



Industry: Online Dating

Stage: Pre-Seed

Y1 Required Funding: \$265K

Use of Funds:

- App Development
- Execution of Pilot
- User Acquisition

The Team:

Ido Romi, CEO

Served in high level position in a real estate company and entrepreneur with management experience

CTO

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CMO

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Contact:

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Our Solution

Cupe is a mobile dating app dedicated to serving singles with all kinds of disabilities.

Revenue Model

- 3 Types of membership with flexible subscription model
- Advertising will be shown to cope's freemium users

The Market

48.9M

U.S disabled citizens
Estimation of 12.7%
of total US citizens

\$798M

U.S Dating apps
renewal 2020 with
9.3% expected
growth

Value Proposition

- Tailor made for a disabled audience
- Multitude of potential users to choose from
- Transparency regarding the disability and constraints
- Matching customization
- Ease of use

KPIs for Go-to-Market

- Pilot in NYC
- 46K Users by end of 2021
- 12% Premium membership users