

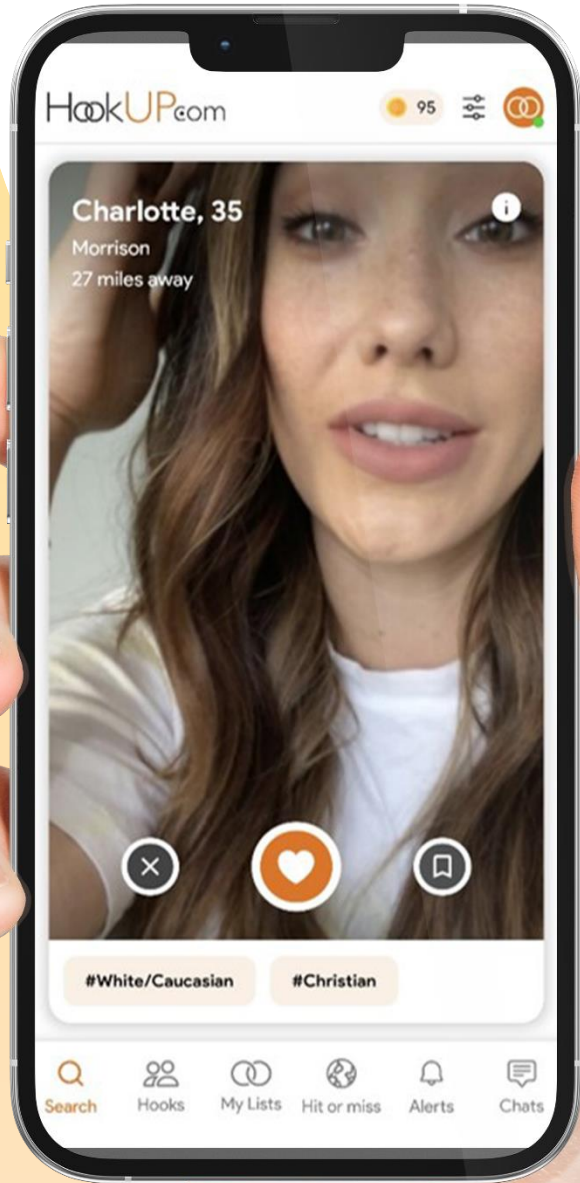


HookUP.com™

HookUP for Coffee, HookUP for a Hike, HookUP for Dinner,  
HookUP for a Lifetime



*Pitch Deck 2024*

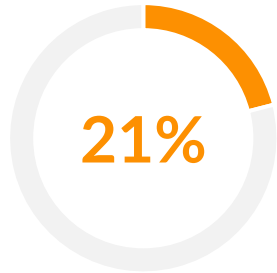


## Our mission

Bring our passion for **inclusion, community, self-discovery, self-expression, civic responsibility, sustainability, and participation** to the world, one couple at a time.



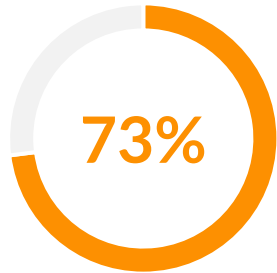
# Bumble, Tinder, Hinge have paved the way, but **HookUP.com** redefines the game.



21%



Women initiated conversations post-match – they are hesitant to lead.



73%



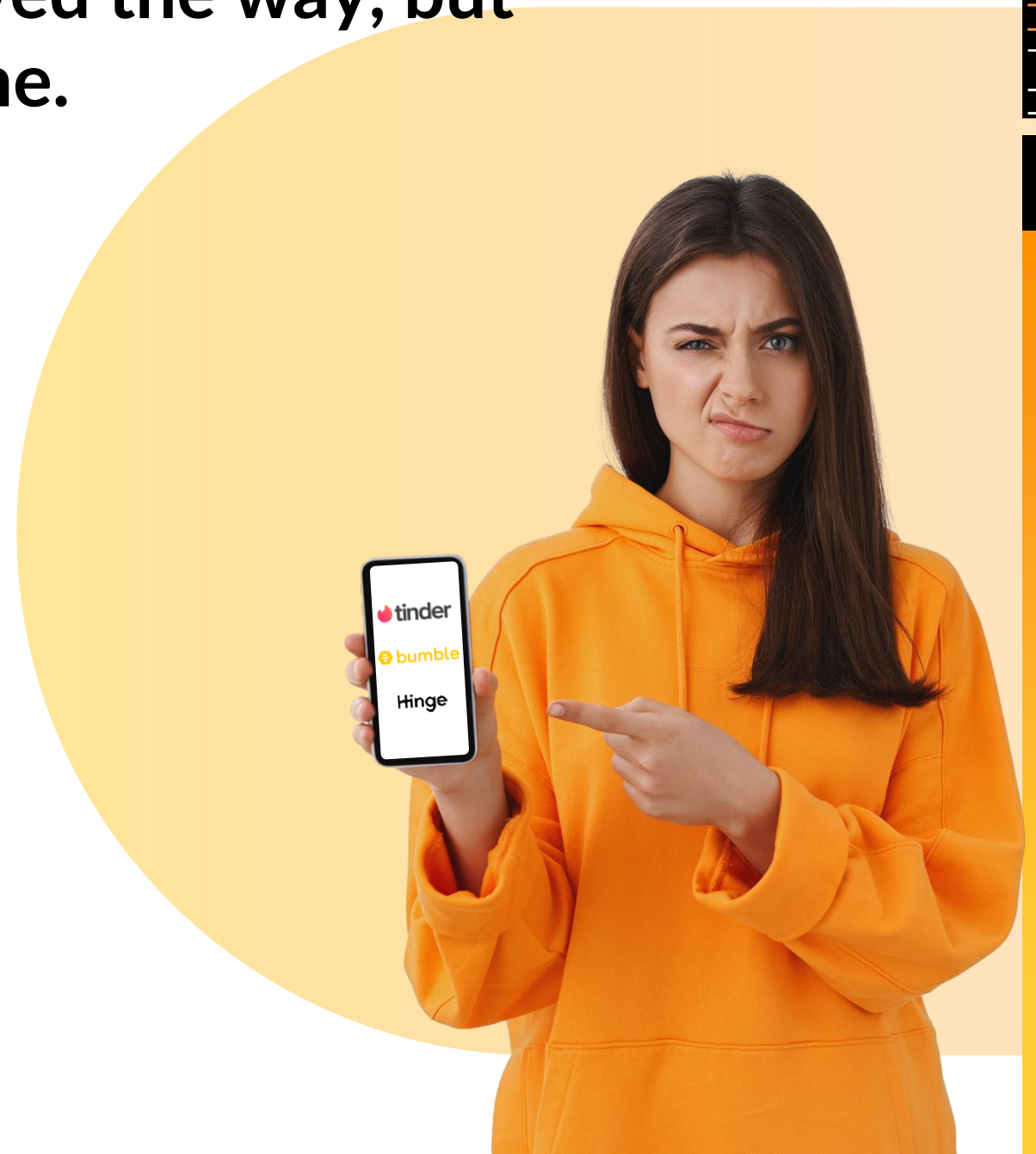
Online daters prefer platforms with realistic partner representations.



90%



Dating App users plan to use audio and video dating.



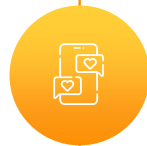
# Discover empowerment and genuine connections at **HookUP.com**, the standout dating app.



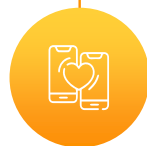
Women take the lead in deciding who initiates the chat—empowerment in your hands



Watch content and connect beyond mere appearances



Start with virtual dates before the in-person meetup

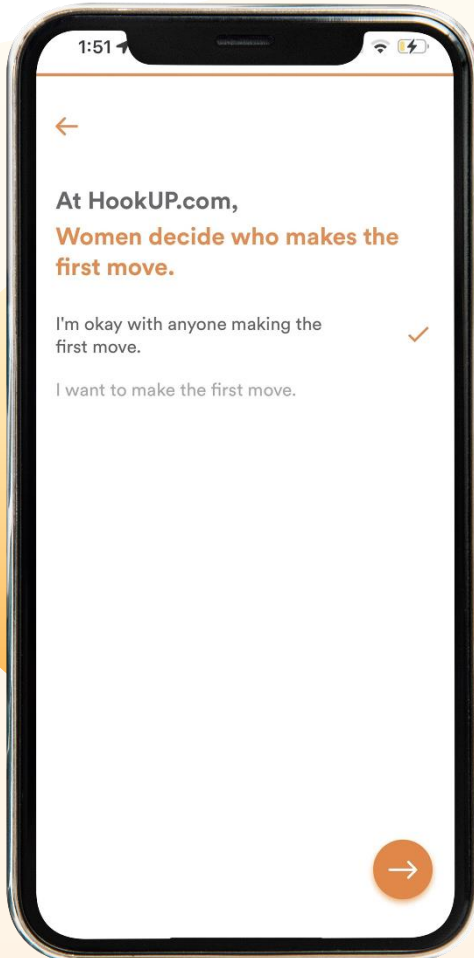


Build lasting connections through the journey of dating

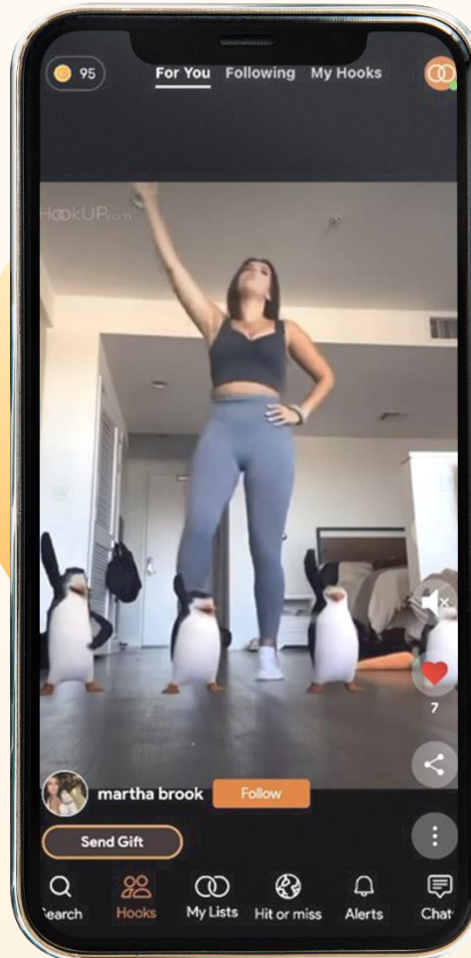


# Empowered Dating: A journey on HookUP.com

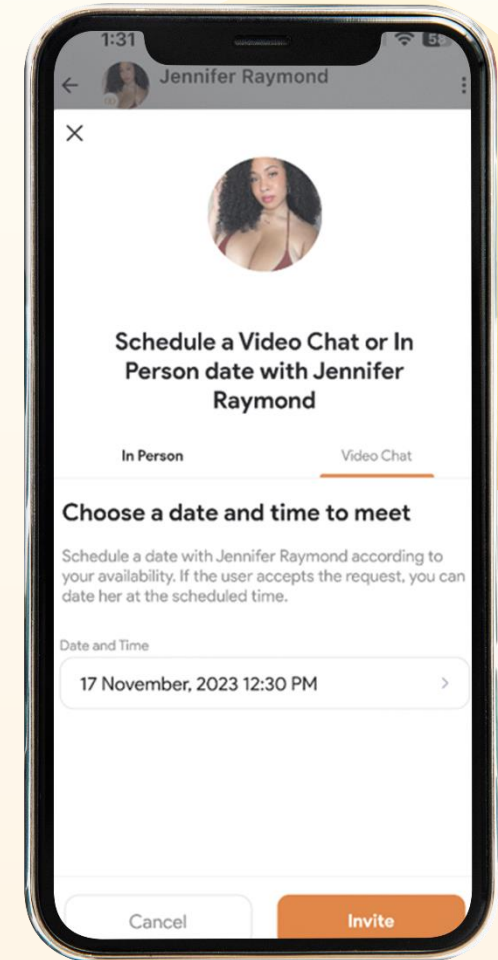
Women decide who makes the first move



'Hooks' - Short form video content revealing a person beyond their dating profile.

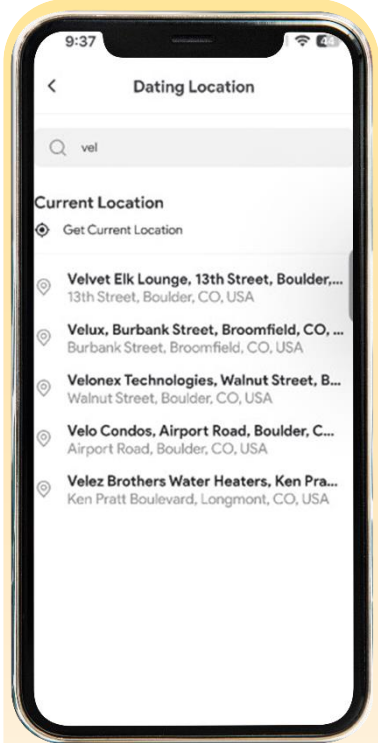


Audio and video virtual dates

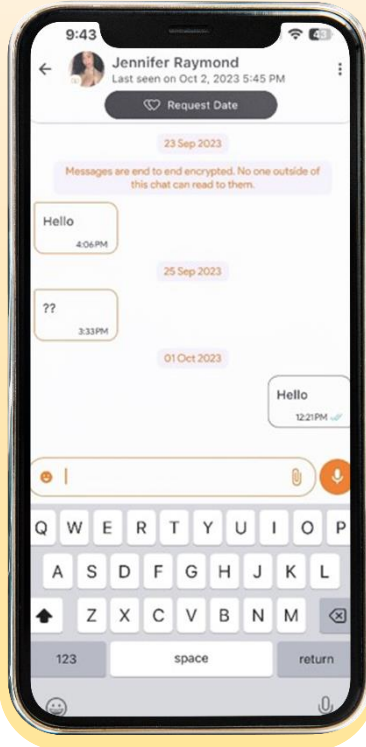


# How HookUP.com Works

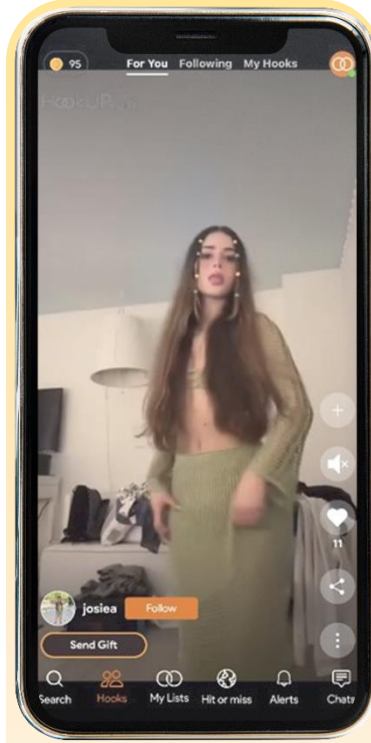
**Around Here Dates:** Discover nearby date suggestions.



**Scroll - Text and break the ice**



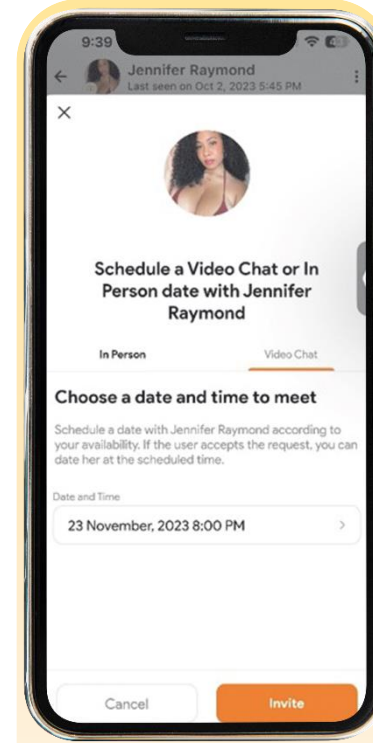
**Hooks:** Bite-sized video content



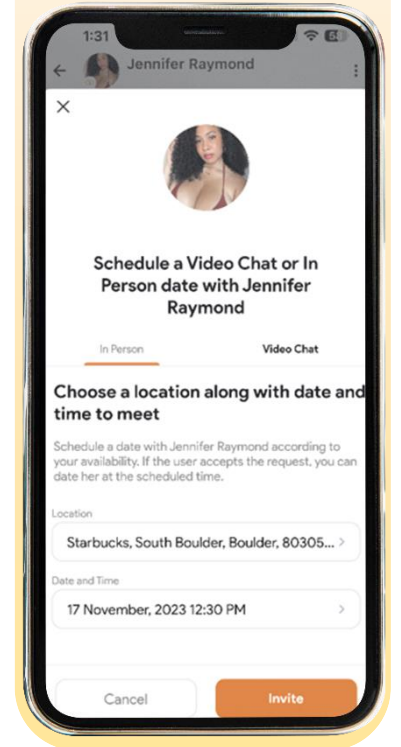
**Make your list (Pass, Like, Meet)**



**Video and audio dating**



**Set in-person dates**



# What We Have Achieved So Far



Website currently live



App developed launched on App store and Play store



Onboarded our marketing and app launch partners



Developed the initial team structure.



Launched the affiliate marketing website HookUP.cash.



Completed all legal and regulatory requirements.



Achieved 35k+ Play store and 45k+ App store downloads to date



100-200 organic downloads a day



600-800 organic website visitors a day.



# Hooks on the Rise: Booming Trends in the Dating App Market

Market is estimated at  
**\$6.68 B**  
in 2022

CAGR of  
8.3%

Projected to grow to  
**\$9.95B**  
by 2028<sup>[1]</sup>  
With close to 500M online  
dating users



16.5 million paid users across  
Tinder, Match, Hinge, and  
OkCupid.



256 million dating apps  
downloads in 2022.

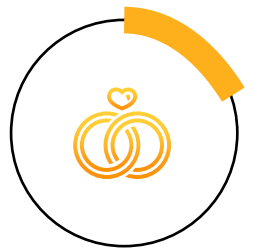


# Today Presents a Lucrative Opportunity For **HookUP.com**



60%

U.S. adults consider online dating a good way to meet people



21.9%

Penetration rate of dating apps and platforms in U.S.

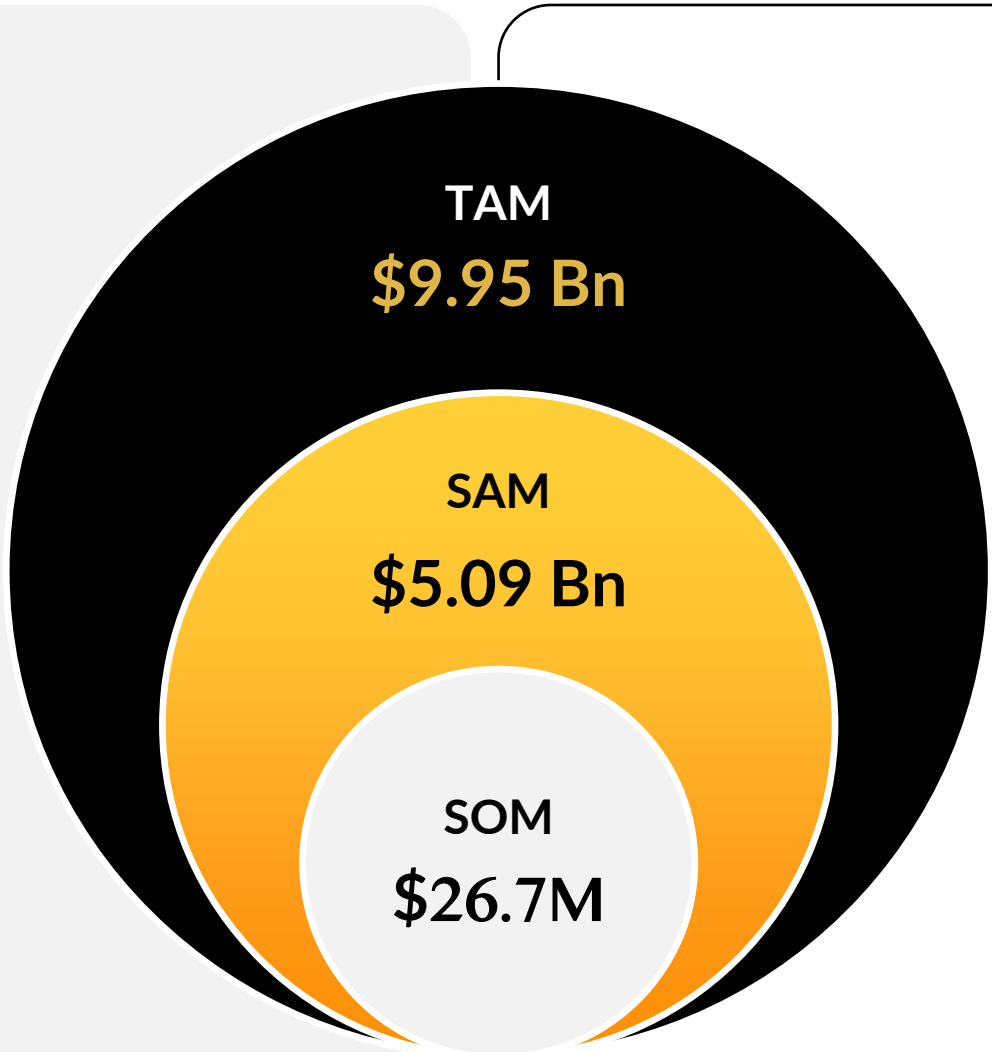
At 35% of Global Share  
Projected to grow to

**\$3.46B**

By 2028<sup>(6)</sup>



# Market Opportunity For HookUP.com



### Total Addressable Market (TAM)

Global market size in 2028



### Serviceable Addressable Market (SAM)

- Our target by 2028 would also be USA, Canadian and European market – 51% of the TAM



### Serviceable Obtainable Market (SOM)

Based on our projections, we project \$26.7M in revenues by 2028 representing 0.53% of the SAM



# Business Model



## Freemium



Hook videos



Female users



Message snapshot



## Subscription

**\$59.85 for 3-month subscription**



Unblur search profiles



Messaging feature



Book a virtual date



Book a physical date

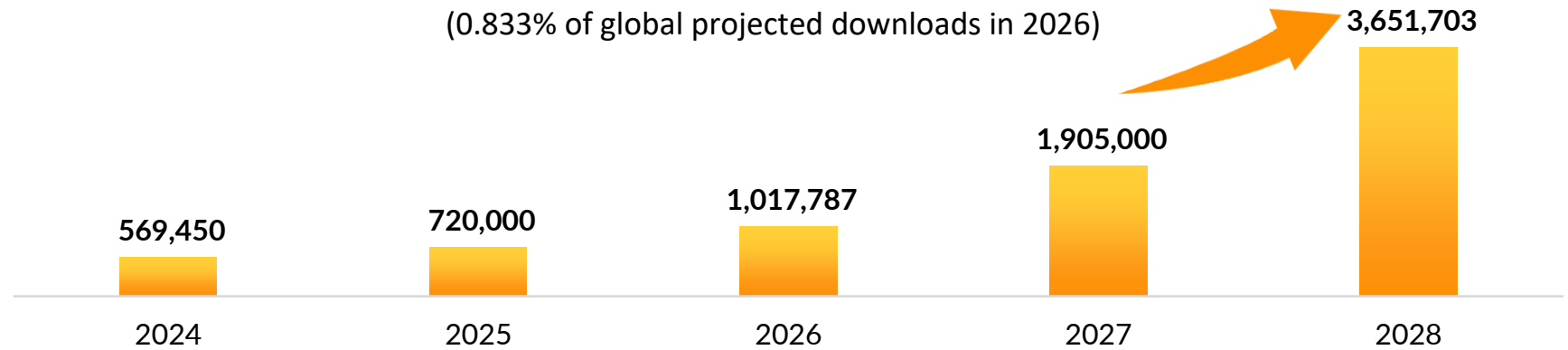
Initially premium plan would be free for female and later monetized once we cross 200,000 users



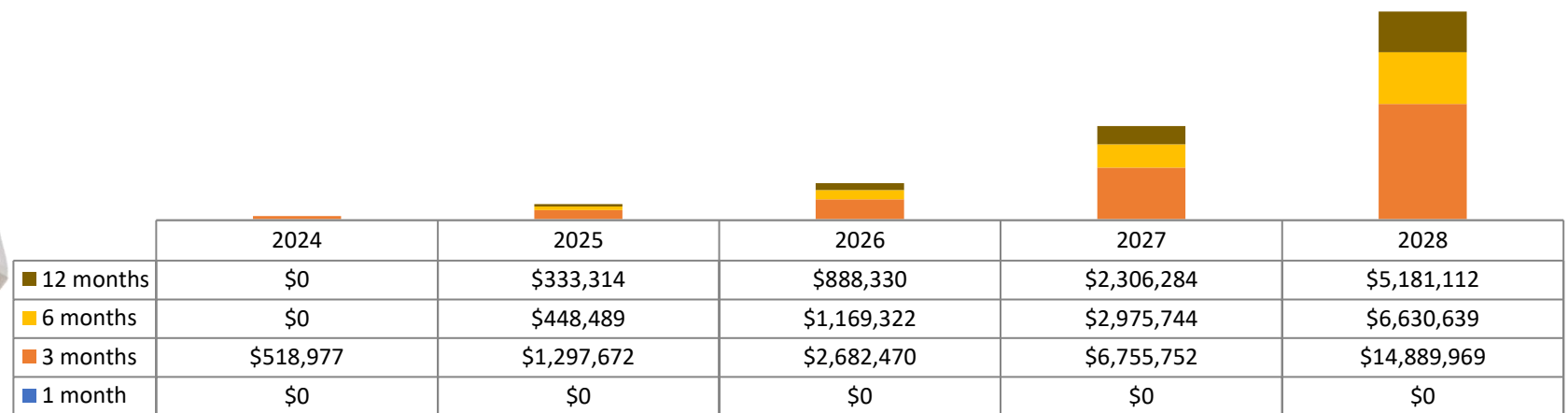
# Our Users and Revenue Projections



**3.6 Mn+ DOWNLOADS IN 2026**  
 (0.833% of global projected downloads in 2026)



**\$26.7 M IN TOTAL REVENUES BY 2028**

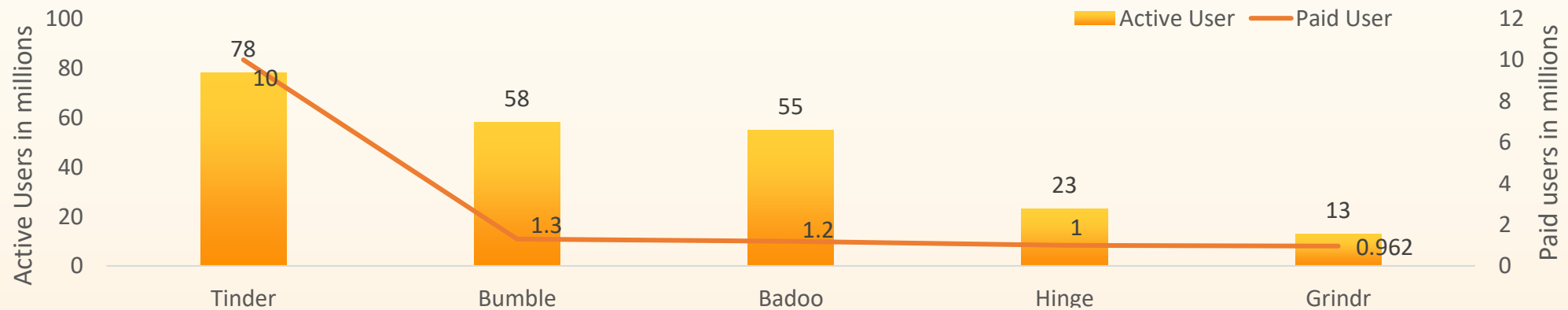


# Revenues & Active Users Of Competitors

## TOP 5 GLOBAL DATING APPS MARKET SHARE (USD MILLIONS)








## TOP 5 GLOBAL DATING APPS ACTIVE and PAID USERS (MILLIONS)



# Major Acquisitions of Dating Apps



	Target Company	Acquired By	Acquisition Price	Year of Acquisition
	Bumble (Magic Lab)	Blackstone	\$3 Billion	2019
	The Meet Group	Parship Group GmbH	\$500 Million	2020
	LOVOO	The Meet Group	\$70 Million	2017
	Once	Dating.com	\$18 Million	2021
	Hinge	Match.com	undisclosed	2018



# Competitive Landscape

Competitive Factors	HookUP.com™	tinder	bumble	badoo	Hinge
Women have the power to chose who goes first	✓	—	—	—	—
Focuses on social hookups like dinner, hiking, coffee, etc.	✓	—	—	—	—
Video Hooks	✓	—	—	—	—
Virtual Dating	✓	—	—	—	—



# We have The Core Technical and Marketing Competencies



## Jason Ascher

Founder  
Entrepreneur

- Visionary and Leader specializing in Marketing, Affiliate Marketing, Software Development and team building
- CEO of Liquid Ventures, which ran HookUP.com and billed \$8.5M in 2017 via affiliates as a middle man to AdultFriendfinder.
- Mango Media Corp. - CEO sold
- RovR Products - Investor and head of marketing during startup phase. Sold to Kokopeli 2023.



## Steve Croke

Co-Founder  
Entrepreneur

- S & C Lab Corp 2018 - 2021 - Co-founder and CEO - Herbal extraction and formulation for medicinal markets.
- Ticket Void 2008 - 2015 Founder and CEO - National Lawyer lead-generation to fight traffic tickets sold to Legal Brand Marketing.
- Pharmacy Choice 1999 - 2008 Co-founder and CEO - Pharmacy portal for careers, education, and training sold to AMN Healthcare (NYSE - AHS).
- Friendly and Safe Packaging 1994 - 1999 Patented child-resistance prescription container sold to Berry Plastics. Patent holder #5,938,055



## Scott Ascher

45+ years of experience  
Marketing, Operations, Finance

- Designing, building, operating and marketing restaurants, hotels and breweries including Goose Island Brewing Co.
- Selected for designing Barrack Obama's presidential inauguration
- Currently serving as consultant to Liquid Ventures LLC finance

*Our team is well supported with a network of operating partners and affiliate marketing professionals*



# Go-To-Marketing Strategy

## Target customer: Singles over 18



### Acquisition

- Affiliate and partnership marketing channels
- App store optimization & in-App ads
- Social media marketing
- PR, SEO, Influencer marketing and blogging
- Email marketing



### Engagement

- Great first-time user experience with welcome email and quick tutorials
- Personalized suggestions and recommendations
- Push notifications, SMS and email alerts on latest offers
- Discounts & promotions
- Creating a network of app users to build community on social media channels

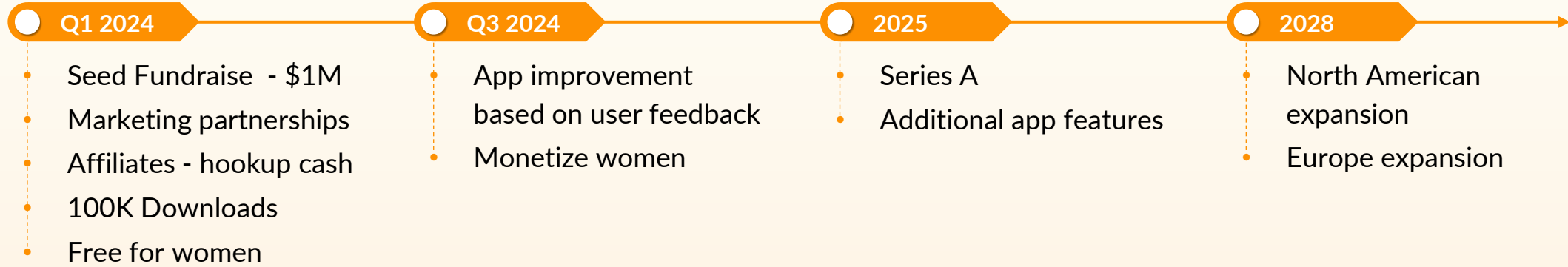
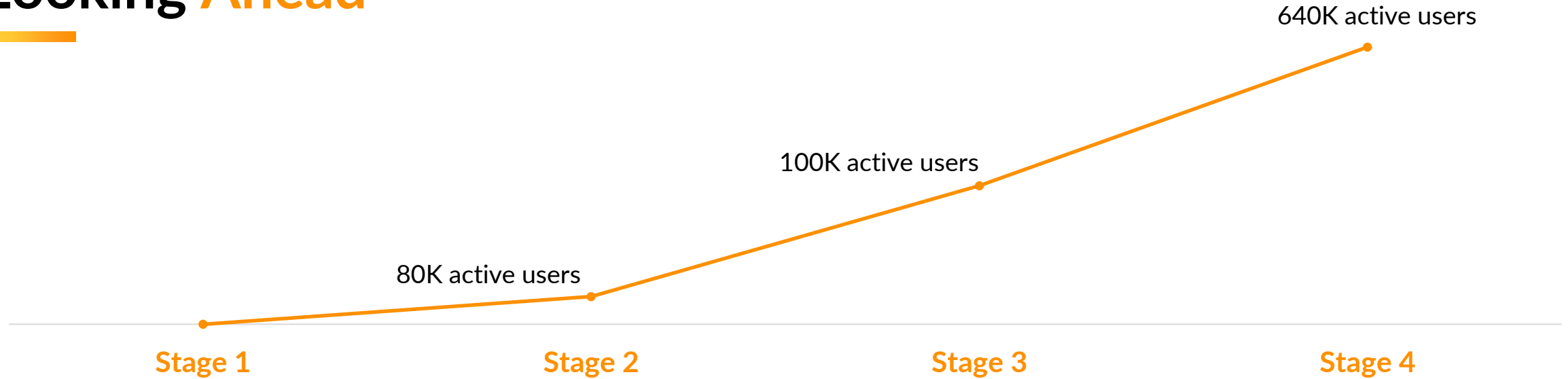


### Retention & Growth

- Time-sensitive, targeted promotional offers & gifts
- Reacquisition promos like free gifts upon reactivation
- Campaigns on latest offers, discounts, and updates



# Looking Ahead

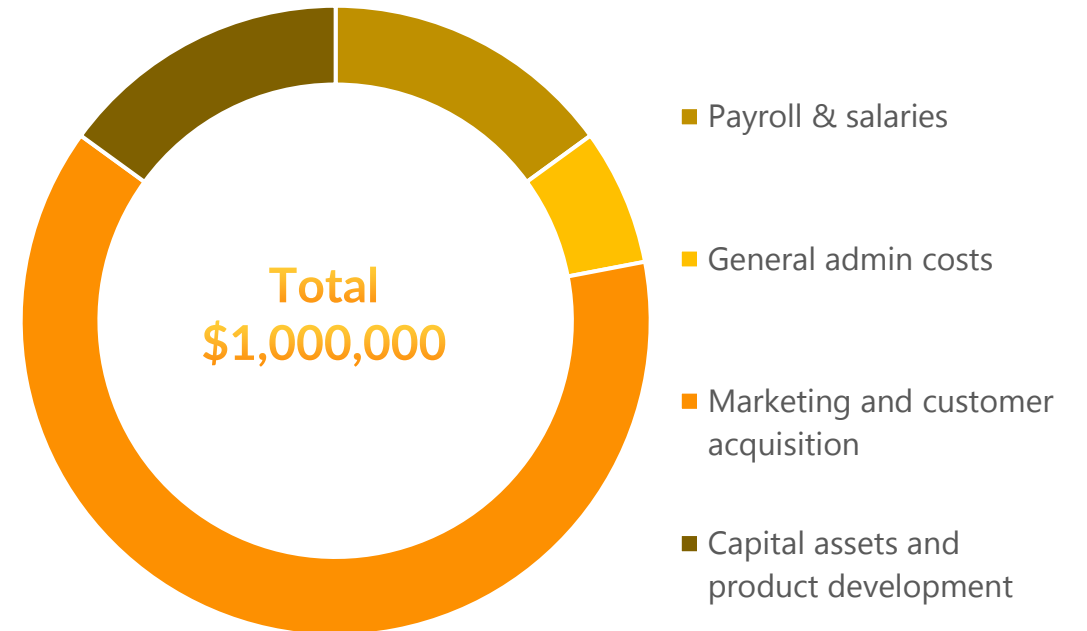


# Strong Brand Marketing Presence



# Seeking \$1M At \$10M Valuation

Description	Amount (\$)
Payroll & salaries	150,000
General admin costs	70,000
Marketing and customer acquisition	630,000
Capital assets and product development	150,000
<b>Total</b>	<b>1,000,000</b>



Series A of \$3 Mn for marketing and customer acquisition is planned for Q2 2025



# Contact Us For More Details



**Jason Ascher**



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**Address: Boulder, Colorado**



**Phone: 303-817-8519**

