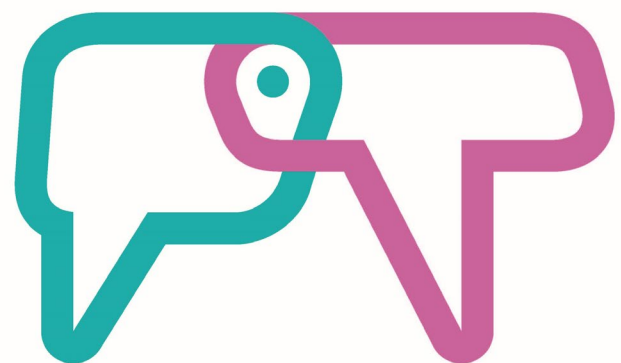


*"One of the most disruptive
startups showcasing at Web
Summit Rio."*

Web Summit Rio 2024



PERTALKS

DECK

PERTALKS GROUP LTDA

Early Stage





A FRESH WAY TO SHARE KNOWLEDGE.

SOCIAL INTERACTION MADE EASY.

Find interesting people near you!

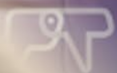




Using technology in a simple way to facilitate personal interaction and exchange of knowledge and experiences.



Share knowledge



PERTALKS

Improving
the ability
to socially
interact

From Virtual
to Personal



For a curious
mindset

Social
Interaction
made easier



PERTALKS

Share
knowledge



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PERTALKS

For a curious
mindset

PROBLEMS

In an increasingly virtual world, we have had a significant impact on how we communicate, make friends, and relate to others.

- **New generations** (Gen Z and Millennials) **face challenges in making friendships.**

Remote work, distance education, they all end up limiting social circles and have affected the ability to form new friendships.

- People from **other generations** (Gen X, Boomers) **also face challenges due to lifestyle changes and/or social circles** (work, family, new residence).

This can result in a reduced number of opportunities for in-person interactions and limit their exposure to new ideas and perspectives.

- **Paradox:** Despite so much connectivity, the global population today feels more lonely than ever.

According to a study by the Gallup Institute and Meta, approximately 1 billion people report feeling lonely * (excluding numbers from China)

RECENT NEGATIVE PHENOMENA.

- **Dating Burnout** (on dating apps)
- **Social Media Fatigue/Burnout** (on social media platforms have become more Media than Social)
- **Doomscrolling** (Constant scrolling affecting mental health) *And 'Brain Rot' named *Oxford Word of the Year 2024*



Real PROBLEM right now? Yes!

MIND & MOOD

Doomscrolling dangers

Constantly consuming distressing news can take a toll on our health. Learn how to safeguard your well-being.

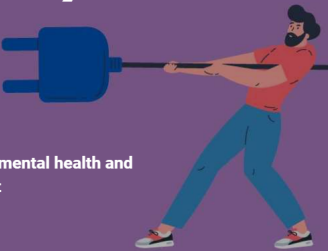
September 1, 2024

By Maureen Salamon, Executive Editor, Harvard Women's Health Watch

Reviewed by Toni Golen, MD, Editor in Chief, Harvard Women's Health Watch; Editorial Advisory Board Member, Harvard Health Publishing; Contributor

Power Down: 5 Ways To Fight Digital Burnout

Learn about the connections between screen time and mental health and how you can recognize warning signs of digital burnout



Digital burnout, or the feelings of anxiety, exhaustion, and apathy caused by spending too much time on digital devices, is a growing problem.

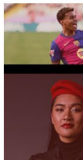
As technology makes us more interconnected and more of us rely on computers, tablets, and smartphones for work or school, the risk of burning

SIGN UP FOR OUR IDEAS NEWSLETTER POV

RealLove IDEAS • REAL LOVE

Why Gen Z Is Ditching Dating Apps

5 MINUTE READ



Join us

Sign

Language and Literacy

2 December 2024

2 min read

HEALTH AND HEALTHCARE SYSTEMS

Mental health: What is doomscrolling and how can we stop it?

Jul 9, 2021



Psychology Today

Find a Therapist

Get Help

Magazine

Today

Find a Therapist (City or Zip)



Stephanie A. Sarkis Ph.D. Here, There, and

MEDIA

Preventing Social Media Burnout

Protect yourself from constant bombardment.



Home News US Election Sport Business Innovation Culture Arts Travel Earth Video Live

Can online dating burnout be stopped?

26 June 2022

Share Save

Jessica Klein

Features correspondent



'Brain rot' named Oxford Word of the Year 2024

terra

TERRA MAIL

LOJA VIRTUAL WIX

NBA

VALE SAÚDE

VIVAE

VIDEOS

Dating Burnout: saiba o que é e como não se frustrar na paquera

Pesquisa aponta que vontade maior de namorar no frio pode ser catalisador do esgotamento mental nas relações



Júlia Flores

17 jul 2023 - 16h12

Compartilhar

Exibir comentários

Buscar



Sexo

Entrar

Dating burnout: o ranço provocado por apps de paquera como o Tinder

O cansaço que muitas pessoas sentem em relação a esses programas ganhou nome e ele pode estar estragando a nossa capacidade de investir no amor

Por Nathan Fernandes

19/06/2023 08h02 - Atualizado há um ano



connection

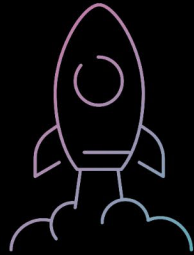
OPPORTUNITY

- Perhaps that person in the same place as you, even sitting nearby, has the knowledge you've been longing to learn.
- That group enjoying a drink at the same bar might be fluent in a language you'd love to practice.
- Visiting a new city or country? How about checking into a nearby spot/hotel to connect with locals for tips on food, tourism, and culture.
- Explore diverse, culturally enriching conversations sparked by curiosity.
- Attending a major event? Easily connect in person with like-minded individuals in your field.

And sometimes...

- You just need clarity on a subject or idea.
- You just want to expand your professional or social network.
- You simply seek good conversation, laughter, and the chance to make new friends.

Share
Knowledge



be curious

PERTALKS

Real OPPORTUNITY right now? Yes!

Despite online methods, most **young people still value face-to-face interactions.**

Trying to build **friendships based on shared interests and hobbies** has become a popular approach for the new generations.*

85% Millennials
84% Gen Z

*SHRM & Montreat College

80% of Generation Z
want more face-to-
face interaction.

*Crowd DNA strategy and insights consultant

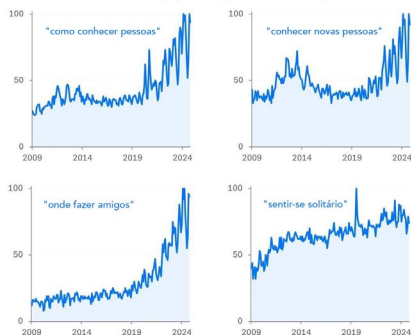
- **92% of young people aged 18 to 27 (Gen Z +18)**
- **93% of adults aged 28 to 43 (Millennials)**

Approve the idea of an app promoting social interaction IRL (In Real Life);

- The survey was conducted By PERTALKS GROUP in **October 2024** with **1,050 respondents** in São Paulo.
- Findings reflect a **significant shift in expectations** among these generations.
- Aligns with the growing demand for **authentic, in-person experiences** (commonly referred to as "IRL" – In Real Life).

People are searching for friends.

Volume de busca no Google para os seguintes termos, ao longo dos anos:



Moreover, **search volumes** have **recently spiked** for queries such as:

*How to meet (new) people,
Where to Make Friends,
and feeling lonely*

CHART

Fonte: Google Trends. Buscas nos Estados Unidos | Nota: Eixos Y não são comparáveis.

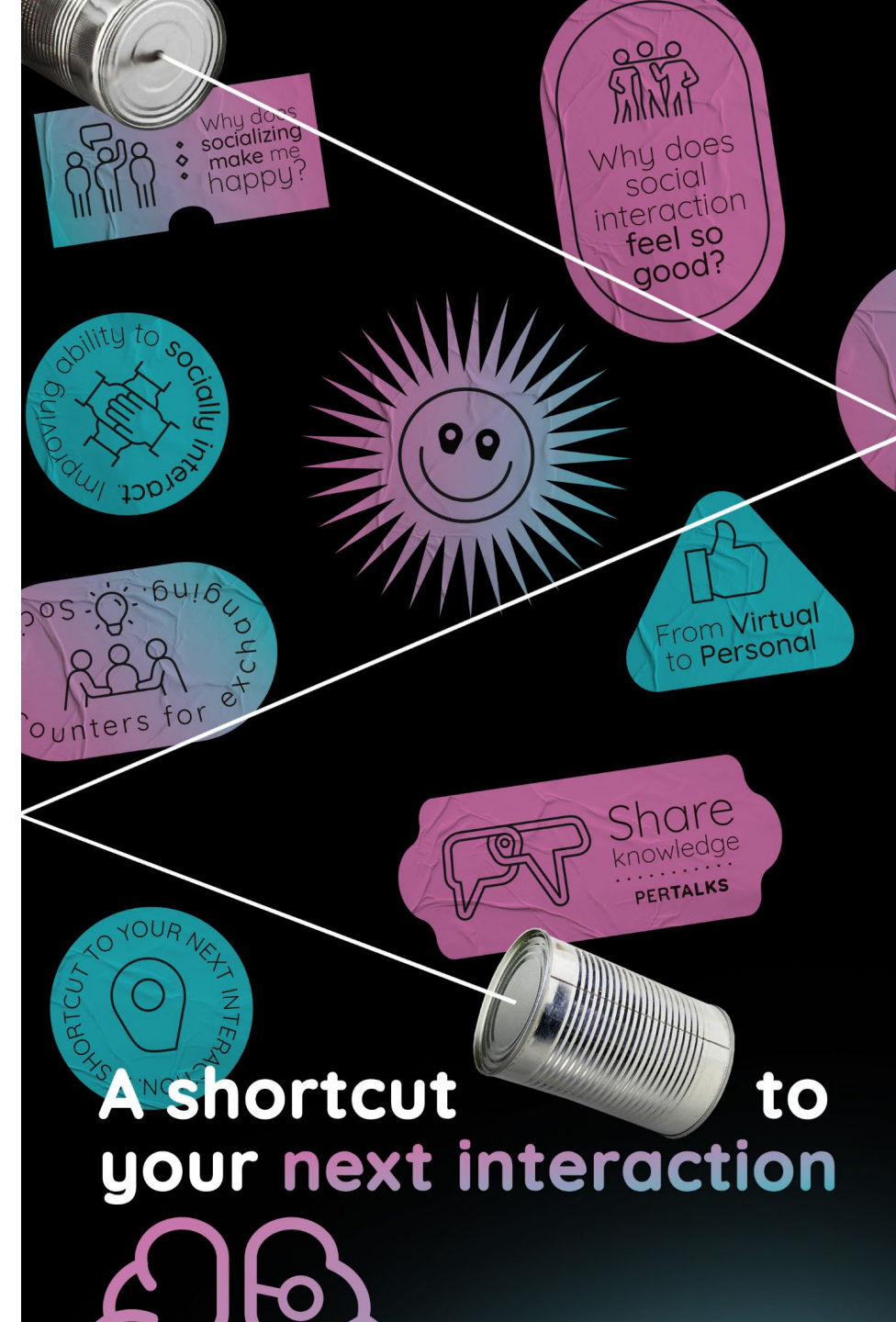
FINANCIAL TIMES

US COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

Technology sector [+ Add to myFT](#)

Dating apps search for users who want to be 'just friends'

"The appeal of digital disconnection has never been higher, and it comes at a time when we've never been more online," says Dr Zeena Feldman, Senior Lecturer and Associate Professor in Digital Culture at King's College London



A shortcut
your next interaction

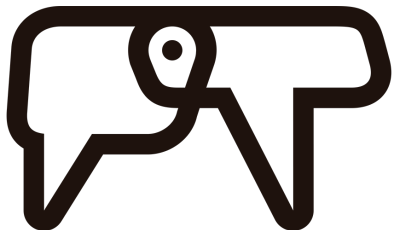
SOLUTION - VALUE PROPOSITION

Pertalks is the **social interaction app** for IRL (in real life) connections. It brings people together, in real time, in person to:

- Share their knowledge and interests,
- Make new friends,
- Discuss ideas and exchange tips,
- Networking, and even
- Practice or converse in another language.

All of this at their current location, whether it's at a bar, restaurant, café, museum, hotel, coworking, gym or anywhere you check in through the app.

Unique Concept: the app offers a unique concept of in-person social interaction, which sets it apart from existing social networking apps and dating apps that primarily or predominantly focus on online interactions.



PERTALKS

The app is designed to bring people together in meaningful, in-person social interactions based on shared interests, knowledge, and a desire for connection through engaging conversations.



**Social
Interaction
made easier**

From Virtual to Personal

Using technology in a simple way to facilitate personal interaction and exchange of knowledge and experiences.



UNDERLYING MAGIC...

With a simple concept and intuitive usability.

Onboarding:

Quick and easy! Create your login, select your knowledge, interests, and topics you'd like to learn, know more about, or practice. Add a photo, and you're all set. Your main profile is complete!

And so you can:

Check-In and Floating Topics:

Check in at your current location using your main profile. Add "Floating" interests or topics specific to that moment to interact with others nearby.

You can also personalize your check-in by adding a selfie, a phrase for the moment, and your exact spot.

Explore the Map:

Discover places around you where people have already checked in and shared their interests or knowledge. Use filters for interests or establishment types to narrow your search.

Search and Discover:

Use the homepage or the "Explore" feature to check your current location or search for places you'd like to visit.

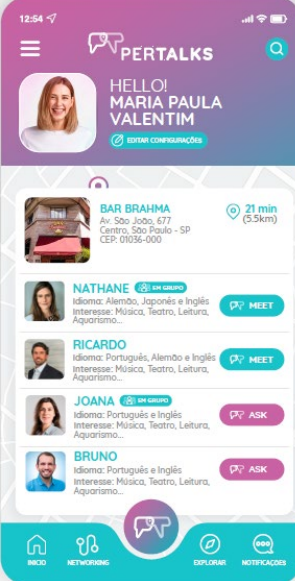
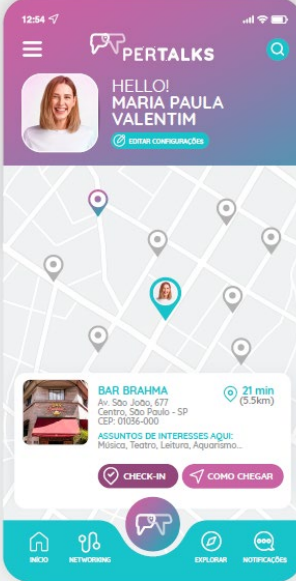
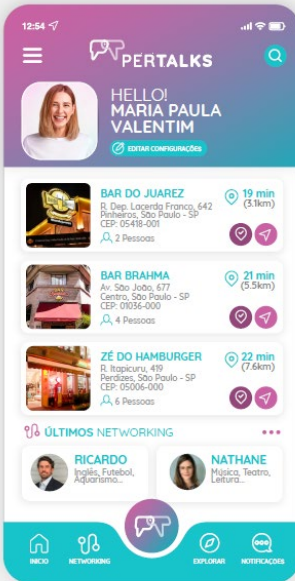
Location Details:

Click on an establishment to view more details, including the number of check-ins, and what knowledge, interests, or languages people are open to sharing at that moment.

Engage and Connect:

After checking in, access detailed profiles of people at the location. See their interests and their exact spot, and use the "MEET" feature to start a real conversation.

*The main profile can also be edited at any time.



UNDERLYING MAGIC...

Business Rules

(Aiming for Better User Experience and Safety)

Location-Based Check-In:

Users can only check in when physically present at the location.

View Profiles After Check-In:

Only after checking in can users see who else is at the location and access complete profiles.

Control Your Availability:

When checking in, users can choose to share their exact spot within the venue as:

- **Open to Meet** (visible to others), or
- **Ask to Meet** (requires permission to share).

Check-In Visibility:

Your check-in is visible only while you're present at the location, and you can disable it at any time.

Group Indication:

Users can indicate if they are accompanied by a group during check-in.

Sponsored and Private Events:

Check-in at special locations using invite-key access, enabling precise meets and networking.

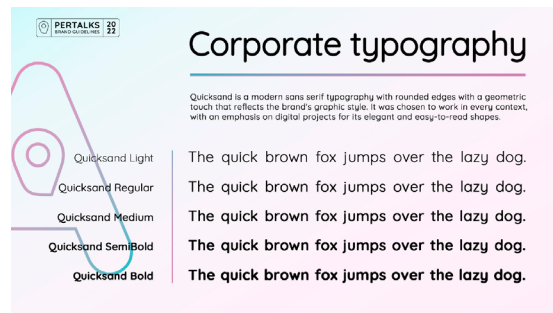
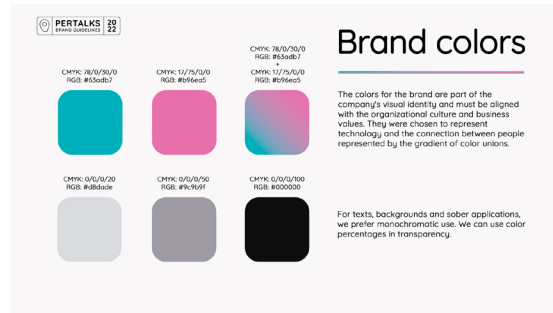
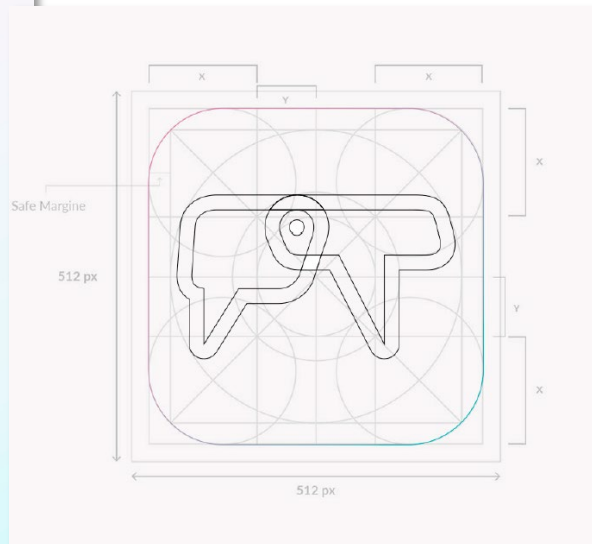


*"Any location, any moment, any mood
- connect with new people and dive
into engaging conversations."*

BRANDING

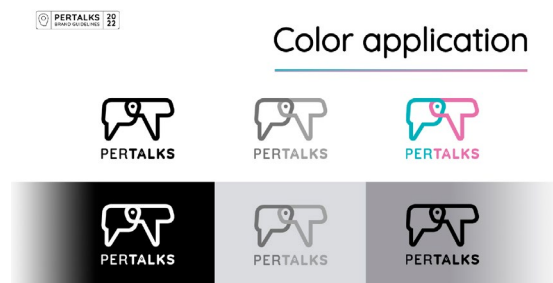
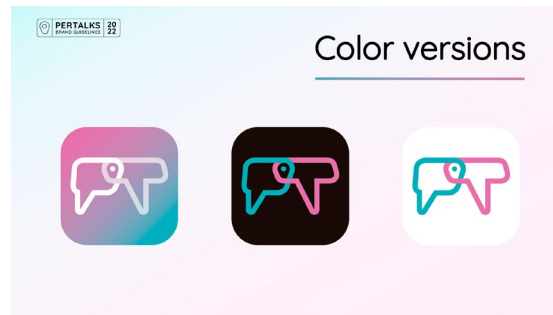
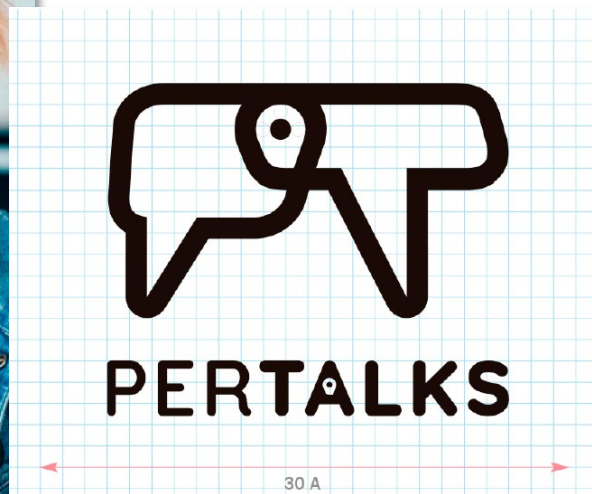
Content Connection

PERTALKS is a combination of PERSONAL TALKS. Thinking about the connection, we developed and integrated the initials and perfect synergy, making them consistent with each other, following the same line that strengthens the clear and consistent identity following minimalist traits that refer to communication between people.



Brand Design Pertalks

The creation of this brand takes into account the main success factors for the visual identity of Pertalks, where we highlight legibility, easy printing, scale awareness, balance of colors and shapes to favor the originality of the logo, to emphasize the originality and that make the brand memorable and true.



MARKET SIZE - References

(REVENUE)

Relationship/Dating Market

R\$1.2 Bi
Brazil

USD 10.4 Bi
Global

Online Dating Market Report Scope

Report Attribute	Details
Market size value in 2023	USD 10.49 billion
Revenue forecast in 2030	USD 17,281.28 million
Growth Rate	CAGR of 7.4% from 2023 to 2030
Base year for estimation	2022
Historical data	2017 - 2021
Forecast period	2023 - 2030
Quantitative units	Revenue in USD Million and CAGR from 2023 to 2030
Report Coverage	Revenue forecast, company ranking, competitive landscape, growth factors, and trends
Segments Covered	Platform, Revenue Generation, and Region
Regional scope	North America, Europe, Asia Pacific, South America, and Middle East & Africa
Country scope	U.S.; Canada; U.K.; Germany; France; China; India; Japan; Brazil; South Africa
Key companies profiled	Match Group, LLC (Tinder), Bumble Inc., Grindr LLC, eHarmony, Inc., Spark Networks, Inc., The Meet Group, Inc. rsvp.com.au Pty Ltd., Coffee Meets Bagel, Cupid Media Pty Ltd., Elite Singles, The League App, Inc. among others

GROWTH RATE
(estimated until 2030)

GLOBAL CAGR 7.4%

BRAZIL CAGR 10,2%

The age group is segmented into 18-25 years, 26-34 years, 35-50 years, and above 50 years. The 18-25 age group accounted for the largest share of revenue, with 36% in 2022, followed by the 26-34 age group

Enterprises value reference: USD:
Match Group (*Tinder, Hinge*)
Value: 12.8 Bi
Bumble inc: 3.6 Bi

“Digital Detox App” Industry

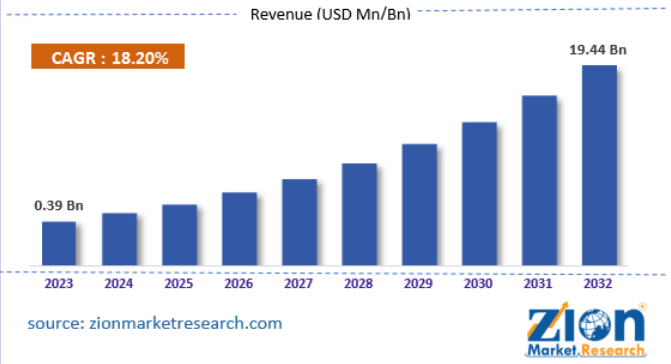


Predicted to grow to around
USD 19.44 Bi
by 2032

18.20% CAGR (2024-2032)

‘Digital Detox’ industry, which offers consumers goods and services to help them log off - apps to technology-free wellness retreats.

Global Digital Detox Apps Market Size, 2018-2032
(USD Billion)



Digital Detox Apps Industry Prospective: The global digital detox apps market size was worth around **USD 0.39 billion** in 2023 and is predicted to grow to around **USD 19.44 billion** by 2032 with a compound annual growth rate (CAGR) of roughly **18.20%** between 2024 and 2032.

Be curious



A shortcut
to your next interaction

TARGET AUDIENCE

Tier 1

Generation Z: *18 - 28 y.o.

- Digital natives
- University students (On-campus, flexible, and online)
- Entering or recently entering the workforce and preferring flexible work models. They may be digital nomads.
- Engaged in causes and connected.
- Influential.

Generation Y, Millennials: 29 - 43 y.o.

- The new majority in the workforce.
- Postgraduate and continuing education students, mostly online or flexible.
- Young executives and entrepreneurs.
- Value knowledge and career progression.

Tier 2

Generation X: 44 - 57 y.o.

- Seeking new interests, have hobbies.
- Enjoy teaching, good conversations, and meaningful connections.
- Enjoy traveling and culture.



GO-TO-MARKET

THINK GLOBALLY, START LOCALLY

GTM FOCUS

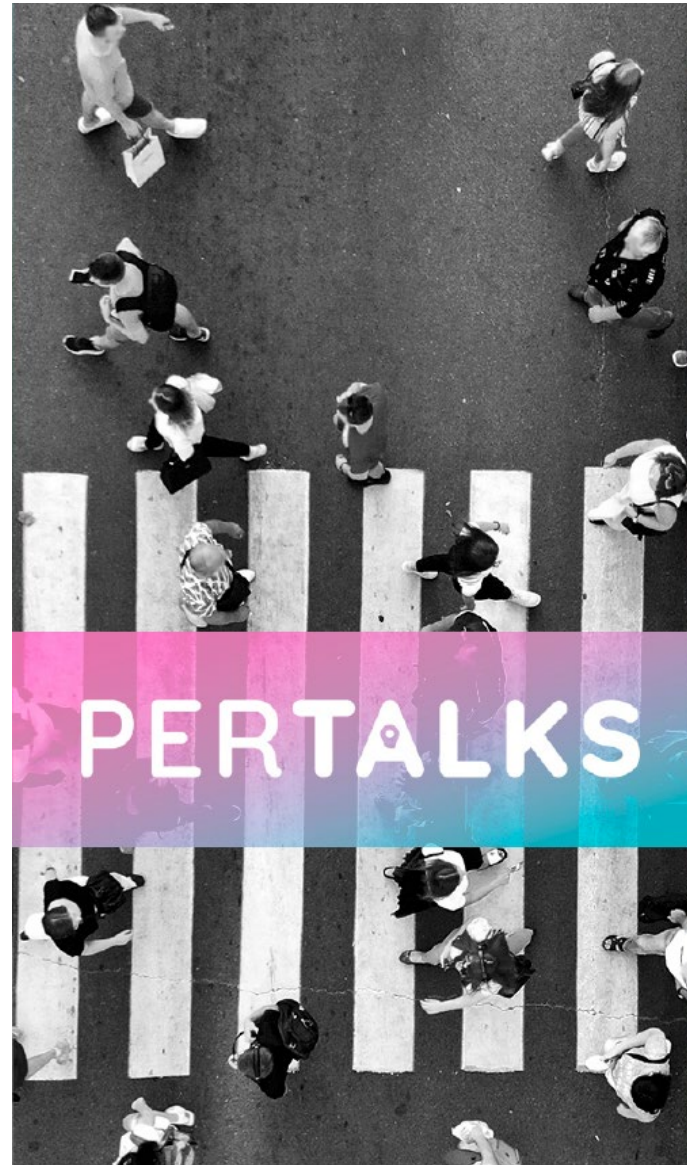
Urban areas with a large population and high connectivity: Cities with dense populations tend to have a higher demand for social interaction and a larger number of potential users.

Communities with specific interests or hobbies: Segmenting communities with specific interests, such as art, sports, technology, or cooking, will help build a niche user base and cater to specific needs.

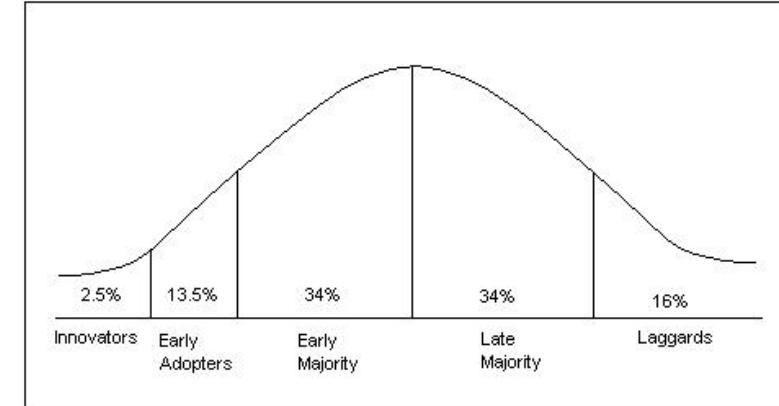
Educational institutions: Colleges, universities, and learning centers can be ideal places to launch the app as students and learners often seek opportunities to connect and share knowledge.

Professional networking events: Launching the app in markets where professional networking events are common to attract professionals looking to expand their networks and share industry knowledge.

Partnerships with local establishments and chains: Collaborating with bars, hotels, restaurants, and museums to create dedicated spaces for in-person interactions facilitated by Pertalks. These partnerships will also serve as promotional opportunities, drawing users to the app and providing physical venues for connecting over shared interests



Following also the principles of "network effect" and multi-sided platforms and communities' design.



Focusing on acquiring our first couple of thousand users to analyze our Early Customer Profile (ECP), refine our Ideal Customer Profile (ICP), and build sustainable growth from there.

COMPETITORS

Even with different purposes and styles, we can analyze competitors, even if indirectly, in four app/platform purposes:

Dating, Languages, Friendships, and Location Check.

DATING

Tinder:

Strengths: Popularity, large user base, intuitive interface.
Weaknesses: Casual users, limited features for free users.

Bumble:

Strengths: Female initiative, option to seek friendships and professional networking.
Weaknesses: Smaller user base, focus on professional networking may interfere with dating experience.

Happn:

Strengths: Location-based connections, attractive and easy-to-use interface.
Weaknesses: Dependency on location, smaller user base.

Grindr:

Strengths: LGBTQ+ community, considerable user base in urban areas.
Weaknesses: Casual encounters, app availability may vary.

Par Perfeito (Perfect Match):

Strengths: Old and popular, profile matching based on interests, security features.
Weaknesses: Outdated design, inactive profiles.

Inner Circle:

Strengths: Strict member selection, exclusive offline events, elegant and intuitive interface.
Weaknesses: Smaller user base due to restricted new member entry, geographically limited offline events..

FRIENDSHIP

Bumble BFF:

Strengths: Similar to Tinder, women initiate conversations, safer and more controlled environment.
Weaknesses: Main focus on dating, but it's possible to find people interested in friendships.

Meetup:

Strengths: Finding groups with common interests, participating in events.
Weaknesses: Checking availability of groups and events in your area.

Badoo:

Strengths: Finding nearby people, options for friendships, conversations, and relationships.
Weaknesses: Known as a dating app, it may take time to find people open to genuine friendships.

Patook:

Strengths: Exclusively focused on making platonic friendships, scoring system to find people, safe environment free from unwanted flirting.
Weaknesses: Smaller user base compared to popular apps, limiting friendship options.

LOCATION CHECK

Swarm (Foursquare):

Strengths: Integration with social networks, gamification features such as achievements and sticker collections.
Weaknesses: Less popular than in the past, fewer social features and interactions compared to the original Foursquare.

Yelp:

Strengths: Focus on detailed reviews and user opinions, information about restaurants, bars, and other businesses.
Weaknesses: The check-in feature is not as prominent and may not have as many social features as other apps.

LANGUAGES

Duolingo:

Strengths: User-friendly interface, gamification (scoring, achievements), interactive exercises, wide variety of available languages.
Weaknesses: The approach can be overly simplified and may not provide a complete immersion in the language.

Babbel:

Strengths: Content focused on conversation practice, interactive exercises, emphasis on vocabulary useful for everyday situations.
Weaknesses: Doesn't offer as many languages as other apps, may require a paid subscription to access all features.

HelloTalk:

Strengths: Connection with native speakers of the language you're learning, possibility of voice calls, text messages, and text corrections.
Weaknesses: The quality of interactions may vary as it depends on the users you connect with.

Tandem:

Strengths: Opportunity to practice conversation with native speakers, text corrections, voice and video calls.
Weaknesses: Depending on user availability, it may be difficult to find language partners in certain less popular languages.

Memrise:

Strengths: Focus on vocabulary memorization, use of mnemonics and spaced repetition to reinforce learning.
Weaknesses: The approach may be more limited in terms of practicing conversation and listening skills.

BUSINESS MODEL

- **Sponsorship:** Sponsorship of the app, sections within the app, interest categories, and even topics/issues to talk or trending topics (and brands). Exclusive Branding opportunities in interest topics
- **Advertising:** Pertalks will become an attractive environment for advertisers. The app may display ads in different formats. Ads can be targeted based on user preferences, knowledge/interests, timing, geolocation, and languages, thus increasing the relevance and effectiveness of advertising campaigns.
- **Partnerships and promotions:** Pertalks can and aims to establish partnerships with brands, companies, establishments, and events, offering special promotions to users.
- **Features Add-On (purchase of extra functionalities)**
- **In-app Purchases (Boosts, Badges)**
- **Gamification :** Introduce levels, badges, or rewards for achieving milestones like "Top Connector" or "Most Helpful in [Category]". Tied into "in-app" purchases for upgrading or unlocking exclusive badges. Plus, special brand sponsored games to help interaction.
- **Special B2B for Events, Congresses and private events**

*A future analysis will also include the study of implementing a premium subscription, such as a **Business Subscription**, more refined for business networking.*

We have a varied, valuable, and organized model of **B2C, B2B2C, and B2B.**



AS A BUSINESS

Accessible, Adaptable,
SCALABLE

“NETWORK EFFECT”

The product generates more value as more people use it.

We don't just design our product, design our communities too.

&

“**DATA** NETWORK EFFECT”

Product-in-use data generating valuable and rich datagraph

Extensive and Diverse data (from every user – frequently)



TEAM



LUIS QUADROS
CO-FOUNDER & CEO

M.A. LONDON MET, MSc ESCM FRANCE,
M.I.T. Certificate

Former

- BRAND NEW BRANDS & Fashionline
- STARCOM MEDIAVEST (PUBLICIS)
- JELLYFISH AGENCY- SKYPE GLOBAL

First European Unicorn



ANTONIO CARLOS MACHADO
CO-FOUNDER & CFO

Office company MACHADO & BARBOSA
Education: B.A. Law; M.A. in Corporate Law
& Mergers and Acquisitions (M&A)

Experience in Finances & Legal



VICTOR REUTER
*EMEA REPRESENTATIVE
& ADVISORY BOARD MEMBER*

Based in Amsterdam, NL.

- PACCA TECH Board
- WILD AT LIFE Board
- ELOGROUP B.D.

Former: Zimmer Biomet & AkzoNobel GBS



DONIZETE BARBOSA
CO-FOUNDER & CLO

Office Company MACHADO & BARBOSA
Education: B.A. Law; M.A. Tax law,
Litigation Law & Financial Lawx

Experience in Legal & Finances

TECH SQUAD

Experience in projects for

- HEINEKEN
 - ITAU bank
 - REDBULL
 - VOTORANTIM
-
- Dr.Conecta
 - NFT BRASIL

Non-Exec ADVISORS & MENTORING



FERNANDA CAMPOS
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- AMAZON, Dir
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- CITIBANK, Dir



RENATO PAIVA
CEO & FOUNDER
Webedia Portugal

Former

- JELLYFISH Portugal
- WEBEDIA BRASIL
- HAVAS DIGITAL
- OMELETE GROUP



EMANUEL SPYER
STRATEGY DIRECTOR, MBA
Vibra Digital

Former

- FLAGCX
- ISOBAR
- KANTAR
- BBH GLOBAL



More About the Founders

Luis Quadros
Co-Founder & CEO, PERTALKS

Expertise:

Innovation, Startups, Scaleups, Digital Marketing, Digital Transformation, Business Development and Technology.

Professional Highlights:

- Brand New Brands (2011–2022):** Founder and former CEO of a branding, project management, and tech consultancy.
 - Fashionline by C&A (2021–2022):** Co-created and led an on-demand startup for C&A Brazil, the retailer great: digital ecosystem for fashion, edtech and training, leading projects in ESG, analytics, and social networking.
 - Jellyfish Online Marketing (UK):** Managed Skype’s Global Account with campaigns across 174 countries in 26 languages; Also served as an Executive in the international multilingual team and ‘Lead Generation’; **Skype, one of the first European “Unicorns”**.
 - Starcom MediaVest Group, Publicis Groupe (UK):** Led global SEM account for UBS; worked on campaigns for eHarmony (Dating), Procter & Gamble (Vicks VapoRub), and others.
 - PROFIL - Philanthropic Promotion (2002 -2006):** The first non-profit advertising agency dedicated to social impact campaigns and supporting other non-profit organizations. We create advertisements in collaboration with students seeking their first work experience. (created and built yet during my colleges years)
- Education:*
- MIT:** Certificate in Technical Innovation (Strategy & Application).
 - ESCEM École Supérieure de Commerce et Management (France):** MSc in International Marketing Communications.
 - London Metropolitan University (UK):** MA in International Marketing.
 - FAAP (Brazil):** Bachelor’s in Advertising and Marketing.

Antonio Carlos Machado de Andrade Jr. - Co-Founder of PERTALKS

- Lawyer and partner at the law firm Machado de Barbosa since 2009.
- Graduated in Law from Universidade Paulista.
- Specializations:
- Tax Law from Mackenzie University
- Corporate Law, mergers and acquisitions from Pontifical Catholic University of São Paulo - PUC
- Social Security Law from UNISAL

Knowledge and experience in Financial and Management areas

Donizete Aparecido Barbosa - Co-Founder of PERTALKS

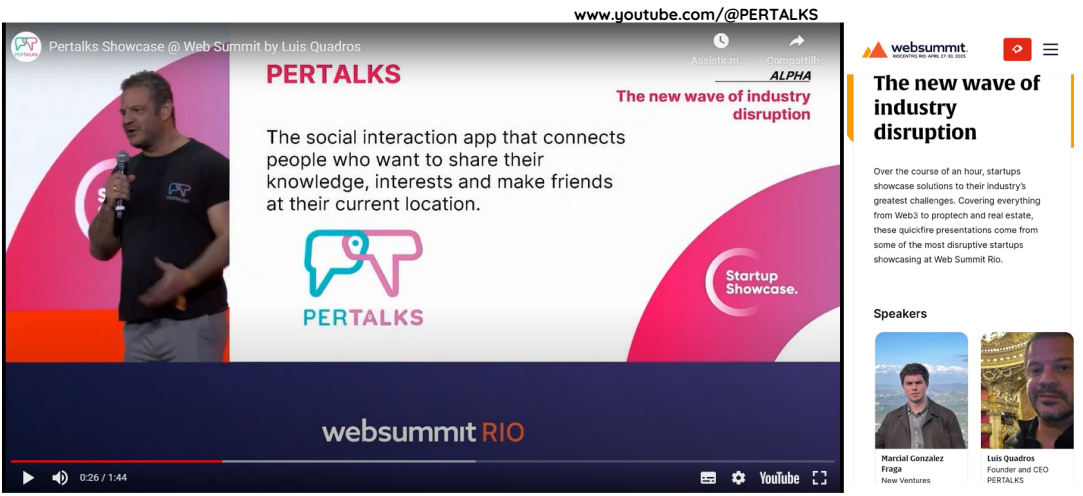
- Lawyer and partner at the law firm Machado de Barbosa since 2009.
- Graduated in Law from Universidade Braz Cubas.
- Specializations:
- Tax Law from Mackenzie University,
- Tax Litigation from Pontifical Catholic University of São Paulo - PUC,
- International Financial Law from Fundação Getúlio Vargas.

Knowledge and experience in Financial and Management areas.

FIRST TRACTION & VALIDATION

- **University Partnerships:** Collaborations with major universities in Brazil, including UNIP, FMU, and Cruzeiro do Sul—among the largest private institutions—for user acquisition and research, alongside international partnerships.
- **Validated MVP:** Fully operational on iOS and Android, supporting English and Portuguese.
- **User Growth:** Over 1000 users with a churn rate below 5.5%.
- **Engagement and Research:** Direct feedback and insights from users, students, and event participants.
- **Media Coverage:** Featured in the news for innovation and impact.
- **Event Recognition:** Selected to participate in major industry events.
- **Brand Collaborations:** Partnerships with brands and advertisers to enhance user experience and visibility
- *Legal Protections and Assets: Copyrights registered with the U.S. Copyright Office; Brand is registered with INPI (Brazil's Trademark Office). The company operates under a formal Company Identification Number. Additionally, we own the necessary domains to protect our online presence and brand identity.*

One of the most disruptive startups showcasing at Web Summit



Pertalks promove bate-papo durante PP Week, MCXP e Live dos Flamingos

CEO de startup responsável por rede de interação social, Luis Quadros trouxe convidados para dialogar sobre cultura organizacional e novidades do mercado publicitário



DRAFT

Projeto Draft
148,087 followers
1w • Edited • 🔄

😬 Em vez de apaziguar a solidão, muitas vezes as redes sociais aumentam esse sentimento entre seus usuários.

📱💡 Mas é possível usar a tecnologia para promover conexões reais. O Pertalks aposta em um aplicativo que incentiva encontros presenciais em cafés e restaurantes, conectando pessoas com interesses em comum através de um check-in no local..

Saiba mais sobre a proposta da empresa no Draft Pitch gravado pelo CEO e fundador [Luis Quadros, MSc.](#)

#draftpitch #pertalks #conexõespresenciais #interaçõespresenciais #xonexõesreais #aplicativosderelacionamento #appsderelacionamento #appsdenamoro #appsdeamizade

Show translation

The video shows a man with short grey hair and a beard, wearing a black t-shirt, speaking directly to the camera. Behind him are two computer monitors. The monitor on the left displays the Pertalks app interface with a blue background and a speech bubble icon containing the word 'PERTALKS'. The monitor on the right displays a purple-themed screen with the text 'Meet new knowledge' and 'Pertalks' at the bottom. The setting appears to be an office or a presentation room with wood-paneled walls.

trocam conhecimento.



Antídoto pode ser a busca de amizades reais

Segundo uma pesquisa realizada pelo aplicativo Snapchat com a consultoria de estratégias e insights Crowd DNA, 80% da geração Z querem mais contato presencial após a pandemia. Também conhecida como "Zoomers" ou "Gen Z", essa geração é composta por pessoas nascidas entre 1997 e 2012.

Em uma sociedade com relacionamentos líquidos, como o filósofo Zygmunt Bauman já contou em suas obras, mesmo que fazer amigos na idade adulta seja difícil por natureza, nunca houve tantos obstáculos como agora.

Por isso, a demanda por conexões genuínas e realmente significativas têm impulsionado uma nova tendência: plataformas configuradas para fazer amigos. O **Dating Burnout**, do espaço a aplicativos para amizades saudáveis.

Diferente dos aplicativos de namoro, que têm como objetivo facilitar os encontros românticos e resultam no Dating Burnout, os apps com intuito de fazer amigos oferecem um espaço para que as pessoas encontrem companhia para atividades cotidianas. Nesse contexto, as ferramentas que facilitam os encontros presenciais e as interações entre indivíduos com afinidades comuns se popularizam.

“ O Pertalks é um aplicativo que proporciona encontros locais para o compartilhamento de conhecimento e experiências entre desconhecidos. Sistemas como este estão ganhando destaque e transformando a maneira como as pessoas cultivam amizades. **Luis Quadros, fundador da Pertalks.**

A man in a dark blue t-shirt is smiling and looking at his smartphone in a gym setting. The background shows various exercise machines and bright overhead lights.

Fazer amizades fora da região de origem pode ser um desafio para muitos, pesquisa da InterNations, a maior

FreeBrands lança hidratante labial in Arlequina

It's not just a VALUE PROPOSITION,
It's **PURPOSE WITH VALUE.**

Scaling good things! Purpose-driven.

Encouraging a culture of sharing knowledge and making meaningful new friendships at a bar, restaurant, museum, during travels, etc.

Creating the healthy habit of checking in for knowledge and friendship and good social interaction.

PERTALKS. MEET KNOWLEDGE!



"Pertalks develops an app to foster more human connections and interactions."

START

PERTALKS DESENVOLVE APLICATIVO PARA FOMENTAR CONEXÕES E INTERAÇÕES MAIS HUMANAS

10/11/23 | Publicado por Redação Start

A plataforma estará disponível para uso em novembro de 2023

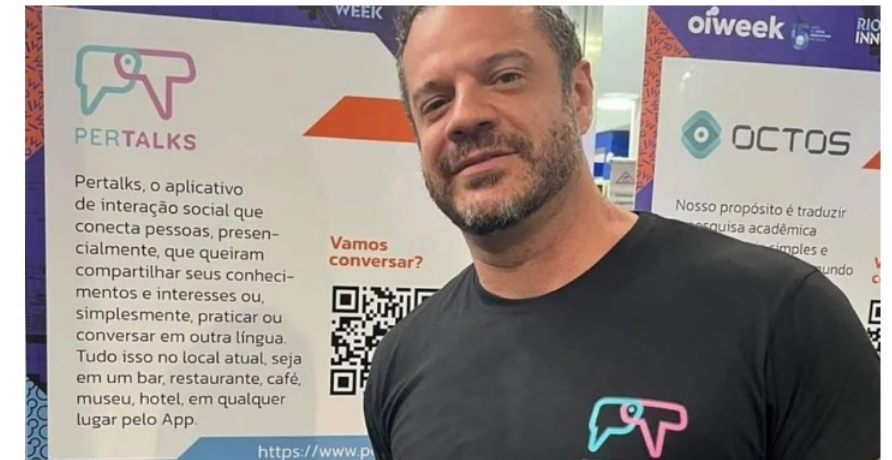
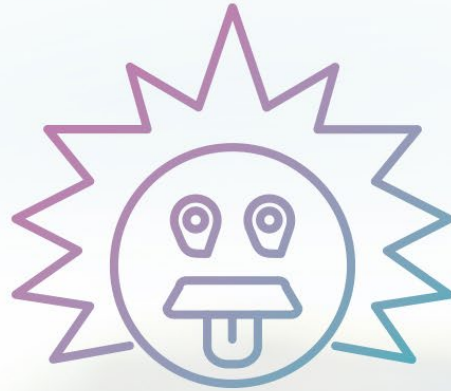


Foto: Arquivo pessoal - Luís Quadros, CEO da Pertalks

OBRIGADO!



Meet knowledge



Only a life lived for others
is a life worthwhile.

Albert Einstein



pertalks.group