

Whitepaper Aloha

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Abstract

Online dating has been popular since the 1990s and thanks to dating apps like Tinder and Bumble, their usage has become increasingly accessible. In addition, there is substantial evidence indicating that future generations will increasingly use dating apps. For instance, Gen Z, the cohort born roughly between 1997 and 2012, is already heavily reliant on these platforms. Reports show that [79% of American online daters](#) between 18-29 have used Tinder, highlighting its popularity among younger users. This trend is expected to continue, driven by Gen Z's comfort with digital technology and changing social norms around online dating.

Dating apps are adapting to the preferences and behaviors of younger generations, who value authenticity, inclusivity, and emotional well-being. These factors are likely to further entrench the use of dating apps among future generations, as these platforms evolve to meet their needs.

However, the well-known dating apps, such as Tinder, Bumble, and Hinge, have garnered a poor reputation over time. Ask someone in your circle about their opinion of Tinder, and the response will likely be predominantly negative. Considering the projected increase in usage, this opens up a significant opportunity for introducing an honest and genuine dating app that can provide users with what they're looking for. Adding AI and its rapid advancements into the mix, which can be tailored to the user's needs, can only make the quest for love easier and, consequently, more enjoyable.

The world of dating apps is full of problems, primarily because these apps fail to deliver on their core promise: finding compatible matches for their users. This shortfall is largely due to the industry's shortsighted focus on immediate financial gains rather than long-term user satisfaction.

Aloha offers solutions that the dating app industry is well aware of but has yet to implement. We believe that by genuinely addressing user needs and helping them find meaningful connections quickly, we can disrupt the market. While this approach might initially seem to undermine future revenue streams, it actually fosters strong word-of-mouth growth and brand advocacy. Users who find success with our app are likely to recommend it to others, creating a powerful ripple effect.

Currently, only about 13% of dating app users are willing to pay for premium features. We believe that with a proven product, this willingness to pay will significantly increase, unlocking a vast, untapped market worth tens of billions of dollars in potential revenue.

Aloha aims to achieve its goal by giving the user what they want in a few key features:

1. Search: by offering people the opportunity to actively search for traits they want in a partner, we save them time and bring them comfort.

2. AI Matchmaking: use Machine Learning, Large Language Models and Natural Language Processing to get to know the user and its preferences and adjust the presented profiles to the user accordingly.
3. AI Profile enhancement: our AI helps users write their personality in their profile in a way that makes it easy to read and understand, so a potential match can make their decision based on a well-written text. This will assist people who have no idea how to present themselves.
4. AI ChatCoach (Roxanne): sometimes it's hard to know what to say or when to stop saying things. Our AI assists users in smoothing conversations when they feel like they could use some help. This has the advantage that the conversation keeps going and the users actually learn soft skills while using the app.
5. Personal PhotoCoach: not everyone is savvy about what constitutes a great photo. From poor lighting to crowded group shots or unflattering angles, many individuals unknowingly make common mistakes that significantly diminish their chances of attracting interest from others. Our PhotoCoach offers tailored tips on photos and suggests areas for improvement, ensuring that users present themselves in the best possible light.
6. (Mini-)games: everyone feels the struggle of 'breaking the ice,' so we've taken away the hurdle by incorporating games to help you get to know your match on a deeper level while breaking the ice. Plus, you gain insight into the personality of your opponent/teammate. Is he competitive or not at all? Do you find that to be an important trait?
7. Blind Dates: for users that want to make the dating experience more mysterious and really want to find out a person's personality and preferences before actually seeing them!
8. Communities: humans are social animals that thrive in communities. Being part of a community reveals what a person likes, needs, and wants. Communities add depth to online dating, making it easier to find matches with people who share similar interests. People naturally desire to share their thoughts and experiences; everyone wants someone to witness their life, ensuring that nothing goes unnoticed. That's why platforms like Instagram and other social media channels are so powerful. When used positively, they become a potent tool for connecting with others and finding a life partner. By discussing common interests and experiences, individuals can spark meaningful connections online.
9. Shop: after users successfully find a match and are ready to go on a date, they can purchase (discounted) vouchers from our shop for cinemas, bars, hotel rooms, and many more activities perfect for a great date! Our shop brings together supply and demand, ensuring that everyone benefits!

Overview

The story of dating apps begins in the 1960s with the rise of computers. Early IBM-computers were used to match people based on questionnaires they filled in. Over thirty years later, when the internet became popular in the 90's, online dating sites grew in popularity. These sites were bound to desktop computers and often had lengthy profiles and extensive questionnaires.

A significant milestone was the launch of [Match.com](https://www.match.com) in 1995. This is considered one of the most well-known online dating sites. The success of Match.com demonstrated that there was a demand for online meeting platforms for romantic relationships.

In the early 2000s, mobile phones began to have more functionalities, including internet access. This opened the door to a new form of online dating: dating apps. One of the first well-known dating apps was Grindr, launched in 2009. Grindr targeted the LGBTQ+ community and used geolocation to find people nearby.

In 2012, Tinder launched, which revolutionized the world of online dating. Tinder gamified their app by introducing the concept of swiping profiles, where users could swipe left or right to indicate interest in potential matches. The simple and addictive interface, and focus on appearance made Tinder hugely popular, especially among younger users.

Following the success of Tinder, numerous other dating apps emerged, each with its own twist. Some targeted specific demographics, such as Bumble, where women take the initiative, or Hinge, which focuses on finding long-term relationships.

Today, dating apps have become an integral part of modern dating culture. They offer an easy and accessible way to meet new people and form relationships, and have profoundly changed the way people date. In 2023, the number of online dating service users worldwide surpassed 381 million. By 2028, an estimated [452 million](#) people will seek love through online platforms. This shows that dating apps will only become more popular.

Aloha wants to make a positive difference in the online dating world and contribute to the fight against the [loneliness pandemic](#) that is currently prevalent worldwide. Aloha is going to help users save hundreds of hours of swiping and prevent the headaches that go with the search for a partner on a dating app! The average dating app user spends 55 minutes a day on a [dating app](#). We believe this can be drastically shortened with our technology!

This Whitepaper outlines the problem of the current dating app market, presents the vision for the future direction, describes the solutions Aloha offers to realize this vision, provides an overview of Aloha's business model and addressable market, discusses Aloha's product range and in-app token, and shares our story. After all, why we do it determines how we do it!

Problem statement

Ask your friends about their opinions on popular dating apps like Tinder and Bumble, and chances are high they'll express dissatisfaction. These apps consistently receive poor ratings on Trustpilot, scoring just 1.2/5 and 1.3/5.

The primary issue users face is the implementation of dark patterns, which are essentially predatory business models. This has led to numerous lawsuits against Match Group and its subsidiaries. Users are subtly pressured into purchasing features for more visibility and better likes, though these purchases rarely improve their chances of finding a meaningful connection. Some dating apps have even introduced monthly subscriptions costing up to \$500, exploiting those most desperate for help.

Tinder has used (or is still using) an Elo-rating system to rank users based on their appearance, measured by the number of likes received. This system disadvantages those who don't resemble a movie star, paving the way for predatory business practices where most users must pay for a chance to be seen. Aloha believes this approach harms all users, including those who are conventionally attractive and overwhelmed with matches. We see these practices as the reason for the declining momentum of Tinder and Bumble, creating an opportunity for a platform that uses algorithms to benefit users rather than exploit them.

In the following sections, we'll explore how dark patterns and the Elo rating system create an imbalance in likes between men and women. These negative algorithms not only work against many users but also complicate starting meaningful conversations after matching. How do you approach someone and convey your personality through a screen? Many people struggle to define what they're looking for in a partner, how to present themselves in photos, or how to communicate effectively online. This confusion often leads to negative experiences and unmet expectations. We will address these issues in the final section.

The imbalance of likes for men and women

The biggest dating apps in the world face the problem that most of their user base is male. Even though this is not a problem for the apps themselves (male users are more eager to pay for the app), it is a problem for their users, both male and female.

To showcase how rapidly the imbalance of likes grows, we take the example of Tinder and Bumble. They are the two biggest dating apps and are mainly populated by men, around 75% of users is male. Men tend to like female profiles 3 times more, than women like [male profiles](#) (46% versus 14%).

This means that for every woman, there are three men, and those men tend to like profiles three times more often than women. As a result, women get flooded with likes and matches. The

queue of men who liked them is so large that they can't see all those men, preventing some from getting a chance to match.

On the other hand, the number of likes and matches for men decreases due to the high level of competition. This results in men becoming less picky and liking more profiles in the hope that someone will like them back and a match will be formed. This, in turn, increases the number of likes for women, creating a vicious circle that makes it even harder to choose someone to like and then to select a match to actually spend time on.

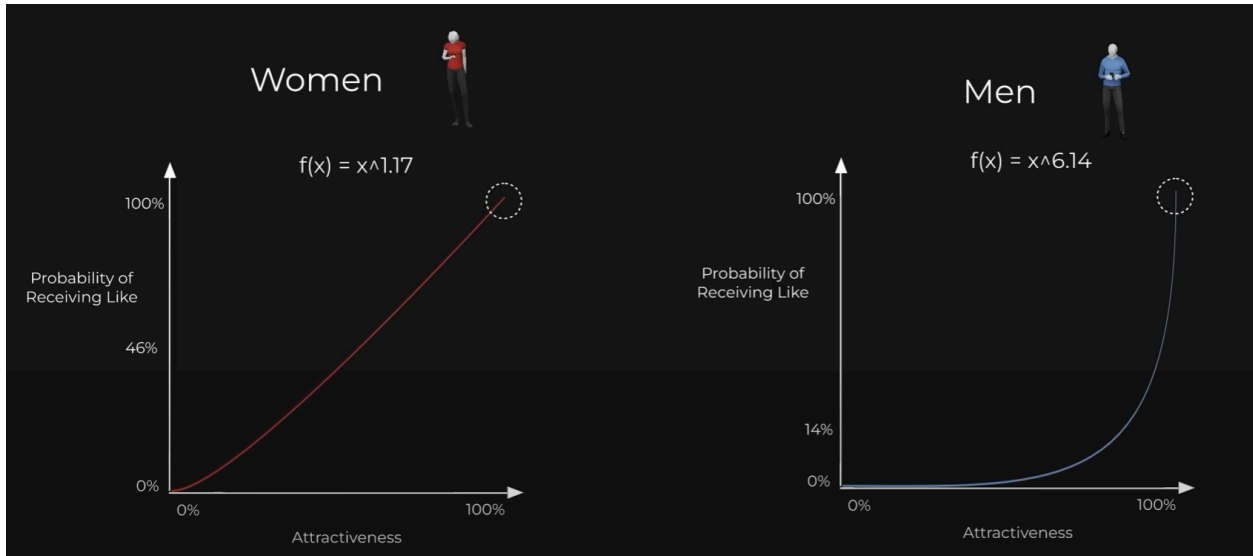
Even though the amount of likes and matches females receive might seem like a positive, it actually has a lot of negatives, some of them being:

- Information overload and decision fatigue
- Feeling overwhelmed and pressured
- Time commitment to keep up all conversations

The biggest negative being their ability to commit to a match, date or relationship. Because the opportunity is there for 'shopping around', many people feel the urge to check if the grass is greener on the other side. This in turn can lead to an endless search for something better, because the false hope of greener pastures has been raised by the abundance of potential partners in the matching section.

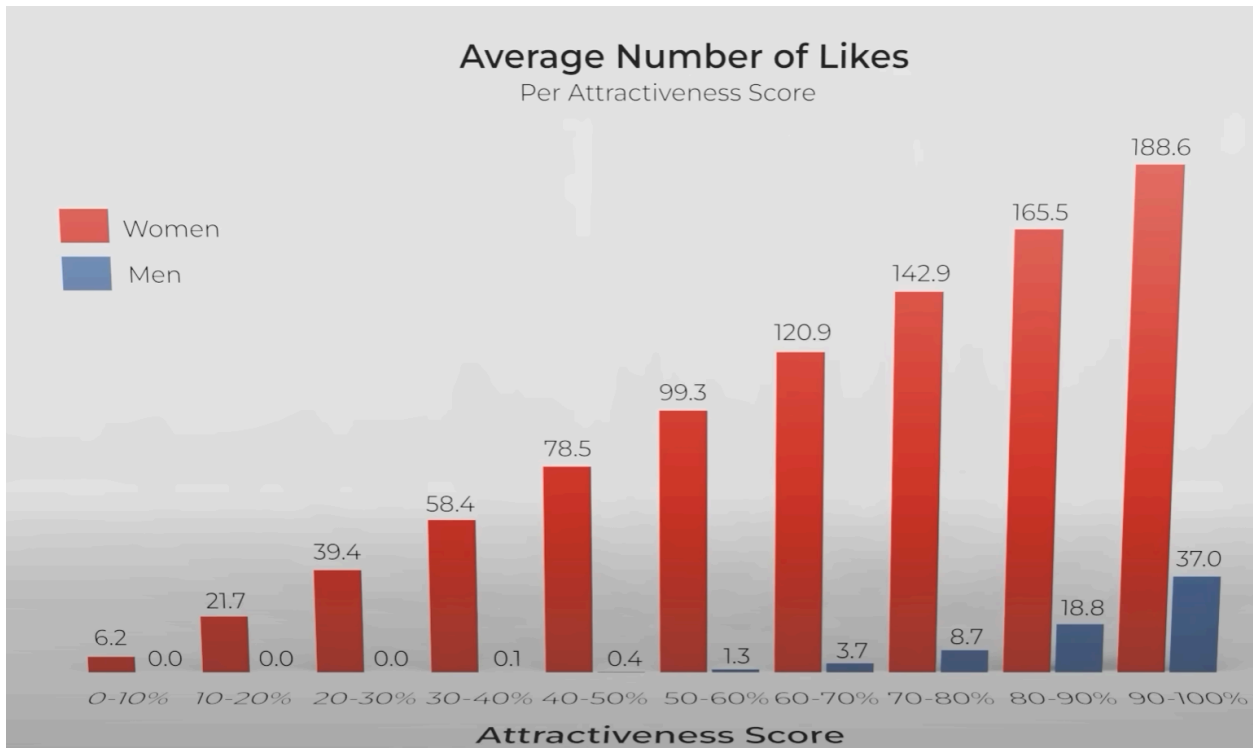
Psychologist Barry Schwartz calls this '[The paradox of choice](#)'. He suggests that having too many choices can be overwhelming and paralyzing, 'the more choices you have, the harder it is to choose'. In the context of dating, someone with a large pool of potential partners might struggle to choose just one because they constantly worry they're missing out on something better.

On top of this, research from Hinge's Growth Engineer Aviv Goldgeier (deleted from the Internet at the time of writing) showed that 50% of women give their likes to only 10% of men (subjectively the best looking), which results in an unfair distribution, where a few people get most of the likes. Other research shows the top [78% of women](#) fight for the top 20% of men. This is the Pareto Principle that forms in nearly all distributions in the world.



Source:

<https://www.youtube.com/watch?v=x3lypVnJ0HM&list=PLb9AhLi1uuXorgNfW1h3CWXn6PS-yN-Q3h&index=34&t=384s>



This graph shows the results of a simulation + 1.000 people, consisting of 670 males and 330 females + males like 46% of the females and females like 14% of the males + everyone in the group got a random attractiveness score + 50% of the likes went to the top 10% highest scoring males on attractiveness.

This results in the average male attracting less than 1 like per 1,000 swipes. If he beats these 1-in-1,000 odds, he will end up matched with a female who probably has around 100 or more matches besides him. Assuming that this female talks to a maximum of 5 males at the same time, the odds of a male of average attractiveness successfully matching and going on a date with her are approximately:

$$\text{Odds} = \left(\frac{1}{1,000} \right) \times \left(\frac{5}{100} \right) \times 100\% = 0.005\%$$

This translates to a 1 in 20,000 chance.

The results are devastating for both groups: men in the 80th percentile and below are competing against an army of other men for the attention of a few available women. Most men suffer severe damage to their self-esteem in this battle.

Meanwhile, most women are confronted by hundreds of potential suitable partners, leading to stress, decision fatigue, and problems [with committing to someone](#). They tend to prefer men in the top 20% of attractiveness, who, in turn, have an overload of potential suitable partners. This leads to the same kind of damage to their self-esteem as that experienced by men in the lower percentiles.

How to start and have a conversation

Many individuals find initiating a conversation challenging. This is true in real life, but especially so on an empty, emotionless screen. In most dating apps, understanding the interests of the other person beyond the generic 'drinks and dances' is a puzzle.

Not knowing how to start and have a conversation can be a problem because it prevents people from making potential connections and building relationships. If people are unable to communicate effectively on dating apps, they may miss out on opportunities to get to know people who are compatible with them. Additionally, it can be frustrating for people waiting for a conversation or struggling to find meaningful connections due to others' lack of initiative.

Dating apps often prioritize users' looks and short bios, which can result in conversations that lack depth. People might only judge others based on their profile pictures rather than getting to know their personalities or interests.

Moreover, with so many potential matches available on dating apps, users can feel overwhelmed by the number of options. This can lead to surface-level conversations or even avoiding starting conversations altogether out of fear of making the wrong choice.

Additionally, dating apps often lack the context that helps build conversations in real life, like shared experiences or mutual friends. Without these cues, it can be tough to kick-start conversations or find topics to talk about, which can hinder the formation of meaningful connections.

Addressing these challenges is vital for making dating apps more effective in fostering genuine interactions and meaningful relationships.

People are not aware of what they want and how to get it

For some individuals, dating apps can serve as a platform for exploring their identity and experimenting with different self-presentations. This can be a positive experience, but it can also lead to confusion and misrepresentation as individuals try to figure out who they are and what they want. According to [Pew Research Center](#) (2022), a staggering 57% of online daters in the US confess uncertainty about their ideal dating partner, echoing Match.com's finding that 70% of singles experience a sense of "confusion" regarding their dating and relationship goals. This lack of clarity presents a multifaceted problem:

Firstly, it's a drain on time and energy. Individuals uncertain about their desires may find themselves caught in superficial interactions or fruitless dates, leaving them and their potential partners feeling exhausted.

Moreover, vagueness leads to confusion and frustration. Inconsistent communication or behavior can sow misunderstanding and disappointment among users, complicating the already delicate dance of online courtship.

Additionally, unfulfilled expectations run on end. Without a clear vision, some may harbor unrealistic hopes of instantaneously finding their perfect match, neglecting the necessary investment in mutual understanding and relationship-building.

These uncertainties don't just affect the individuals; they also impact others on the platform. Emotional mismatches can lead to confusion, heartache, broken relationships, ultimately leading to low self-esteem, making the whole dating app experience feel negative.

Vision

We envision a future where technology enhances the well-being of individuals. Through harnessing the extensive knowledge and capabilities of AI, we are confident that everyone can swiftly find their ideal partner with our assistance.

By providing exceptional customer service, we foster loyalty among our users and cultivate brand advocates. Surprisingly, [Harvard research](#) suggests that delivering excellent customer service is more cost-effective for companies ([in our niche](#)) than providing subpar service, contrary to common belief.

In staying true to our core values, Aloha prioritizes respect for individuals and upholds ethical business practices and integrity, even as we generate profit.

Solution

Aloha provides a solution for all problems that have been discussed in previous chapters.

Because the algorithms of current dating apps favor those who have the best looks, a huge group of people are disadvantaged, which opens up an opportunity. Aloha aims to even the playing field by offering solutions that enable users to shine on other aspects than just looks and increase their chances of success.

We will largely fix the imbalance of likes, assist people to start and continue a fruitful conversation and give them insights in their apparent preferences and what our AI sees as their preferences, based on their behavior in the app.

Fixing the imbalance of likes

As stated in the problem, it's evident that a majority of women match with only the top 15% of men, resulting in the paradox of choice. Consequently, both genders are significantly impacted by the diverse [scoring systems](#) employed by contemporary dating apps.

When online daters are given more profiles to examine, they are known to spend more time searching, to be less selective by considering options that do not meet their preferences, and to make [poorer choices](#) that do not fit what they are looking for in a partner.

This is why Aloha will limit the amount of profiles users see, by curating the queue of profiles based on their preferences. This eliminates the need for endless swiping and severely reduces the amount of profiles that need to be examined.

This is combined with the optimization of the number of matches each user can receive. Aloha limits the amount of matches to 4, with the possibility of maximizing this to 9¹. Scientifically speaking, having more than 9 matches is pointless and leads to [cognitive overload](#). That's why Aloha limits the amount of matches a user can have to 9. Research shows that having tons of matches has a [negative influence](#) on the psyche. Because of the fear of missing out, people will always try to find something better in the next match. Resulting in an endless search for the greener grass, with devastating effects.

When a user has reached his maximum number of matches, he will not be shown in the search results anymore. This way the distribution of likes will be spread out more amongst other users. In the assumption that most people will have a monogamous relationship, there are only two partners. This means that a lot of people will not be able to have either of those partners as a partner. In order to save them the pain of having their hopes and dreams broken (i.e. a hundred girls chasing one guy, 99 hopes turn into disappointment), it is better if they can focus on other

¹ Users can increase the maximum amount of matches by filling The Love Meter, which is introduced further in this chapter.

people, who are available for a potential relationship. This forced distribution system sounds like intrusive interference, but is actually beneficial for everyone: no one has the stress of having too many options, no one has the stress of the hopes of dating that one person turning into a crushed dream, and a big group of people are 'back in the game' because the curve has been flattened.

This will lead to several benefits:

1. **Clarity:** users are presented with a maximum of 4 to 9 matches on their screen, facilitating clearer decision-making. If they find someone unsuitable, they can cancel the match, providing clarity for both parties.
2. **Commitment:** this results in users managing a manageable number of conversations, making it easier to engage and commit to meaningful interactions.
3. **Competition:** with reduced match numbers, competition becomes less intense. Instead of competing against hundreds of others for attention, users now contend with a maximum of three to eight others, enhancing their chances of standing out.
4. **Distribution:** limiting matches reduces the pool of potential matches available, as users with maximum matches are no longer shown in the queue. This promotes a more equitable distribution of matches, increasing the likelihood of connections for individuals across varying attractiveness levels. In essence, this approach aims to "flatten the curve," similar to efforts seen during the Covid pandemic, with the notable difference being that our method has proven efficacy.

The Love Meter

The Love Meter is built on a simple yet powerful principle: the more you engage in meaningful conversations, the more you are rewarded. Here's how it works:

- **Engagement-Based Scoring:** Instead of arbitrary match limits, the Love Meter fills up as you engage in conversations with potential partners. The more you chat, the higher your score climbs. This gamified approach incentivizes users to invest time and effort in getting to know each other.
- **Transparency and Visibility:** Love Meter scores are visible to all users. This transparency allows users to see how seriously someone takes communication and dating. Profiles with high scores will feature a glowing border, serving as a badge of honor for those committed to genuine connections.
- **Discouraging Ghosting:** The Love Meter system naturally discourages ghosting. Users with low scores, indicative of a lack of communication, become less desirable within the app. This prioritizes active engagement and fosters a more positive and productive dating environment.

Flipping the script on traditional online dating

Traditional online dating often emphasizes physical appearance over personality and communication. Aloha's Love Meter system changes this dynamic by prioritizing genuine

interactions. By rewarding users who actively seek connection, we foster an environment that values personality and meaningful engagement over superficial traits.

Fostering a positive dating environment

The Love Meter is designed to create a dating environment where meaningful connections are not only encouraged but rewarded. By eliminating arbitrary limits and focusing on engagement, Aloha aims to cultivate a community of users dedicated to finding genuine relationships.

Let's transform the online dating experience together. Embrace the Love Meter, engage in meaningful conversations, and find the love of your life with Aloha!

Conversational help

Crafting an engaging opening message on a dating app can be tricky. You've got to grab your match's attention fast or risk fading into the 'boring' pile. That's where AI comes in.

We believe AI can be a helpful tool for guiding conversations. Whether it's suggesting icebreakers or offering personalized advice based on your match's profile, AI can help you navigate those crucial first exchanges. And the more data it has, the better it gets. That's why we encourage users to share their info to help improve our AI's skills.

Why do we think this is necessary? Well, a lot of people struggle with starting or keeping meaningful conversations going on dating apps. Research in ["The Psychology of Online Dating: A Review and Critique" \(2020\)](#) highlights a bunch of reasons for this:

- Fear of rejection: Nobody likes the idea of being turned down, so some people avoid starting chats altogether.
- Social anxiety: Even in the online world, worries about how others perceive us can make it tough to start conversations.
- Uncertainty: Not knowing what to say or how to present yourself can make it hard to dive into a chat.
- Lack of confidence: If you're not feeling sure of yourself or the whole online dating thing, it's easy to hesitate.
- Social skills: Some folks just haven't had much practice or don't feel comfortable starting and keeping conversations going, especially online.

Those dealing with these issues often find themselves at the bottom of the pile on platforms like Tinder and other dating apps.

That's where we come in. We've developed an AI-driven solution called Roxanne (yes, inspired by the movie) to help out. Roxanne will give you tips on how to start and keep conversations interesting. Plus, over time, she'll learn what you're into and what kind of topics you prefer. If things start to fizzle out, Roxanne can step in with advice based on what she knows about both of you.

We've thought about the ethics of this, too. We don't want to set unrealistic expectations or make real-life meetups disappointing. But we believe everyone can benefit from a little coaching. By showing you why Roxanne suggests what she does, we're not just helping you find love; we're helping you grow personally, too.

Insight in preferences

Users who are unsure of what they want may send mixed signals or behave inconsistently, leading to confusion and frustration for their matches. This is why clear preferences will help users communicate more effectively and authentically and give a positive experience on the dating app overall. By leveraging AI trained to distinguish personality traits and motivations, dating apps can facilitate more meaningful connections.

This will be done by incorporating engaging personality tests, like the Big Five Personality Test and the HEXACO-test. Through gamification and a reward system, the user will be incentivized to fill in these tests. This will allow the AI to understand users better and also encourages self-reflection and empathy for the user. It's a win-win-win scenario: users gain insight into themselves, enhance their understanding of others, and foster more genuine connections in the process.

The first test that will be used is 'The Big Five', also known as the Five-Factor Model. This is a widely used framework in psychology to describe human personality. It identifies five broad dimensions of personality:

1. **Openness to experience:** This dimension assesses traits related to creativity, curiosity, and openness to new ideas and experiences.
2. **Conscientiousness:** Conscientious individuals are organized, responsible, and self-disciplined. This dimension measures traits like organization, reliability, and diligence.
3. **Extraversion:** Extraversion refers to outgoingness, sociability, and assertiveness. Individuals high in extraversion are often energetic, talkative, and enjoy social interactions.
4. **Agreeableness:** This dimension measures traits related to interpersonal behavior, such as kindness, empathy, and cooperativeness. Agreeable individuals tend to be compassionate, trusting, and considerate of others.
5. **Neuroticism (or emotional stability):** Neuroticism assesses emotional stability and reactivity to stress. Individuals high in neuroticism may experience more negative emotions like anxiety, depression, and moodiness.

[The Big Five Personality Test](#) is often used in research and psychological assessment to understand individual differences in personality traits. It can provide valuable insights into how people behave, think, and interact with others.

Questions around personality, both introspective and what users seek in others, are crucial to implement in a dating app. When users fill in their preferences, the algorithm should then begin presenting profiles that align with these preferences, as well as profiles that partially match and those that do not fit at all. This approach allows the AI to assess whether the user's browsing behavior corresponds to the preferences they initially provided. Over time, we will share the AI's findings with the user directly in their profile. This provides insight into both their stated preferences and their actual behavior, helping them better understand what they truly desire, both consciously and subconsciously. Consequently, users gain a deeper understanding of themselves and their dating preferences.

This all will help users to get a better understanding of who they are, what they are really looking for in a partner and how to communicate and express this. This will ultimately lead to better experiences on the dating app, because all these insights will help every individual in their quest to find love. If they find love via our dating app thanks to our AI, that is perfect, but it might also help the individual in their real life outside of the app, since they get a better understanding of themselves.

This will have a huge impact on the loneliness pandemic we're facing, because people will gain more [self confidence](#) by learning about who they are. The AI will enhance the user's self-awareness. As an individual becomes more aware of who they are and what they want, this helps the person in forming connections.

Not only will this have a positive impact on an individual level, but once the user has found a relationship, they will be better equipped to maintain the relationship in a positive way. A person will be better able to express their wishes. Someone who is actively engaged in discovering and understanding themselves is better able to communicate their needs and desires in a relationship, leading to greater [satisfaction](#) with their partner.

Business model

Aloha is a freemium app where users can optimize their experience by unlocking premium features.

All features that Aloha offers makes it stand out from the competition. We feel that users are willing to pay for these features because it is a clear net profit for them. They save hundreds of hours swiping through unnecessary profiles which they would be presented by other apps. Our AI learns what the user wants and presents them with these profiles. This app is a time saver! By knowing what the users want, Aloha knows which people are likely to mutually like each other. This will be shown in both their screens when the profiles are presented. This way, Aloha can match the most compatible people, instead of only showing potential matches that only fill one side of the equation.

Besides saving time, the premium features also greatly enhance the chance of success. Not only will the app try to present matches that will fit the user, it will also make sure the users come across in the best light. By assisting them to write a great profile, by making the best photos and by helping users know what to say, the road towards a successful chat is paved.

Subscriptions

At Aloha, we believe that a fair and transparent subscription model is key to earning the trust and loyalty of our users. Many dating apps, such as Tinder, have been criticized for employing 'dark patterns' designed to keep users subscribed and make it difficult to cancel. Often, these subscriptions continue to be charged to users' credit cards even after they believe they have canceled, leading to frustration and a poor user experience.

Aloha stands against these unethical practices. We offer a subscription model that is straightforward and easy to manage:

- **Flexible Subscription Options:** Users can choose from individual features such as Photocoach, Roxanne, and AI Matchmaking for \$10 each per month, or opt for a combination deal that provides a discount.
- **Easy Cancellation:** Found your partner? Fantastic! You can cancel your subscription at any time, and no further charges will be made to your credit card. Our priority is your satisfaction, not trapping you in unwanted subscriptions.
- **Customer-Centric Business:** Our business thrives when our customers are happy. We aim to build brand loyalty by delivering excellent service and ensuring a positive experience.

We recognize that relationships in our target audience typically last between 2 and 3 years. If a relationship ends, our users can trust that Aloha will be there to help them find another partner, reinforcing the loyalty we have cultivated through our transparent and user-friendly approach.

7 star experience

A lot of people struggle to come up with ideas for a perfect date. The cinema, a bar or a restaurant are good choices, but they are nothing out of the ordinary.

Aloha will offer 7-star experiences in partnered establishments, with made-to-measure packages to arrange the perfect date for our users. This feature will be available in big cities where the user density is high.

This can be a romantic dinner in a restaurant with a personal touch, followed by a drink in a lounge bar where the staff knows it's a date. This is safe for everyone involved!

After the first date, more will follow. Aloha aims to provide fun activities to get to know each other better, besides the dinner table talk. Hop in an escape room to see who is best at solving riddles, or go to your favorite art museum. Aloha personalizes the experience and offers you a discount if you book via the app!

The 7-star experience opens up the doors to two extra revenue streams. The first is a simple affiliate marketing structure, where Aloha gets a kickback from everything that is bought by a user in an affiliated establishment. This structure can be found in the Shop. The second revenue stream is the made-to-measure packages where a dating expert from Aloha helps the user to set up an amazing first date.

Ad revenue

The Shop will feature a mix of targeted ads, ensuring relevance for users, and carefully selected random ads that Aloha curates to be non-intrusive.

By presenting mainly targeted ads, the Shop creates a win-win-win scenario: advertisers reach highly interested users, users see relevant and potentially beneficial ads, and Aloha is rewarded for facilitating this efficient marketplace.

Affiliate fees

With targeted ads displayed in the Shop, there's a high chance users will buy from the affiliate, resulting in a commission for Aloha.

Potential market

The Total Addressable Market for dating apps in 2023 is [8.6 billion USD](#) and has a CAGR of 8% until 2030. The number of users of dating apps surpassed 380 million in 2023 and is expected to grow to [452 million in 2028](#).

Around [19 percent](#) of users are expected to pay for online dating services in 2028, with nearly 18% being willing to pay in 2023. There is a big discrepancy between the willingness to pay by users of dating apps and dating websites. For dating apps the willingness to pay is between 12% and 13%.

The current reputation of dating apps is less than stellar, leading to a lower-than-ideal user willingness to pay for premium features. However, if our belief holds true – that a transparent, fair, and honest dating app exists as an untapped market opportunity – then Aloha is poised to disrupt the industry. We aim to not only capture a significant market share of the current playing field, but also unlock a new wave of paying users who haven't found value in existing dating apps.

Aloha will also venture into the AI-tools market once we have gathered enough data to sufficiently train our proprietary models. This move will not only retain users that have found a relationship via the app, but it will also open up one of the fastest growing markets in the world.

Market segmentation

Aloha aims to capture the market by focusing on a well-defined segment: **Young Professionals** aged 25 to 40, primarily located in urban areas. This demographic is technologically savvy, open to new experiences, and benefits from the dense population of urban environments, which is crucial for the success of a dating app. This age group, often described as early adopters, is characterized by individuals who have started their careers and are becoming more serious about their personal lives, including dating.

The rationale for selecting this age range is based on the lifecycle stage of these individuals. At 25, many have embarked on their first jobs and are looking for more stable relationships. Extending the range to 40 includes early millennials who are also at a significant stage in their professional and personal lives.

These young professionals, who Aloha identifies as its primary target audience, are expected to be strong brand advocates. Their adoption of the app will likely influence both younger generations, who look up to them, and older generations, who follow trends perceived as 'hip', similar to the adoption pattern seen with platforms like Facebook.

In the United States, this target market segment comprises approximately 8.7 million individuals. This figure is derived from the [total population](#) of 25 to 40-year-olds, adjusted for [employment](#) and [single status](#), with a focus on those seeking [serious relationships](#).

Cross-over appeal

Aloha's initial target audience of young professionals is not only driven by the potential for early adoption but also by the app's core ideology: facilitating meaningful relationships, because everyone deserves love.

But, business is not only driven by ideology, so we will look beyond the initial target audience to explore potential markets that would be easily expanded to by word-of-mouth, virality and strategic marketing.

By leveraging AI to cater to both casual daters and those seeking serious relationships, and by targeting specific age groups with tailored features and marketing efforts, Aloha is poised to capture significant market share and drive widespread adoption.

Expanding Reach: Casual Daters

Beyond the primary target, Aloha also recognizes the potential among singles in the 25 to 40 age group seeking casual dates. Representing 30% of the singles in this demographic, this segment could benefit significantly from Aloha's matching algorithms, which reduce the time and effort spent on finding compatible matches. This adds another 3.7 million potential users to Aloha's addressable market.

Younger Demographic: College and University Students

The 18 to 24 age group, totaling around [31.5 million](#) people in the U.S., includes approximately [18 million](#) college and university students. This demographic was instrumental in the success of apps like Tinder and Bumble due to the prevalent [hookup culture](#) on campuses. Despite the critiques of this behavior, the demand for efficient matching remains high. Aloha's AI-driven matching system, which distinguishes between users seeking hookups and those looking for serious relationships, promises to manage expectations effectively and increase adoption rates within this group.

Boomer Segment: A Growing Opportunity

Boomers, numbering around [83 million](#) in the U.S., present a rapidly growing segment for dating apps. [One in three](#) boomers is single and looking for a serious relationship. This demographic is [increasingly adopting technology](#) and values tools that align with their priorities. With higher disposable incomes, boomers are more likely to subscribe to Aloha's competitively priced premium features. Currently, the addressable market within this segment (ages 40 to 59 using dating apps) is estimated at 5.5 million individuals.

Competition

The three biggest dating apps are Tinder, Bumble and Hinge. Whereas Tinder and Bumble have a reputation to be less serious, Hinge claims to be for serious people trying to find a relationship.

All three apps have very bad ratings from their customers on Trustpilot, with Tinder scoring a [1.2](#), Bumble scoring a [1.3](#), and Hinge a [1.3](#). It seems like the giants are losing momentum, their users are done with their business practices and the doors are opening for a new app to take the stage.

The most heard criticisms of the apps are:

- **Premium memberships seem ineffective:** Many users feel that paying for premium features doesn't actually improve their chances of finding a match.
- **Poor customer support:** Some apps lack responsive or helpful customer service when users encounter issues.
- **Prevalence of fake profiles and scammers:** The presence of fake accounts and scammers is a frustrating and discouraging experience.
- **Limited profile discovery:** Dating apps often show users profiles that don't align with their preferences, while placing desirable profiles behind paywalls. This can lead to users paying and then discovering the profiles weren't genuine, or being pressured to upgrade further.
- **Restricted number of likes:** Many dating apps limit the number of likes a user can give, intentionally hindering their ability to connect with potential matches.

Despite facing criticism, these dating apps continued to experience revenue growth in 2023, be it less than the years prior. Tinder is again the biggest, with [\\$811 million](#) in revenue and holding a [16% share of the user market](#). Bumble followed with a \$354 million revenue stream and a 9% user market share. Hinge is the third biggest with \$177 million revenue and capturing a 5% user market share.

Products

Aloha plans to launch a range of products over the coming year in order to make the dating app experience better and more efficient.

By providing these products, users will have more possibilities to engage in unconventional ways to get to know someone, where having fun and joy is a central attribute.

A lot of features in Aloha are centered around AI. We feel that AI is now at a level where it can make a considerable difference in people's lives for the better. Many people could use assistance in one or more aspects of life, including dating.

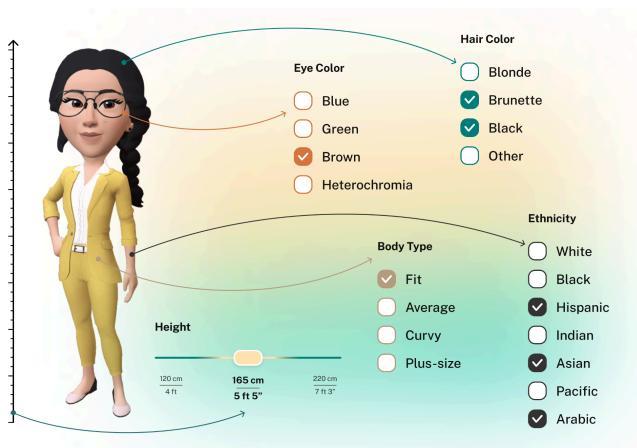
The AI can assist at these aspects and make sure that users can grow, both in their amounts of matches and dates, as well as in their social skills. This will have a massive positive effect on society, where atomization and loneliness is a growing phenomena.

Search

We know how Google beat Yahoo! and we feel Aloha can beat all other dating apps in the same way too. People spend an average of [55 minutes](#) on a dating app per day. This is almost as long as it took in 2000 to find the right website via Yahoo's directory! Once people found out the ease of using a search engine, Google became the giant we now all know.

Aloha will bring this revolution to the dating app market and will benefit the users as much as Google did. We will save them hundreds of hours, prevent a lot of stress and anxiety by just offering users to see what they want to see.

We will launch with an easy search function based on outer traits like hair color, eye color and height. As our user base grows, Aloha will invest in professionalizing the traits that can be searched, with algorithms trained to find character and personality traits.



AI Matchmaking

The biggest problem all users dating apps face is the algorithm of those dating apps. These apps are designed to keep the user on the app as long as possible. This (combined with some other dark patterns) leads to the horrible reviews they have on Trustpilot and other platforms. Aloha makes an algorithm that is designed to get users off the app as soon as possible, since we believe that a happy customer brings in way more revenue than an unhappy customer. A happy customer will bring in friends and family and advocate the brand.

That's why our AI is designed to swiftly identify user preferences and tailor the queue of presented profiles accordingly. Users will have the opportunity to provide information about themselves or their desired attributes in others through a series of optional questions. We've heard the criticism that questionnaires in other apps can feel like too much effort, so we've made this preference-filling process optional, gamified, and rewarding. Users can breeze through these questions at their convenience, ensuring a seamless and enjoyable experience.

Aloha introduces bite-sized question-packages focused on certain aspects of life (sports, religion, relationships, altruism etcetera) and combines it with an earning feature that will reward the user with a free subscription period once a package is filled in.

In the words of Steve Jobs, "a lot of people don't know what they want until you show them." This sentiment holds true, especially in the realm of searching for a partner. That's why Aloha is training its AI to assign varying weights to different user data points. On one hand, there's the information users input manually, such as preferences for a partner with blonde hair who owns cats. On the other hand, there's the data gathered as users browse through profiles. For instance, if a user consistently shows immediate interest in profiles of individuals with dark hair but takes extra time to evaluate those with blonde hair, it suggests a different preference than what was manually indicated. If this browsing behavior persists, whether consciously or subconsciously, the AI will adapt and prioritize showing profiles that align more closely with the user's actual preferences, such as those with dark hair.

Over time, the preferences a user manually enters and those utilized by the AI to populate the suggested profile queue will be displayed on the user's profile. This transparency allows users to understand how the algorithm perceives their preferences. Imagine if Instagram or TikTok provided such insights into their recommendation algorithms. At Aloha, we believe in providing users with this level of transparency because it's the right thing to do. Initially, Aloha's AI will operate in one direction. For example, if user A has certain preferences and user B matches those preferences, user B will be suggested to user A. However, Aloha plans to enhance this AI in the future by incorporating user B's preferences into the suggestions for user A as well. If it's determined that user B is unlikely to reciprocate interest in user A, they will be placed further down the queue behind users C and D, who are more likely to reciprocate interest in user A.

Our goal is to streamline the user experience by minimizing the number of profiles users need to browse through and the number of likes they need to give before finding a match. This approach aims to mitigate the negative effects on users' [mental well-being](#) caused by scrolling through numerous profiles and giving likes without achieving meaningful results.

AI Profile enhancement

Creating an engaging profile can be a hard task, one that often leaves users grappling with questions like: What should I include? How should I phrase it? How much detail is too much? And how do I convey my unique quirks, like my undying love for cats? These are the very struggles we've personally encountered while navigating the world of dating apps.

Enter the power of AI. Imagine having a virtual conversation companion who guides you through the process, helping you articulate who you are and what you love. At the outset, when a user is likely new to the platform and the AI is still getting to know them, this guidance can be invaluable. The AI provides tailored suggestions on how to craft a profile that captures attention and resonates with potential matches, ensuring a strong first impression.

But the benefits don't end there. A well-crafted profile not only enhances the user's chances of making a meaningful connection but also improves the matching experience for others. When preferences align, the AI-assisted matching process pairs users based on their clear, compelling profiles. This sets the stage for engaging conversations and opens the door to a myriad of conversation starters or even a fun mini-game to spark connections.

With AI as your ally, creating an enticing profile becomes less of a challenge and more of an opportunity to showcase your authentic self, setting the stage for meaningful connections to blossom. Welcome to a new era of online dating, where AI-powered assistance paves the way for unforgettable encounters.

AI Chat coach (Roxanne)

The theme of someone struggling to express their feelings to the one they desire is a familiar storyline in movies like "Roxanne" and "Hitch". In these narratives, a guiding hand helps the person navigate the complexities of love, leading to a successful love story. Yet, in reality, nobody has a person that helps them out like in the movies

Enter Aloha's 'Roxanne' feature. Acting as a virtual relationship mentor, this AI-powered assistant is dedicated to helping users find the right words when making a crucial first impression, knowing that subsequent interactions carry equal weight. In today's fast-paced world, where attention spans are fleeting, the ability to engage meaningfully and say the right things is very important.

The 'Roxanne' bot serves as a coach or ally, guiding users toward topics likely to pique the interest of their potential match, steering conversations in the right direction, and averting

missteps. This assistance provides benefits both in the short and long term. In the short term, it may lead to successful dates, while in the long term, users gain invaluable insights into effective communication techniques.

Initially, our AI will offer support based on previous conversations and general advice. However, as our platform evolves, so too will our AI. Future updates will enable the AI to analyze the profiles of matched individuals, identifying conversation starters, shared interests, and other points of connection, thereby enhancing the user experience and fostering more meaningful interactions.

AI Photo coach

On dating apps, your photos are your personal way of showing who you are. They're the first impression others have of you, so it needs to be the best version of yourself!

However, not everyone knows how to capture that perfect shot or what makes a photo stand out. That's where our AI steps in. With Aloha, we're revolutionizing the way users present themselves online, ensuring they look their best.

Our AI is trained by two seasoned professionals in photography and videography. With their guidance, the AI learns to distinguish between good and bad photos, while the algorithms are fine-tuned to reflect these insights.

Our app goes beyond just snapping a photo – it helps users find the perfect lighting, angle, and setting to showcase their best selves. And once those photos are captured, users can seamlessly share them not only within the app but also across other social media platforms.

But that's not all. Our AI-driven approach also enhances account verification, ensuring that the photos users display accurately represent who they are. Say goodbye to catfishes – with Aloha, authenticity reigns supreme.

(Mini)games

The easiest way to break the ice is doing something fun together. Most people like to play games. This caused us to think of adding minigames to a dating app. Dating apps are the place where ice has to be broken a lot of times and this part is what most users struggle with. By providing this option, Aloha aims to serve those that aren't blessed with a talent for texting, and give them a good start for a conversation starter.

Lately, dating apps are also being used for finding friendships. By having a dedicated part of the app where people can meet and play games, Aloha can attract these people.

The games Aloha plans to host on its platform are tabletop, easy-to-play games that are fun for both genders, semi-competitive and quick. This way, a user can get to know its partner quite quickly and afterwards they can either play again, have a conversation or go their own way. The games will have voice chat enabled, so people can talk with each other and add an extra element of fun and getting to know each other to the game.

The games will also have an option for 'random' solo queue where a user will be partnered with someone from the gender you are looking for. After the game there is a possibility to match each other. If a user has reached its maximum number of matches, the option to match is only possible if they delete another existing match.

Blind dates

Aloha sets the goal to integrate AI in a meaningful manner, enabling us to understand users' preferences and desires. This vision drives the creation of Blind Dates, a feature where users engage without seeing each other's photos, focusing instead on shared interests and profile text.

In Blind Dates, users will have AI-generated profile pictures reflecting their primary interests, which they can personalize to showcase something unique about themselves.

The Reveal Meter is a key component of Blind Dates. As users engage in conversation, the meter gradually increases. Once both parties have had a conversation for a longer time, they can choose to reveal their photos by hitting the 'reveal' button, transitioning from AI-generated images to their actual photos.

Communities

People love communities. Matthew D. Lieberman's book "Why Our Brains Are Wired to Connect" offers profound insights into the neurological mechanisms behind social connections and why they are crucial for our health and well-being. He argues that our ability to form and maintain relationships was essential for our ancestors to survive and reproduce. He also explains how deeply rooted our need for social connections is, by showing us that when people are experiencing rejection or isolation, this activates the same neurological pathways as physical pain. Social connections reward us and provide pleasure. The social interactions release dopamine in the brain, eliciting a sense of reward and satisfaction. Therefore social connections have a huge impact on our overall health and well-being. A lack of social support can lead to poorer health and shorter lifespans, while strong social ties can strengthen the immune system and reduce the risk of depression and anxiety.

This emphasizes the need for a community in a dating-app, because people are naturally inclined to build communities. They seek recognition, a sense of belonging, and a desire to share their lives with others. Not only does Aloha provide a solution for finding a life partner to

share your life-journey with, but the community also provides a community where you can share your quest with others who are in the same boat at that moment. By sharing this situation with each other, more connections will be established, which can make a significant difference in alleviating the loneliness that is a major issue among the entire global population.

Here's how we plan to make it happen: Picture a forum, much like Reddit, where folks can freely exchange their stories. This can be about dating experiences, but also about other topics creating a space for sharing insights on what matters most to them, delving into their values. With this platform, we're shifting the spotlight away from surface-level judgments. Instead of merely swiping and liking pictures, it's all about fostering real conversations and genuine connections. It's a chance for everyone to shine authentically, letting their personalities shine through.

Shop

The Shop will be used as an alternative income stream for Aloha while at the same time presenting value to its users.

The Shop is the avenue of the app where affiliated companies like bars, restaurants and cinemas can offer the users a (discounted) getaway or date.

In the Shop, users can spend their tokens to receive a discount, or gain access to the presented products or experiences.

A lot of dating apps use intrusive advertisements to coerce their users into making purchases, or generate revenue from showing them these ads. It is one of the biggest pain points users report.

People love advertisements of products they are interested in, especially if they can get a discount!

So why bother users with intrusive and annoying ads, if you can also benefit their lives with the ads you have to show?

This led us to the idea that we present users ads, if they want to see it. We even made it attractive to look at these ads by giving them discounts on the presented products!

This all comes together in our shop. Users can spend the coins they have earned by sharing their data, in the shop on products that are selected for them, based on the data they filled in! Everyone wins! Our advertisers get direct access to their target demographic, we generate revenue to improve our app while our users get discounts on stuff they already wanted!

In app token

Aloha will implement an in-app token to gamify the experience and incentivize user activity and loyalty.

The token is a virtual reward earned primarily through sharing data, making it a fair medium for obtaining subscriptions for Aloha's AI utilities. This way Aloha wants to make premium membership accessible for everyone and reward good behavior.

Aloha users will have the possibility to earn the token by sharing their data. Besides the increased effectiveness of our AI to find them a suitable match with more data available, they can also buy their subscription with the earned tokens.

The reward of the token will be programmed in a way that every user gets a free 7 days of premium subscriptions by sharing some data fairly quickly. This will condition them in a way that they know subscriptions can be earned and the app can be free to use for a certain amount of time with premium features, as long as they keep sharing data. This will greatly increase the effectiveness of the AI, which in turn increases the business proposition of Aloha. The number of tokens will be gradually increased for premium features in a tiered way, so it becomes more economic for users to spend the tokens on other features of the app, like discounts from affiliated partners.

These discounts are accessible via the 'Deals' in the Shop. In the shop the tokens can be utilized to get access to certain events, venues and experiences. At first, this will be focused on date-related deals, but with the growing popularity of the app and the more user data is collected, this might grow into other areas as well.

Our story

Our story begins with Tom and Hester, a couple who found each other through the popular dating app Happn. Tom, however, experienced the harsh reality of ghosting not once, not twice, but three times before Hester finally decided to go on a date with him. The reason? Hester found their conversations so uninteresting that she quickly forgot about them and didn't think Tom was worth her time. His personality simply didn't shine through the screen.

Fast forward to today, Tom and Hester have been together for almost five years, proving that they adore each other's personalities. They almost missed out on finding their love because current dating apps fail to provide an accurate representation of the person on the other side of the screen. Many can relate to the fact that dating apps can paint a distorted picture of someone's true self, both inner and outer look and both positively and negatively. This gap that current dating apps cannot bridge is where we come in. With AI!

The missing element in today's online dating landscape is the "spark." In the past, people found their partners through shared experiences, such as work, church, hobbies, sports, or living in the same city or village. These shared experiences and common values naturally created opportunities for that spark to ignite. However, future generations are less likely to focus on their immediate surroundings and instead seek love through their phones.

The pursuit of love is universal. Everyone seeks a companion to share their life with, a witness to their experiences, someone to prevent their life from passing by unnoticed. The future lies in dating apps; our phones are our lives. By bringing back the "spark" that people experienced in the past and bringing this into the online world, we can bridge the gap left by current dating apps.

The spark can be brought back into dating by focusing on shared interests again. These days dating apps bear the resemblance of a meat market more than a place to find the love of your life. By adding features that put the attention of the substance a person has, instead of their looks, a spark can be generated that will last the sands of time. We create an environment where people are encouraged to share their interests, so that all parties involved benefit. The AI presents you to someone that you have probable common grounds with, and the connected user sees a lot of possible shared interests on your profile. This way, the conversation doesn't always start with the same old topics about work and the weather, but something that immediately ignites a spark, because both people are interested in it.

Interests that are shared (among other things) form communities. Communities used to be the hotspot for people to find their partner. These days there are tons of communities, like on Reddit, a game or for series and books. Even though the people in these communities share interests and hobbies, the threshold to actually finding a partner there is very big. We create an environment where people can chat about what they like or don't like and if someone finds that

attractive, there is a possibility to like a person. If this person is also interested, the users get matched and a romance can form.

The current dating app market is crowded by apps that favor the Instagram-algorithm. This means that the algorithm favors good looking people over people that are deemed less attractive. Even though this algorithm is good in some instances, it is very restrictive to most. As shown by [numerous studies](#), the [negative effects](#) on the [psyche](#) of those less favored is [big](#). By focusing on the inner part, the playing field gets leveled. Even though good looking people will often still have the edge, more people will be seen and get matches this way. Bentham would be proud!

Maybe the hardest part of meeting someone is breaking the ice. What do you say? How is your posture? Does a joke work? We aim to remove all these questions by simply letting people play games together. Everyone loves games and games are very good for the brain. The neuroplasticity of the brain (how good you can learn something) improves when doing playful things, so how about learning someone new this way? The brain is ready for it, and so is our app!

Offer help in improving user profiles to boost their presence while staying true to himself
A lot of people are unaware of the options to improve the quality of their profile. Taking a good photo is very difficult. That's why our AI helps people with the right position and lighting in order to shoot the best picture possible. We do not endorse the use of filters, because nobody wants to be surprised on their first date! Besides a glamorous photo the profile description should activate the reader and make them instantly see if there is match-potential. Our AI assists the user with clear writing to get their personality across.

Assist users in their conversation

There used to be memes about 'Be like Bill'. In this paragraph we will explain why our AI chatbot assists to 'Not be like Tom' and gets ghosted. The AI analyzes conversations and gives tips to the users about topics they can talk about, how to phrase sentences better and how to engage. This can help a lot of people out who feel the barricade of 'the empty chat screen' or that are lost in a stale conversation. This way we prevent people from talking about boring topics and make sure the conversation highlights the positive aspects of the users life and personality. By harnessing the power of AI, we can revolutionize the way people find love and create a more fulfilling and authentic online dating experience. We truly believe that our product can alter the lives of millions for the better. Love is the ultimate goal, so let's get as many people as possible to feel it!

Conclusion

The development of online dating, from its early days in the 1960s to today's app-driven culture, shows its lasting popularity and continuous growth. Thanks to mobile technology and the rise of apps like Tinder and Bumble, online dating is now easier to use and a key part of how people meet and connect today. As Gen Z and future generations increasingly embrace digital technology, the trend towards online dating is set to accelerate, highlighting the need for platforms that align with their values of authenticity, inclusivity, and emotional well-being.

Despite their popularity, current dating apps face significant challenges, primarily due to their inability to consistently deliver on their core promise of finding compatible matches. Predatory business models and dark patterns have contributed to a negative user experience, marked by frustration, dissatisfaction, and diminishing trust in these platforms by users. This situation presents a unique opportunity for innovation and disruption in the online dating market.

Aloha aims to address these challenges head-on with a comprehensive solution focused on genuine user needs and long-term satisfaction. By leveraging advanced AI technologies, Aloha seeks to enhance matchmaking accuracy, improve profile presentation, and facilitate more meaningful conversations. Features such as Search, AI Matchmaking, Profile Enhancement, ChatCoach, and Personal PhotoCoach are designed to provide a more personalized and supportive dating experience. Additionally, unique offerings like mini-games, blind dates, and community engagement aim to foster deeper connections and a sense of belonging. Aloha is here to make the user's time on the app enjoyable!

Aloha's commitment to ethical business practices and respect for users is reflected in its innovative approach to match distribution. By limiting the number of matches and introducing the Love Meter, Aloha seeks to reduce cognitive overload, enhance commitment, and promote a more fair distribution of opportunities. This approach not only benefits individual users but also fosters a healthier, more inclusive dating ecosystem.

Furthermore, Aloha's emphasis on helping users understand their preferences and improve their social skills positions it as a transformative force in the industry. By providing insights through personality tests and behavioral analysis, Aloha empowers users to gain a deeper understanding of themselves and their dating goals. This holistic approach not only enhances the online dating experience but also contributes to personal growth and self-awareness, addressing broader issues of loneliness and social isolation.

In conclusion, Aloha represents a forward-thinking solution to the current shortcomings of online dating apps. By prioritizing user satisfaction, ethical practices, and the power of AI, Aloha aims to revolutionize the dating landscape, creating a platform where meaningful connections thrive. As the industry continues to evolve, Aloha's innovative features and user-centric approach position it to lead the way in fostering genuine, lasting relationships in the digital age.