

A romantic couple is shown in a park setting during the 'golden hour' of late afternoon. The man, with short blonde hair and a beard, is seated in a black manual wheelchair. He is wearing a dark blue t-shirt and is looking down at his hands, which are resting on the lap of the woman seated next to him. The woman has long reddish-brown hair and is wearing a light green sleeveless top. She is looking towards the man. The background is a soft-focus view of a park with trees and a path, bathed in warm, golden light. The overall mood is intimate and tender.

CUPE

[Learn More](#)



A NEW WAY

A mobile **dating app** dedicated to singles with disabilities



Love for Everybody

Filter limitations constrains and **swipe for a match**

THE ISSUE **AT HAND**

Current solutions refer to non- disabled audience and those who do, tend to have a poor UX/UI experience



Limited Resources

There are few platforms that tailor to the dating & relationship needs of individuals with special needs



Physical Constraints

Physical limitations spur the need for a virtual dating platform



Societal Expectations

Societal expectations of disabled people effects their own self worth



Matching Made Easy



01

Customization

Filter by personal
preference and
constraints

02

Simplicity

Easily and anonymously
swipe to select a
potential partner

03

Communication

Chat is opened once
there is a match

04

Accessibility

In-person or virtual
meetings at the user's
discretion

HOW WE STAND OUT



Higher Match Potential

Tailor made for a disabled audience & those open to an inclusive relationship



Critical Mass

multitude of potential users to choose from



Transparency




Transparency regarding the disability and constraints which is provided after the initial match



Direct Competitors

	20K Users
	10K Users
	10K Users

Indirect Competitors

	57M Users
	55M Users
Benchmark	
	7M Users



COMPETITIVE **EDGE**



UX/UI

Cupe will provide great users experience and help those with difficulties



Subdued Number of Adds

Limited adds a day for each freemium user



Flexible Membership

Providing 3 types of membership with flexible subscription



Key Market



48.9M Disabled U.S citizens

12.7% of all U.S citizens are registered as disabled.

900K Disabled live in NYC



\$798M U.S Dating Apps Revenue Projection (2020)

Average revenue per user - \$8.9

9.3% Expected Revenue Growth



GO-TO-MARKET



Community establishment

Cupe will establish and maintain social network presence



NYC Pilot

Pilot through NYC disabled social media community providing free experience



Scaling Up

Expand to other central cities in the US

REVENUE MODEL

ASSUMPTIONS	
% Premium Users	12%
Average daily advertising exposures per user	15
Retention Rate	30%

Business Model

Advertising

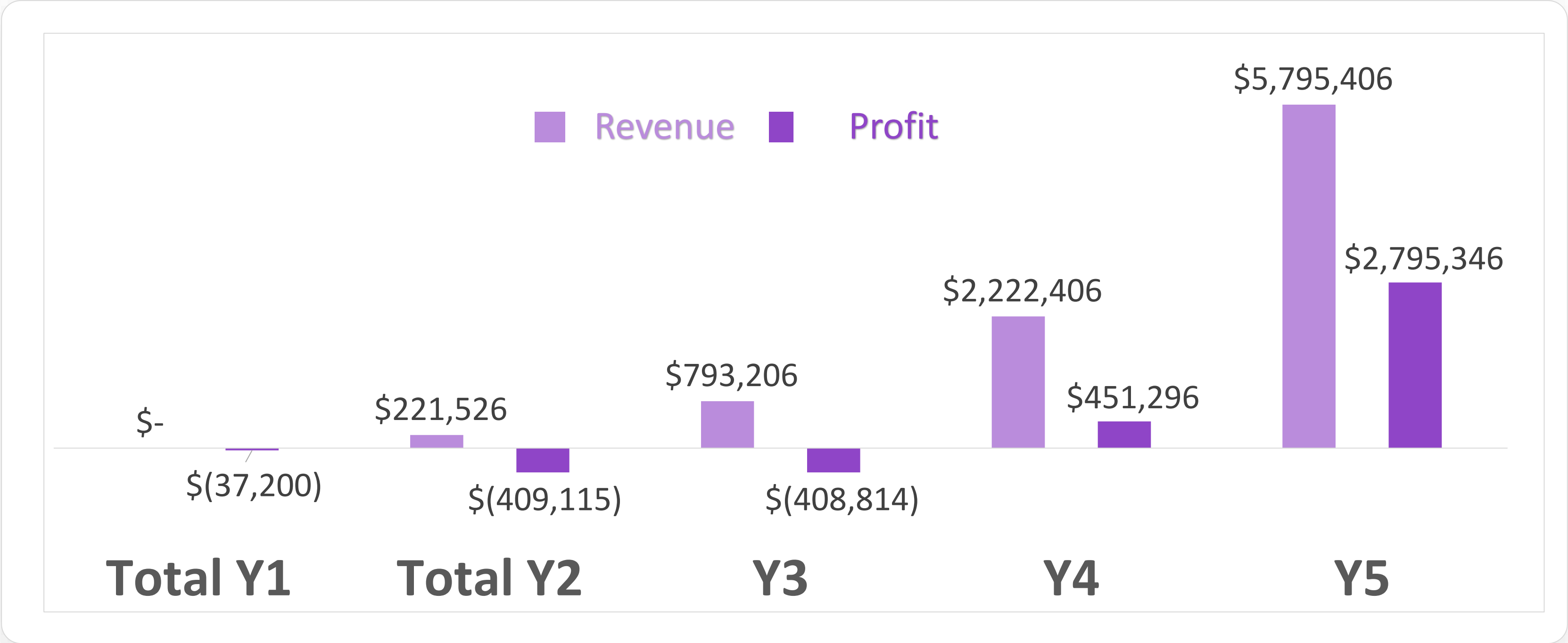
Advertising will be shown to Cupe (freemium) users

Membership

Cupe will include 3 types of membership:
Cupe (free), Cupe+, Cupe VIP.
Each membership is offered for 1/6/12 months



CASH FLOW



FINANCIALS & TIMELINE

Required Funding

\$ 265 K

Use Of Funds

- Development
- Pilot
- User Acquisition

Pre-money Valuation

\$ 533 K

2020 Q3-4



Team Building, MVP Development Establishing a Community

2021 Q1-2



Go to Market, Marketing & App Improvement Development

2021 Q3-4



Scaling Up Marketing,

A romantic couple is shown in a wheelchair, sitting on a concrete ledge by a river. The man, wearing a black sleeveless shirt and glasses, is leaning in to kiss the woman on the cheek. The woman is wearing a white long-sleeved shirt and blue jeans. In the background, a large stone bridge with multiple arches spans the river. The scene is captured in a soft, slightly desaturated light, creating a warm and intimate atmosphere.

Thank You!