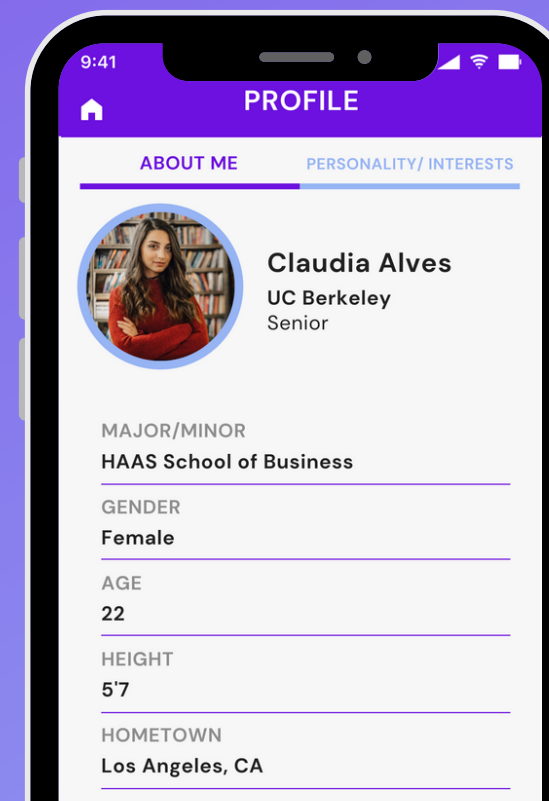
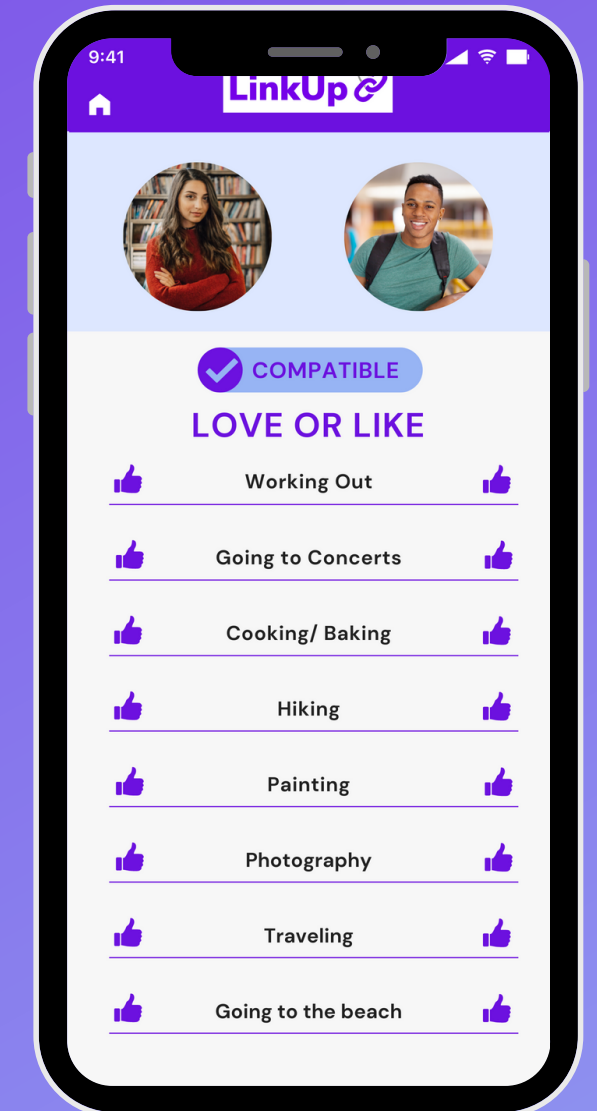
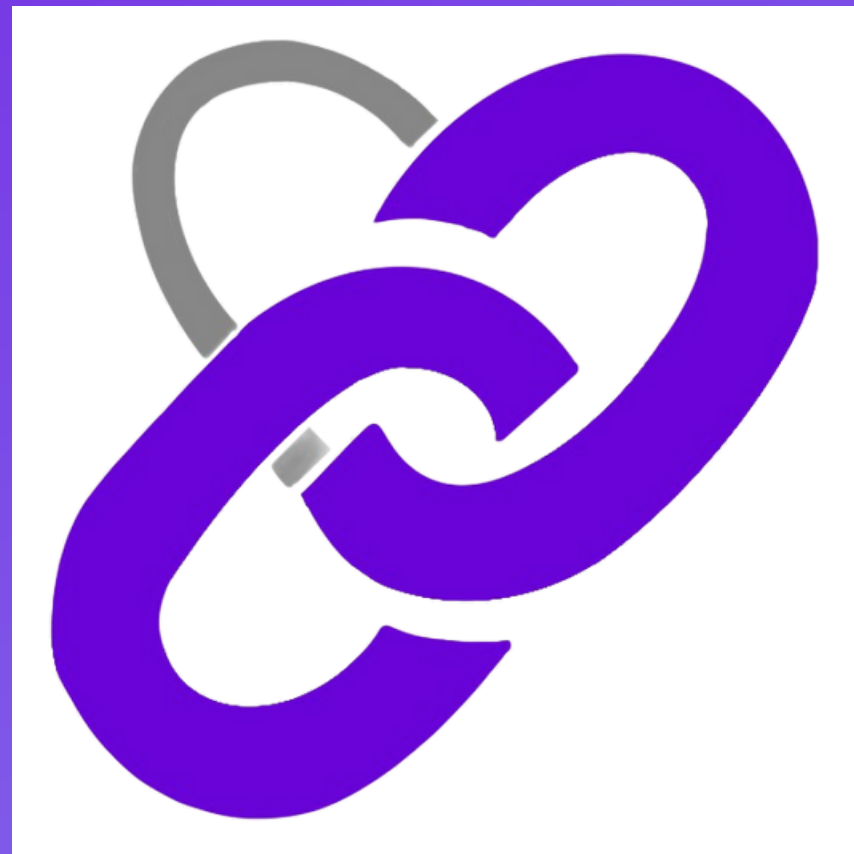


# LinkUp

NETWORK FOR LOVE



# The Problems

LinkUp is a solution for the problems college students face when it comes to online dating.



## 1. Safety

Dating apps account for 38% of catfishing victims

## 2. Ghosting Epidemic

Users to treat one another as commodities, thus inducing the phenomenon of ghosting

## 3. No Filter

Competitors require subscription to filter for desired users or isn't offered at all

# SOLUTIONS

LINKUP WELCOME BACK TO SCHOOL

**BBQ**  
*Party*



*Live Music, Drinks & Games*

**AUGUST 25, 2022 - 6-12 PM**

UC BERKELEY MEMORIAL GLADE

**JOIN US AT OUR FIRST EVENT  
OF THE NEW SCHOOL YEAR!!**

## 1. Verified

In order to receive a profile on the app, users must submit their student email and ID to obtain verified status

## 2. Interactive

App model features an events page where verified users can attend safe and sponsored events by LinkUp

## 3. Intentional

Filters out unwanted locals, connecting users with those who have a shared experience

# INTRODUCING LINKUP

...



EASY TO  
USE



IRL EVENTS

9:41

## CREATE NEW ACCOUNT

Already Registered? [Login](#)

PLEASE ENTER YOUR NAME

Claudia Alves

PLEASE ENTER YOUR UNIVERSITY

UC Berkeley

PLEASE ENTER YOUR EMAIL

claudiaalves@berkeley.edu

PLEASE ENTER YOUR PASSWORD

\*\*\*\*\*

PLEASE ENTER YOUR GENDER/BIRTHDATE

Gender ▼ Birthdate 📅

SIGN UP

LinkUp

9:41

## LOGIN

Sign in to continue

PLEASE ENTER YOUR UNIVERSITY EMAIL

claudiaalves@berkeley.edu

PLEASE ENTER YOUR PASSWORD

\*\*\*\*\*

LOGIN

LinkUp

9:41

## PROFILE

ABOUT ME PERSONALITY/ INTERESTS

**Claudia Alves**  
UC Berkeley  
Senior

MAJOR/MINOR  
**HAAS School of Business**

GENDER  
**Female**

AGE  
**22**

HEIGHT  
**5'7**

HOMETOWN  
**Los Angeles, CA**

AIM  
**Meet friends, and potentially a partner**

LONGEST RELATIONSHIP  
**0-1.5 Years**

✕ ✓

9:41

## CHAT WITH SAM

**Sam William**  
Online

Hey! Are you going to the welcome back BBQ party tonight?  
Seen

Yes! I was planning on going at 7, wbu??  
Seen

I am going at 8!  
Seen

Great! I look forward to meeting you there!  
Seen

+ Send a chat ➤ 🎤



MEANINGFUL  
CONNECTIONS

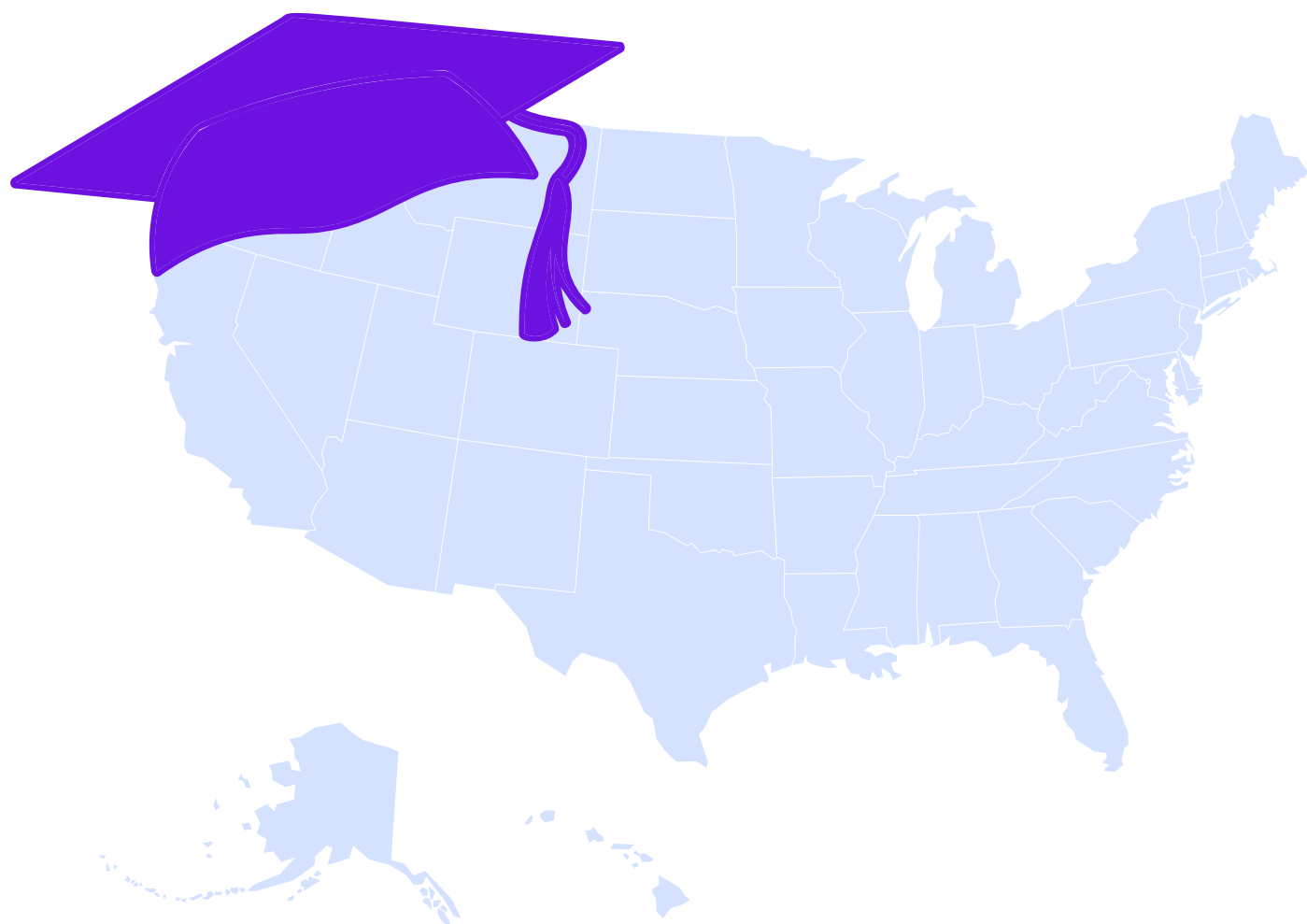


COLLEGE  
STUDENT  
APPROVED

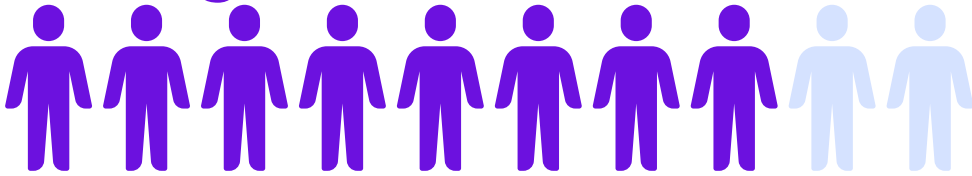


# Target Market

College students looking for a safe and simple way to meet and date other students.

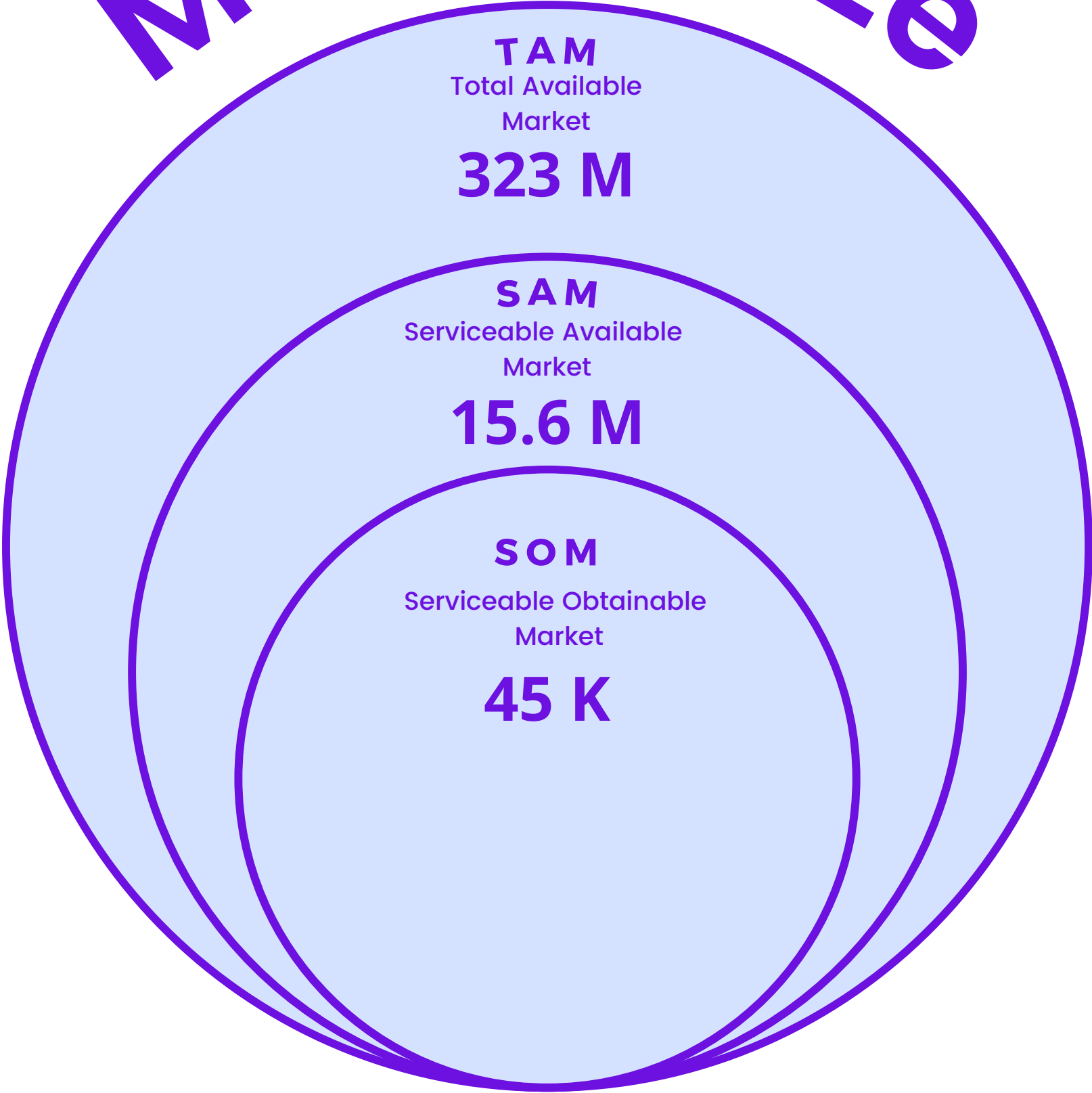


College Students in USA








81%

# Market Size

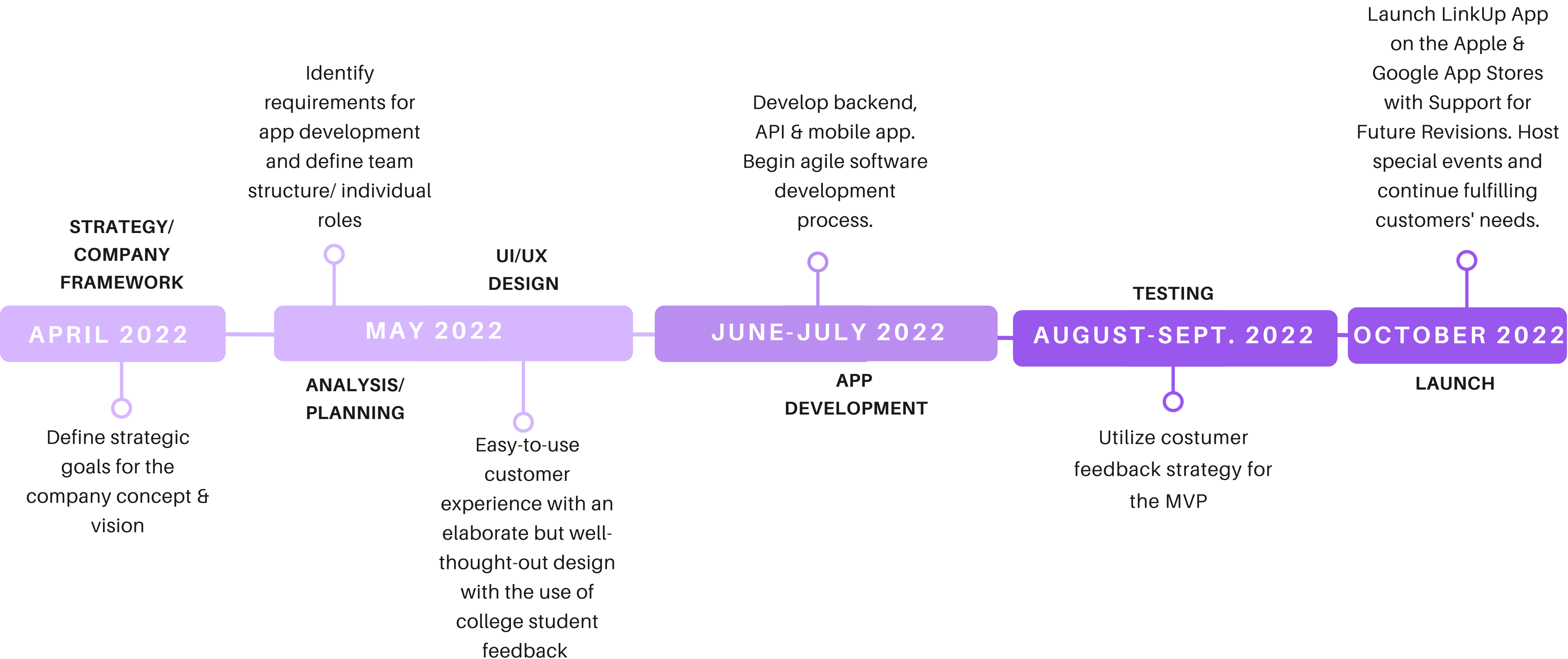


# COMPETITIVE ADVANTAGE

## Dating Apps

DATING APP					
LinkUp	✓	✓	✓	✓	✓
Tinder					✓
Hinge				✓	
Bumble		✓		✓	✓

# LINKUP PROPOSED PRODUCT DEVELOPMENT



# GO-TO-MARKET STRATEGY



## Ambassador Program

LinkUp college ambassador program will work with students who will post content on social media, take part in in-person events, and spread app awareness on campus.



## Experiential Marketing

Partner with local college campus cafes, bars, restaurants, and more to host sponsored events for users looking to connect in-person.

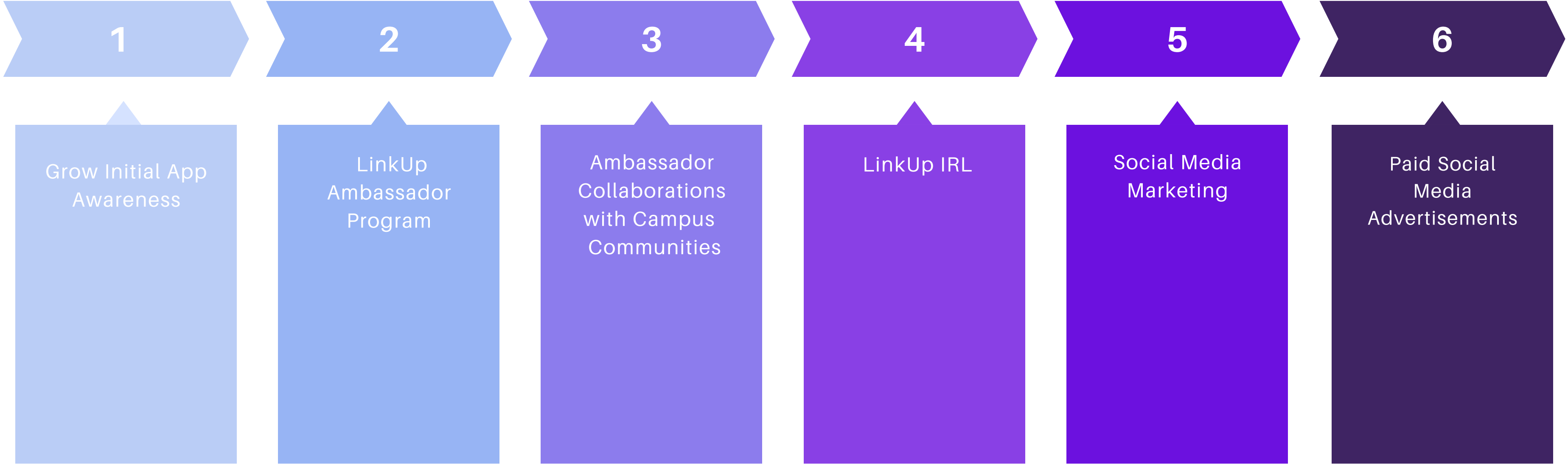


## Social Media Strategy

Work with LinkUp ambassadors to produce content focused on relatable, humorous, and honest thoughts about dating as college students.



# LINKUP MARKETING PLAN



# LinkUp Hangouts

Casual and laid-back day time events hosted by LinkUp in cafes, boba shops, dessert places, and more.

# LinkUp IRL

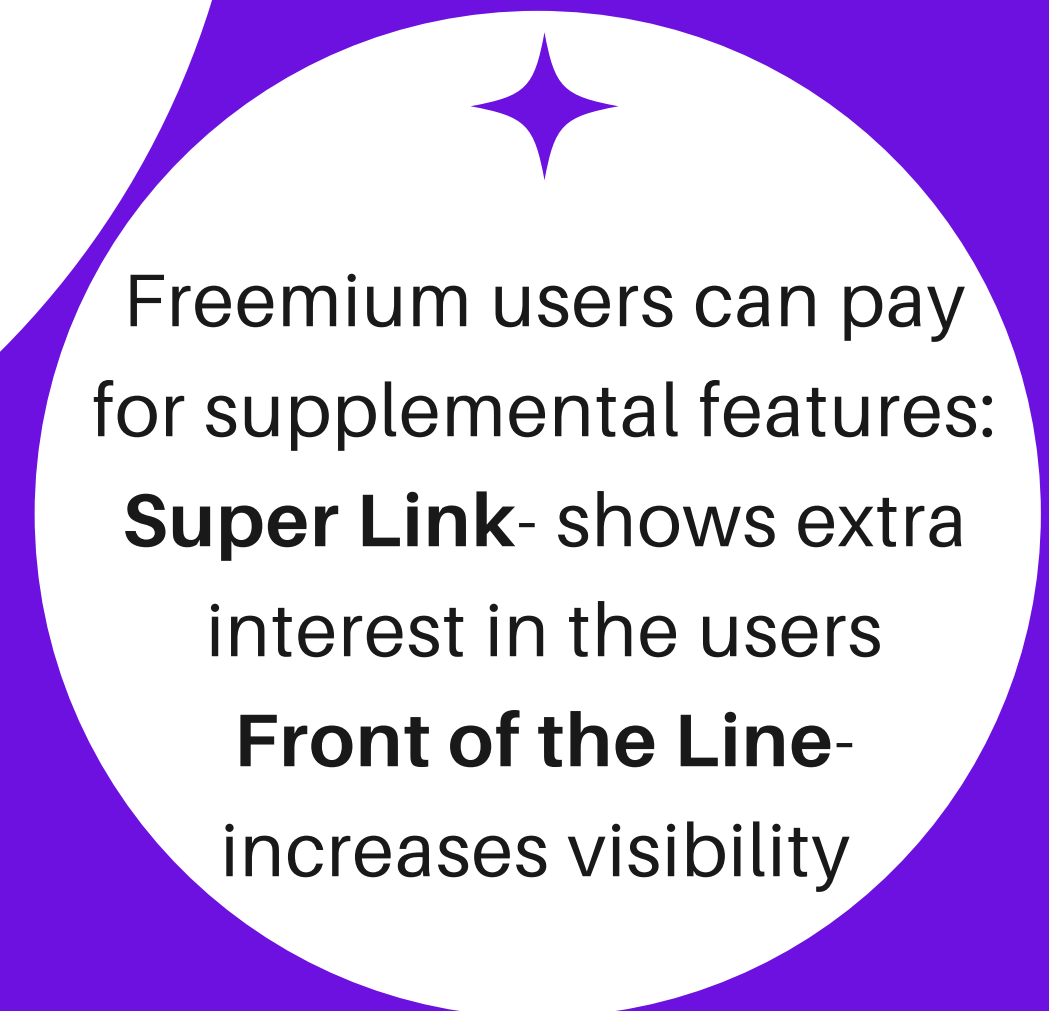
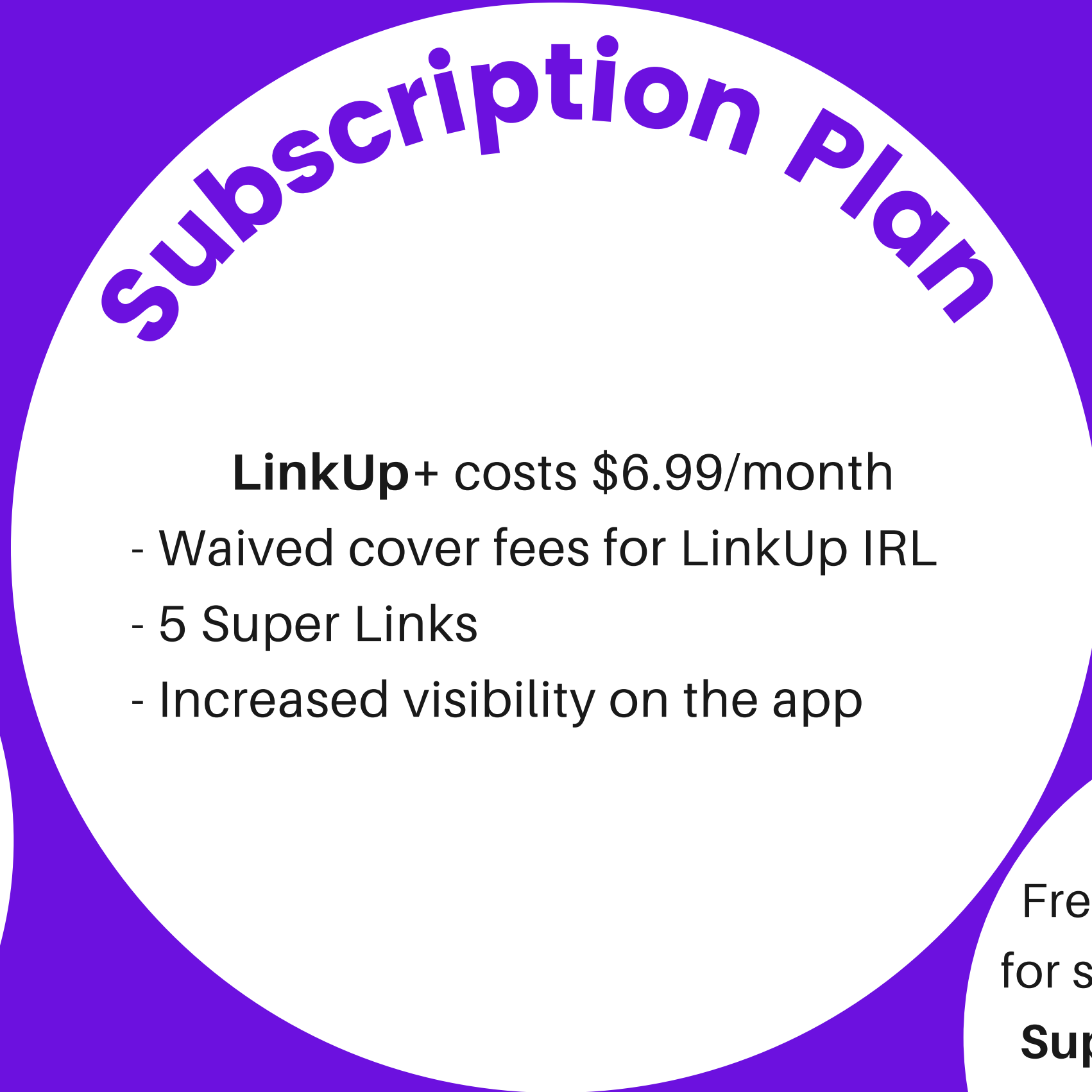
LinkUp sponsored events are exclusive to users who pay a fee to attend. This allows for a safe space to meet their matches IRL.

# LinkUp Date Nights

Offer upscale and formal event options that will take place in bars, restaurants, and more.



# Revenue Model







**Chantel Nassi**



**Sophie  
Goldberger**



**Alexis Mullard**



**Karina Rojas**



**Ben Sherwood**



**Spencer Hung**

# Meet Our Team

