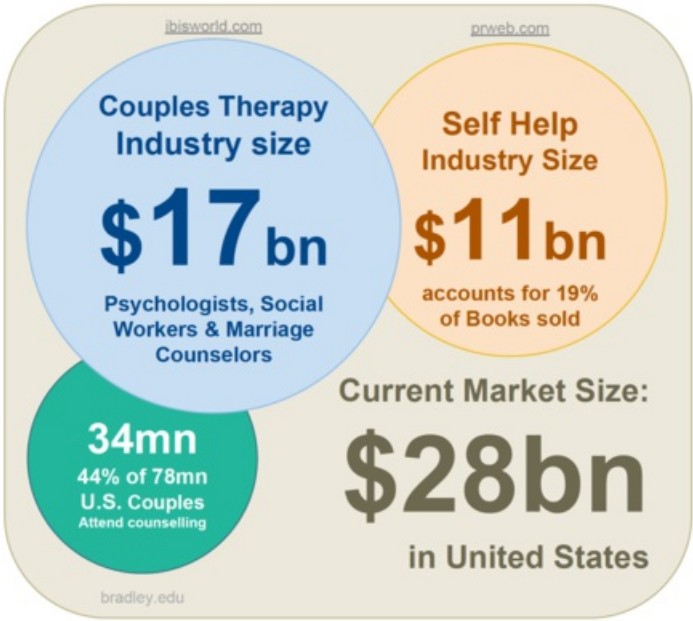
### Mobile Marketplace

**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

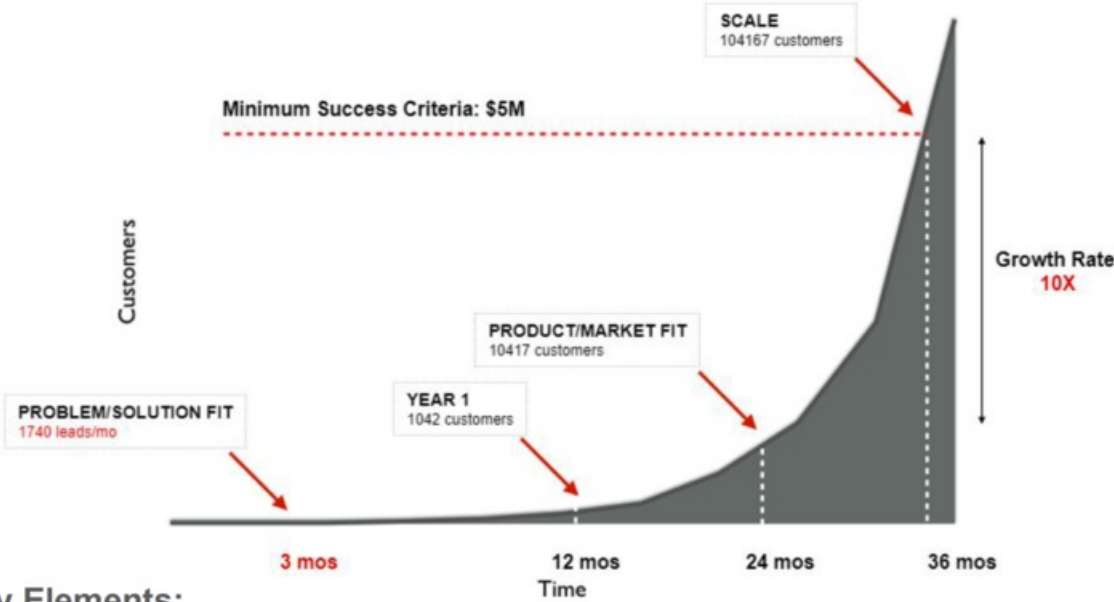




# Traction Model



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





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