



UNFILTERED. TRUTH // UNFILTERED RAW DATING APP



NOT ANOTHER FAKE DATING APP

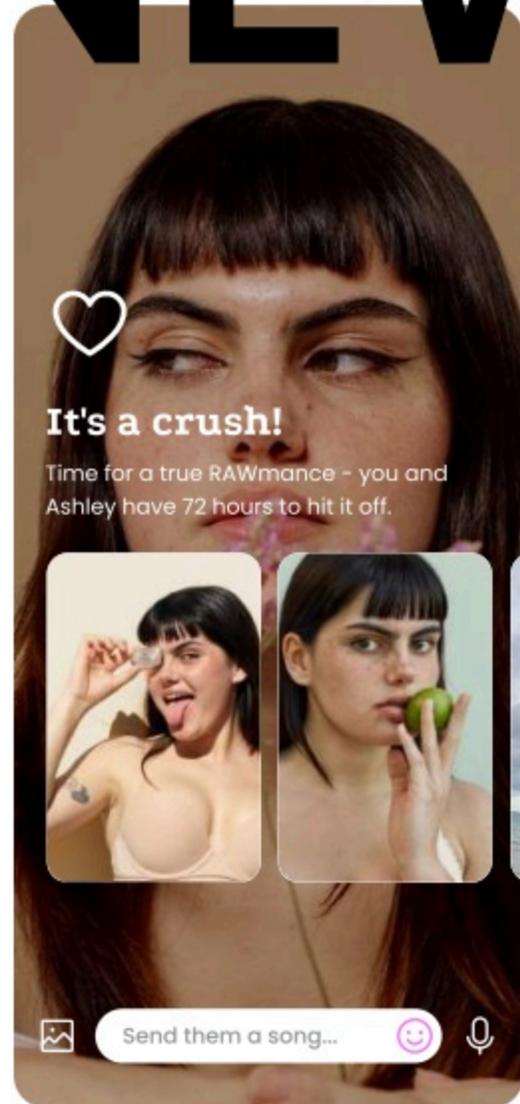
RAW IS

RAW IS

RAW IS

MEET RAW NEW DATING APP

100% REAL PEOPLE



THE HOT U.S. DATING APP FOR 17+. LAUNCHED IN 2023, IT'S ALL ABOUT KEEPING IT REAL. WE'RE THE GO-TO APP FOR MAKING REAL, HONEST CONNECTIONS

TWO CAMERAS SNAP SELFIE AND POV SHOTS, BRIDGING PEOPLE ACROSS THE GLOBE. BEFORE MATCHING, USERS GET A REAL GLIMPSE OF EACH OTHER AND A SNEAK PEEK INTO THEIR LIVES



CORE FOCUS ON
ONE FEATURE

BUT SOLUTION FOR
MANY PAINS

WHAT MAKES IT GREAT

**CUT THE FAKE FIND
RAWMANCE**

RAW IS THE ONLY DATING APP THAT FIXES COMMON
ONLINE DATING PROBLEMS LIKE SCAMS AND CATEFISHING

**DOUBLE CAMERA.
NOT DOUBLE STANDARDS**

HOW? DAILY PHOTO UPDATES
AND PHONE VERIFICATION

**LOVE FROM THE FIRST
BACK&FRONT SHOT**

NO MORE BORING CONTENT AND
GHOSTING. RAW'S FRESH, REAL-TIME
APPROACH PAVES THE WAY FOR
TRUE CONNECTIONS AND FINDING
YOUR NEW FIRST LOVE



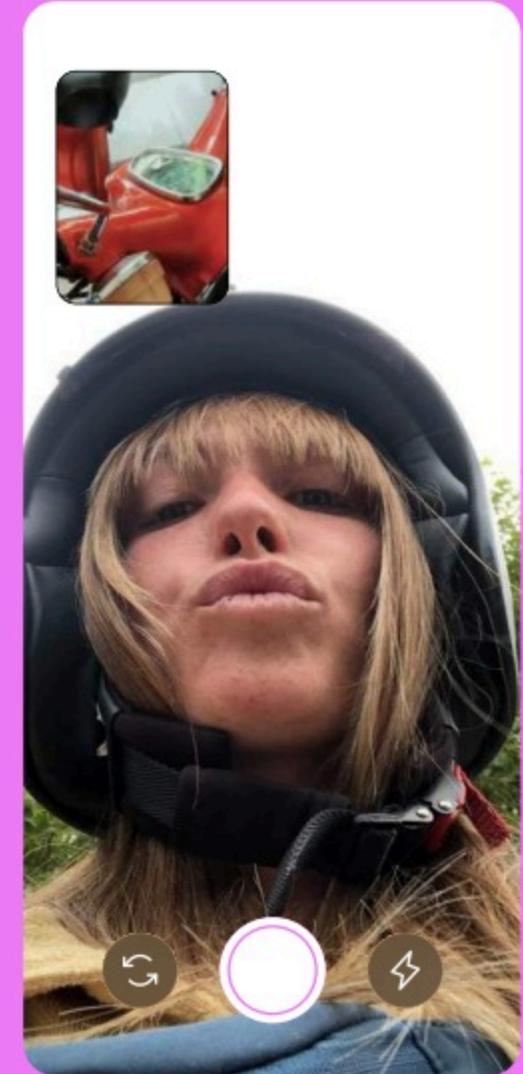
REAL MOMENTS NO OUTDATED PHOTOS - REAL
LOOK AT USERS' LIVES

ENCOURAGE AUTHENTICITY AND TRUE SELF-EXPRESSION
AMONG OUR USERS

SHOWCASE THE REAL YOU AND FIND A LOVE INTEREST WHO
APPRECIATES THE TRUE MOMENTS IN LIFE - UNFILTERED IRL
MOMENTS WITH RAW

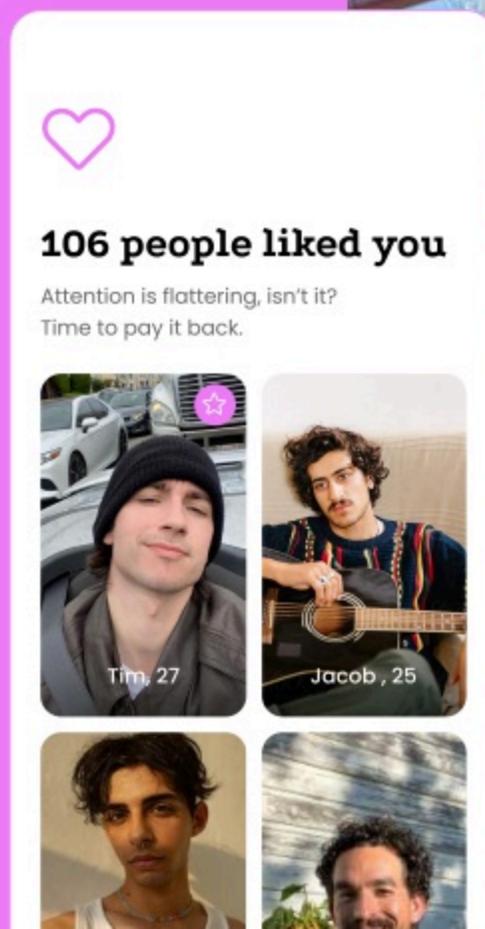
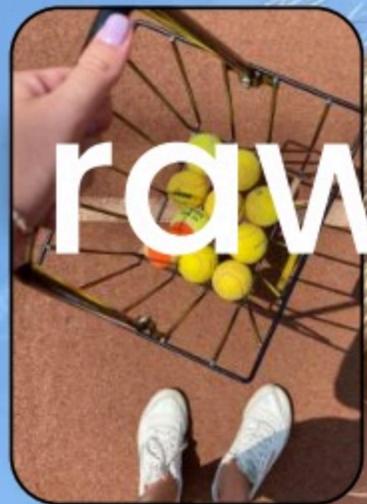
MAIN FEATURE

real-time pics on double camera - raws



swipe feed with raws only

MAIN FEATURE



Nadia, 25



ONLY FRESH PHOTOS UPDATED DAILY – SWIPE 100% RAWS, EVERY DAY

VERIFIED REAL PEOPLE NOT SCAMMERS

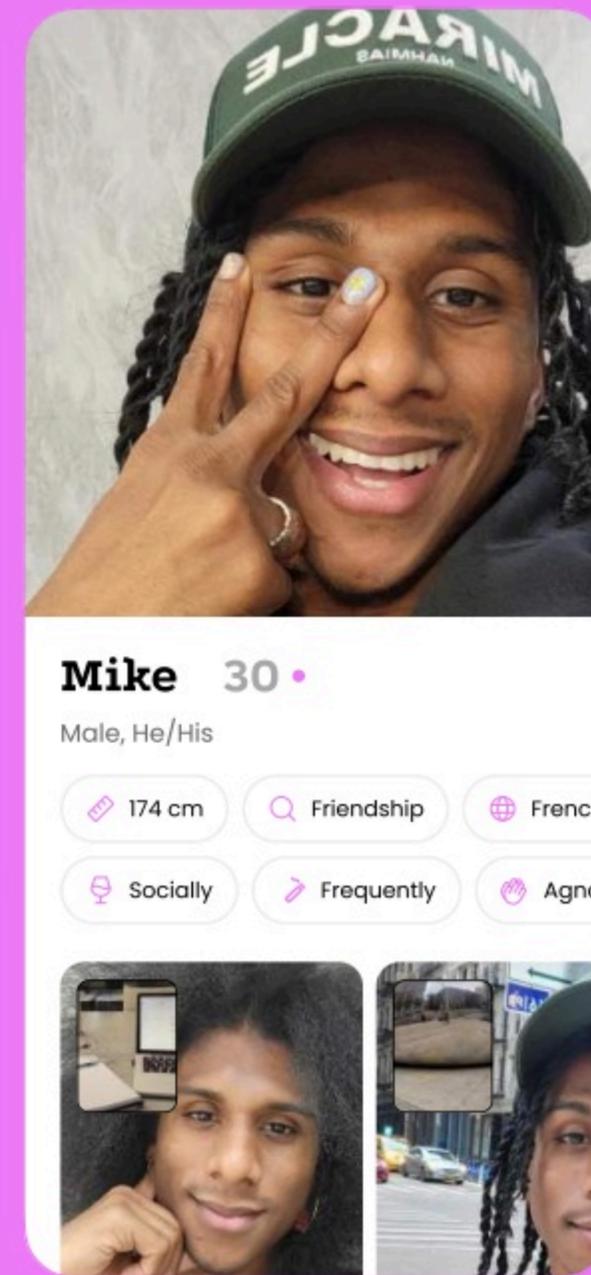
RAWSELF USERS THAT RESPECT THEMSELVES AND OTHERS NOT CATFISHERS

A GLIMPSE INTO SHARED EXPERIENCES WITH YOUR POTENTIAL LOVE INTEREST

SWIPE DAILY SHOTS FIRST, EXPLORE BIOS
AFTER YOU MATCH

NOT REMOVING THE FOCUS ON PERSONALITY,
JUST MAKING IT MORE EXCITING

NO HEAVILY EDITED SELFIES, REAL-LIFE
RAWMANCE ONLY



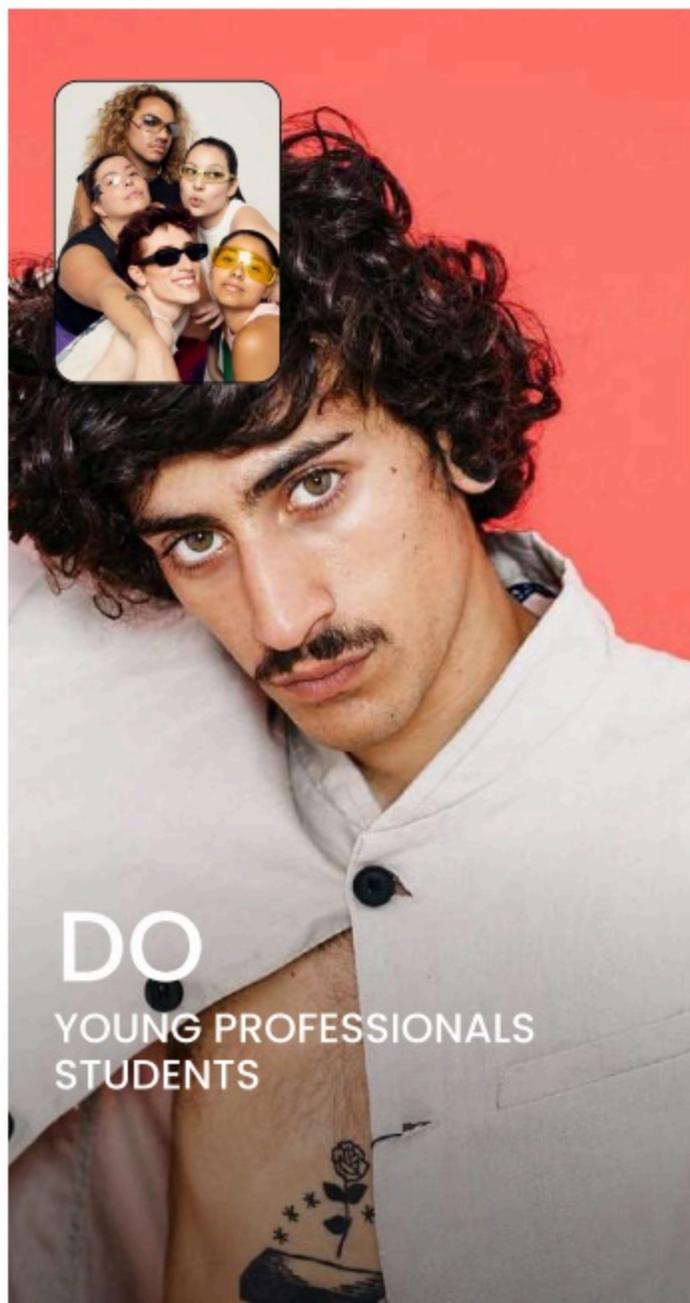
crush first – MAIN FEATURE bio later

MADE FOR

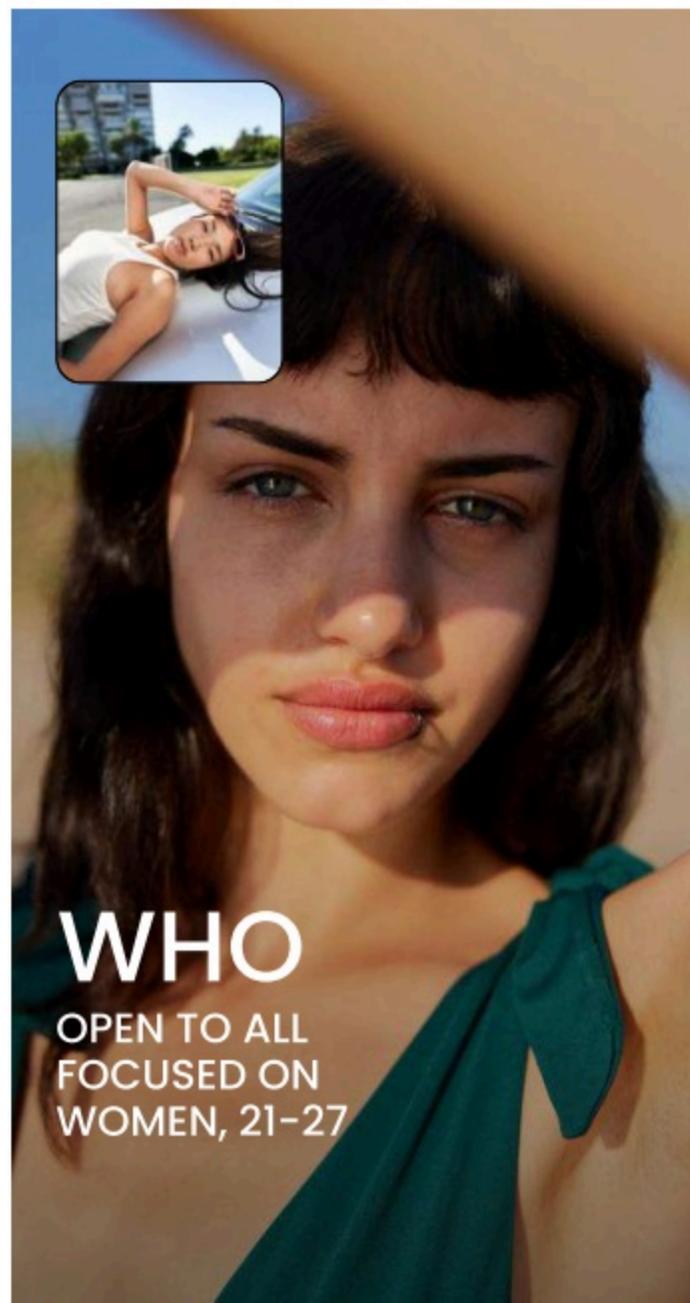
MADE FOR

MADE FOR

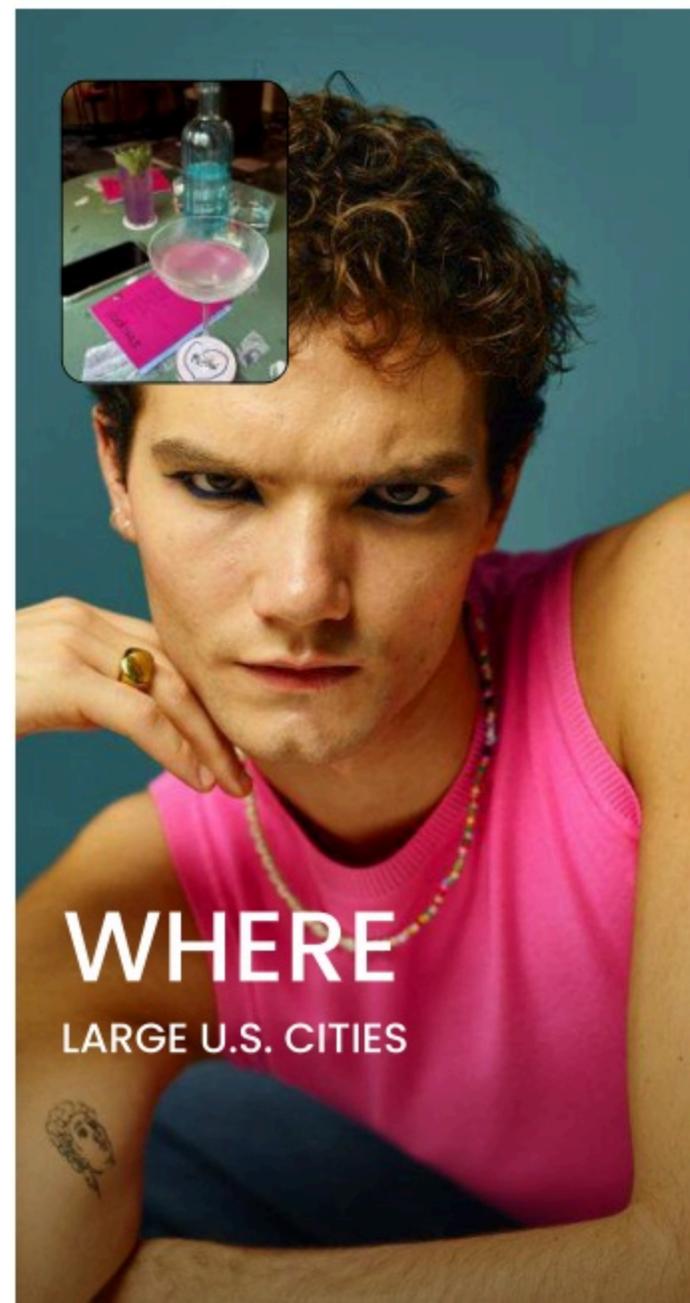
For New Genz



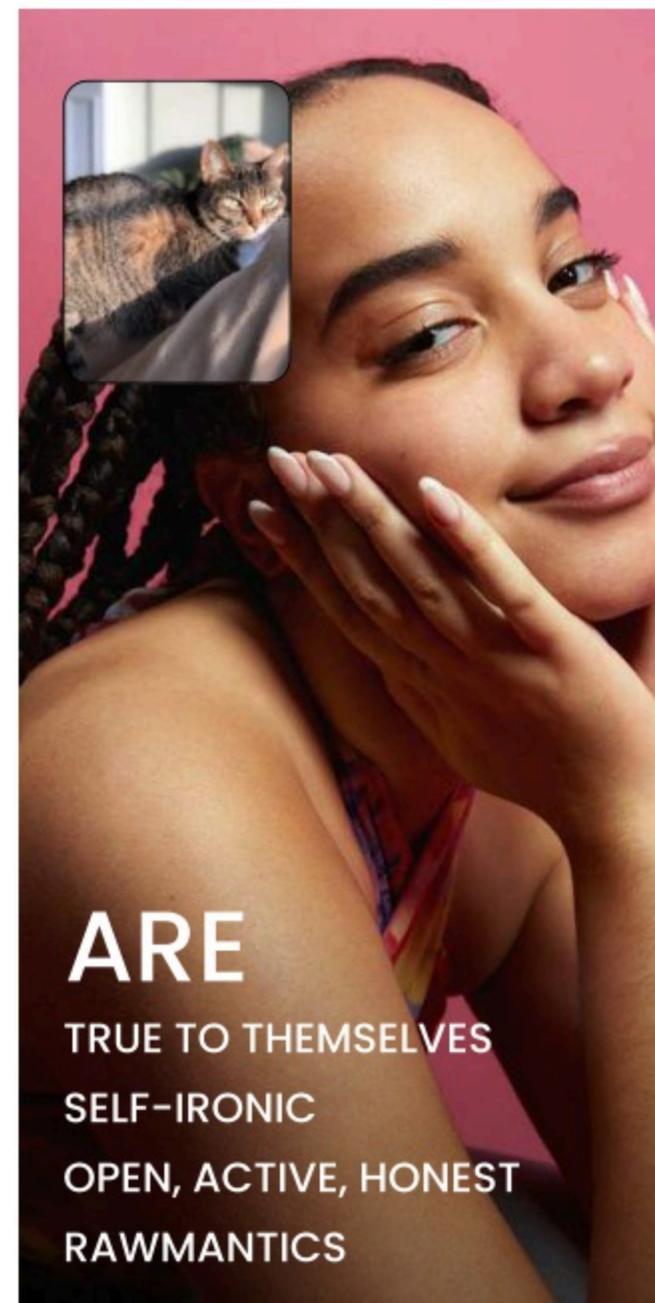
DO
YOUNG PROFESSIONALS
STUDENTS



WHO
OPEN TO ALL
FOCUSED ON
WOMEN, 21-27



WHERE
LARGE U.S. CITIES

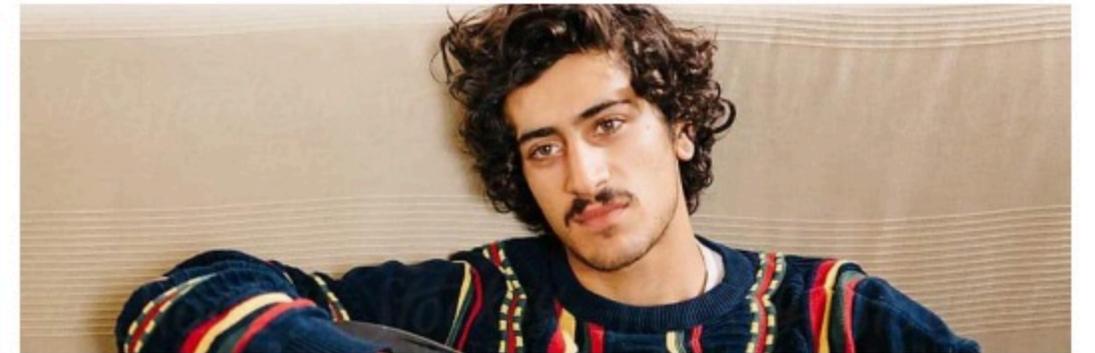


ARE
TRUE TO THEMSELVES
SELF-IRONIC
OPEN, ACTIVE, HONEST
RAWMANTICS

Selling Points



Communication Approach





100% REAL PEOPLE, NO CATFISH

KEY WORDS: 100% REAL PEOPLE, NO CATFISHING, NO OUTDATED PHOTOSHOPPED PHOTOS

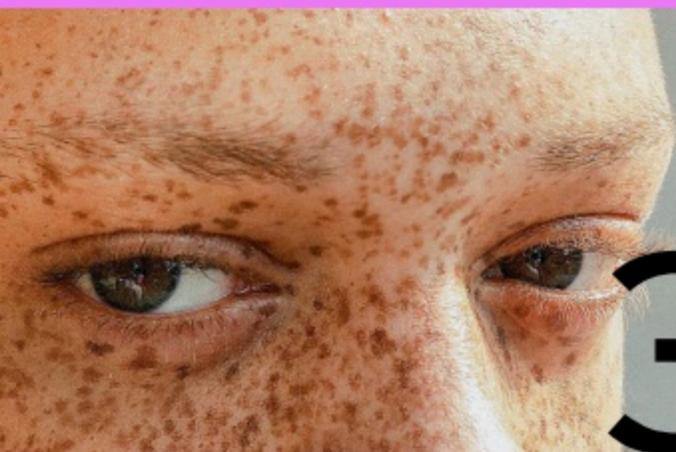
1

FIND NEW FIRST LOVE

KEY WORDS: LOVE AT FIRST SIGHT, TRUE LOVE, NEW EMOTIONS



2



3

DON'T PUT A PRICE TAG ON LOVE

KEY WORDS: OTHER DATING APPS PUSH YOU TO PAY FOR LOVE BUT LOVE SHOULDN'T COST A THING // BETTER BRING HER FLOWERS ON YOUR FIRST DATE

LOVE AT FIRST SIGHT // BACK&FRONT SHOT

KEY WORDS: DATING APPS KILLED LOVE, ALGORITHMS KILLED ROMANCE, LOVE AT FIRST SIGHT IS STILL POSSIBLE



4

One app to solve most dating problems

NO CATFISHING

NOT OUTDATED

NO SCAMMERS





PROBLEMS
WE SOLVE

SCAMMERS

\$638,8M

SCAMMED ON DATING APPS IN 2023

GHOSTING

29%

DATING APP USERS ADMIT THEY'VE
GHOSTED MATCHES BEFORE

CATFISHING

27%

ONLINE DATERS WERE
CATFISHED LAST YEAR

TOXICITY

75%

PEOPLE FACED ABUSE AND TOXIC
BEHAVIOR ON DATING APPS



cloudgirl

there are soooo many scammers on dating app.. i can't find a guy in real life and in dating app..what should i do

2022-3-12

Reply



r/dating_advice
u/cstatus94 · 30d

Join

Just went on a date with the worst catfish I have ever experienced. How do you guys handle these situations?

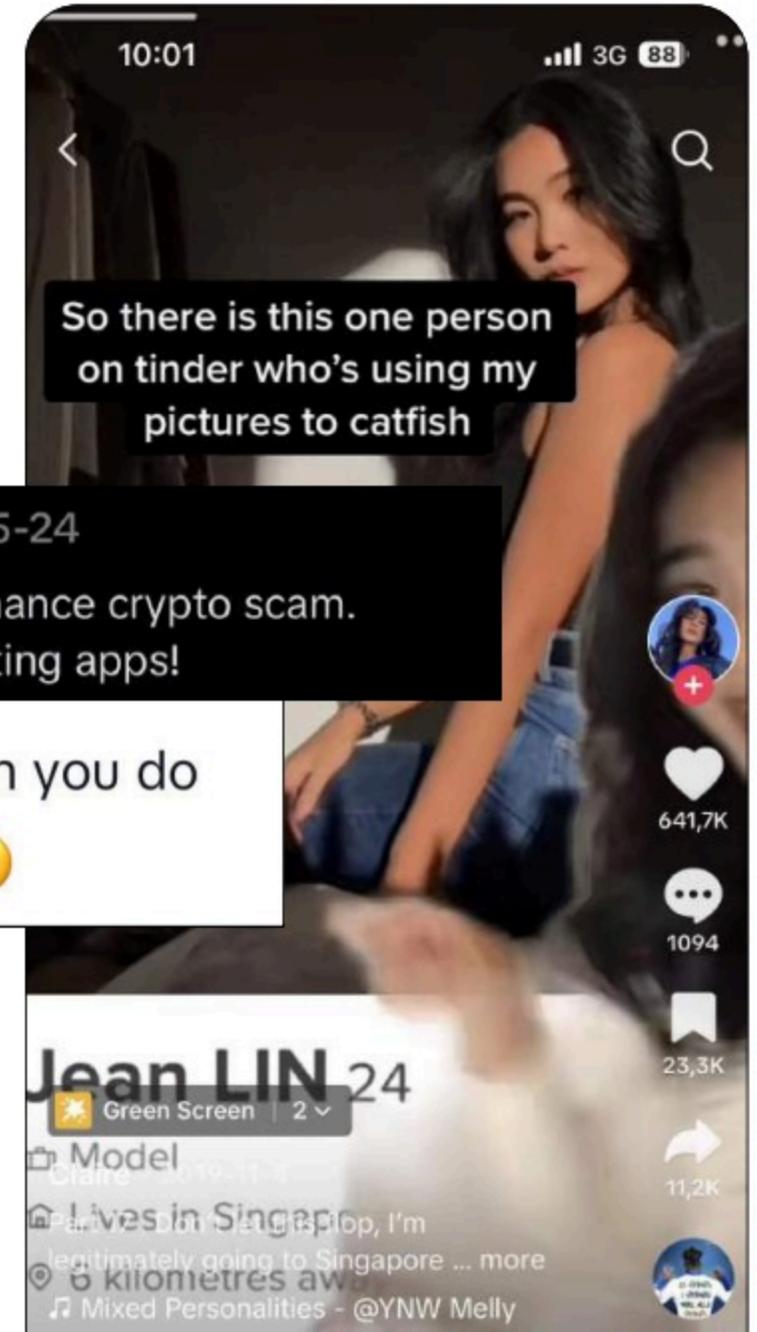
PROBLEMS WE SOLVE



Alucent · 338d

25% of the time. Typically just old photos where they don't look anything like their profile.

... Reply 3



jewelneihany · 5-24

Online dating romance crypto scam. Beware of the dating apps!



Ella

The anxiety of getting catfished when you do eventually give someone a chance 🙄



pool of toads

So it will basically kill every dating app/website to the point scammers will target scammers.

2022-12-19 Reply



PROBLEMS

Big Apps Killed Dating

WE SOLVE

TOO MANY APPS - ALL COPYCATS

SAME PROFILES, SAME PROMISES,
NO SOLUTIONS TO DATING PROBLEMS

OUTDATED PICS OUTDATED CONCEPTS

"MAKE THE FIRST MOVE" - EXTRA WORK FOR WOMEN
"DESIGNED TO BE DELETED" - TOO MUCH
PRESSURE ON YOUNG ADULTS

NOT CATFISHED, BUT STILL FISHY

APPS DEMAND TOO MUCH: MORE PHOTOS,
MORE INFO NEEDED TO STAND OUT

SCAMMERS UP SAFETY DOWN

APPS LET YOU SIGN UP WITH JUST AN
EMAIL, NO REAL ID CHECK

WRONG CROWD

NEW GENZ WANT
DIFFERENT DATING APPS
THAN THEIR UNCLES USE,
BUT FIND MANY NEW APPS
TOO CHILDISH

COMPETITIVE

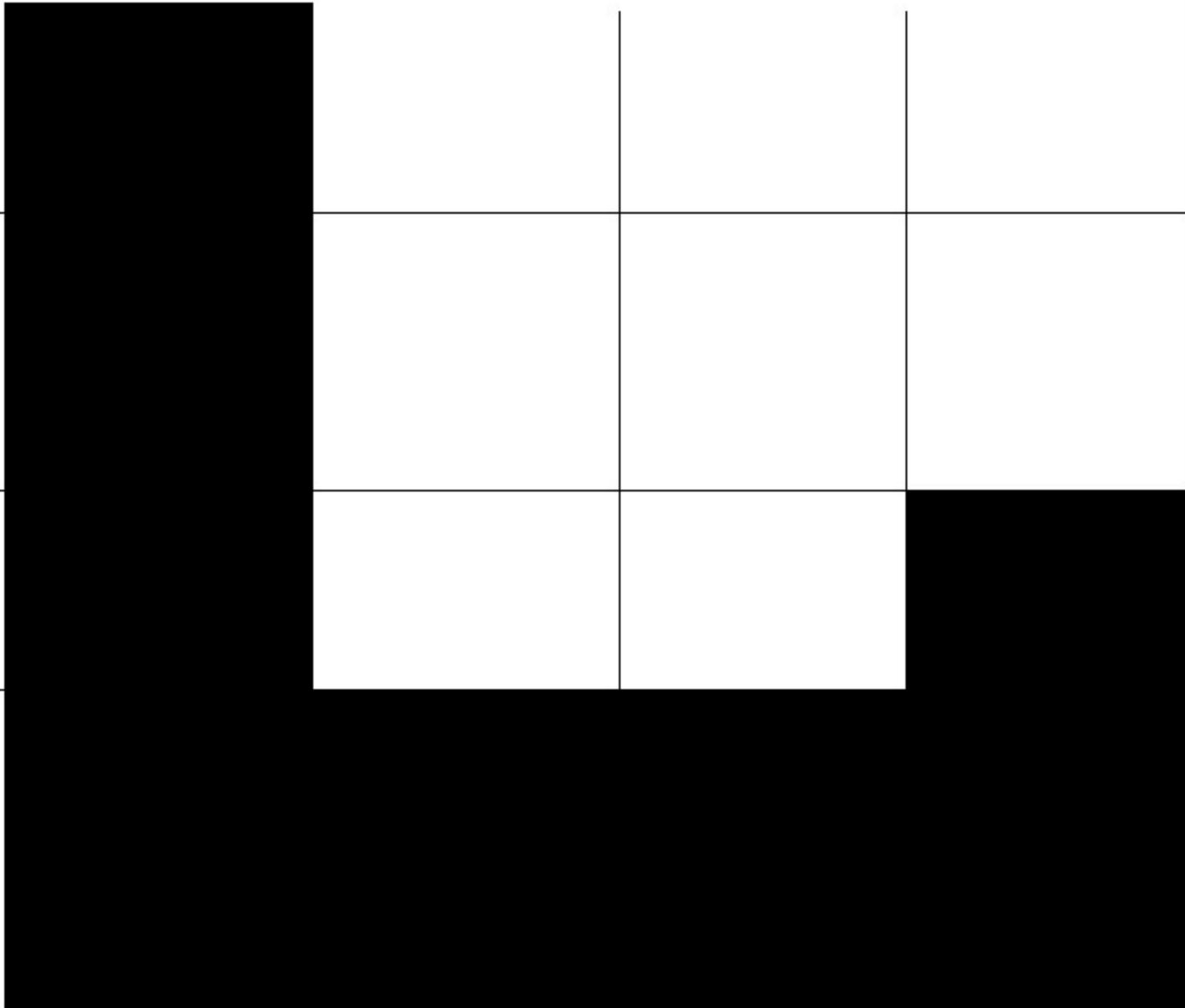
ADVANTAGES

// 3

// 2

// 1

RAW



COMING SOON

PHONE
VERIFICATION

REAL-TIME
PHOTOS ONLY =
100% REAL
PEOPLE

DAILY PHOTO
UPDATES =
100% REAL
PEOPLE

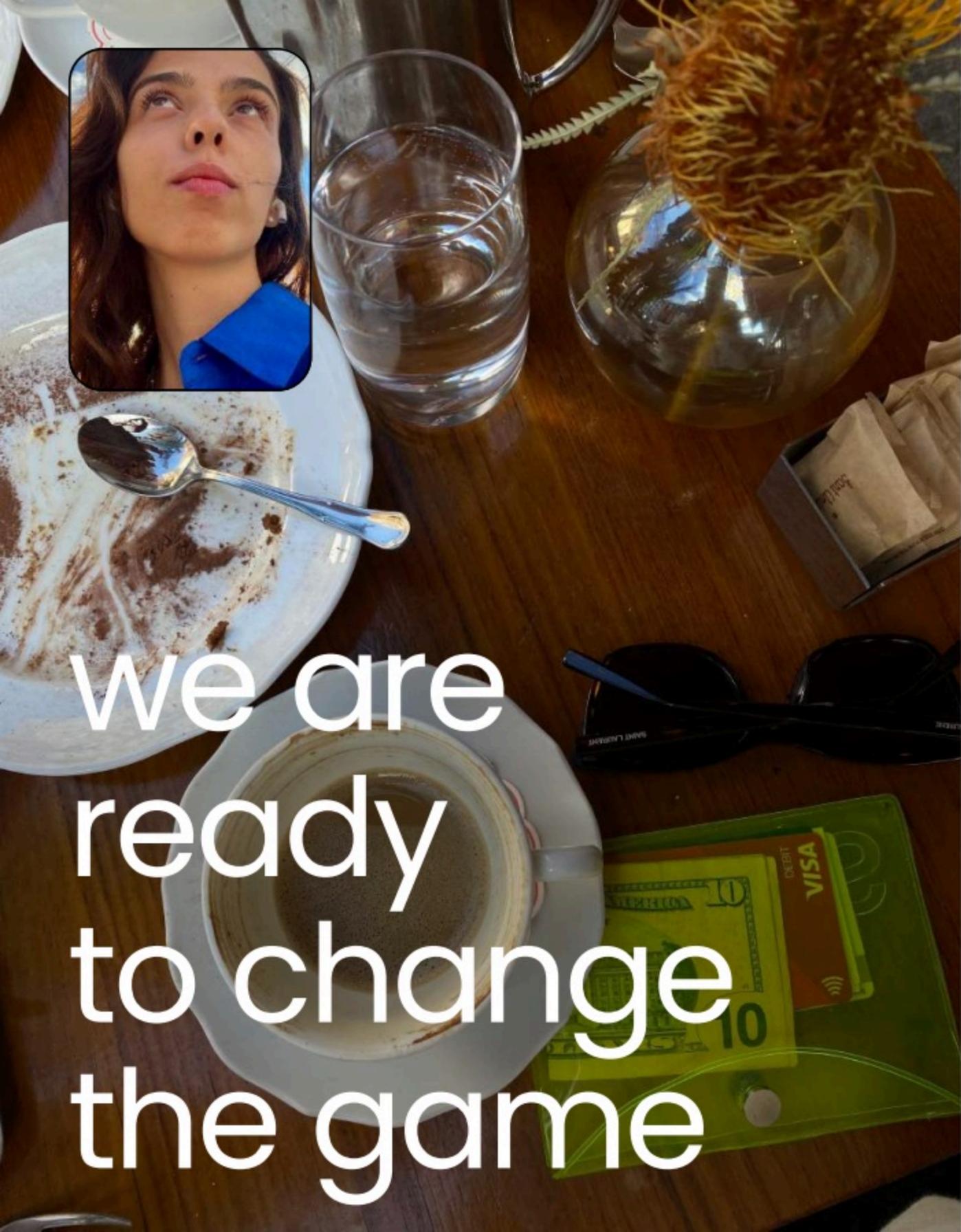
LIMITED
TIME TO
START A
NEW CHAT

LIVE
ACTIVITY =
NO FOMO

LIMITED
UNREPLIED
CHATS = NON
GHOSTING

RESPECT
METER = NO
TOXICITY

MEDITATION
FEATURE =
NO-STRESS

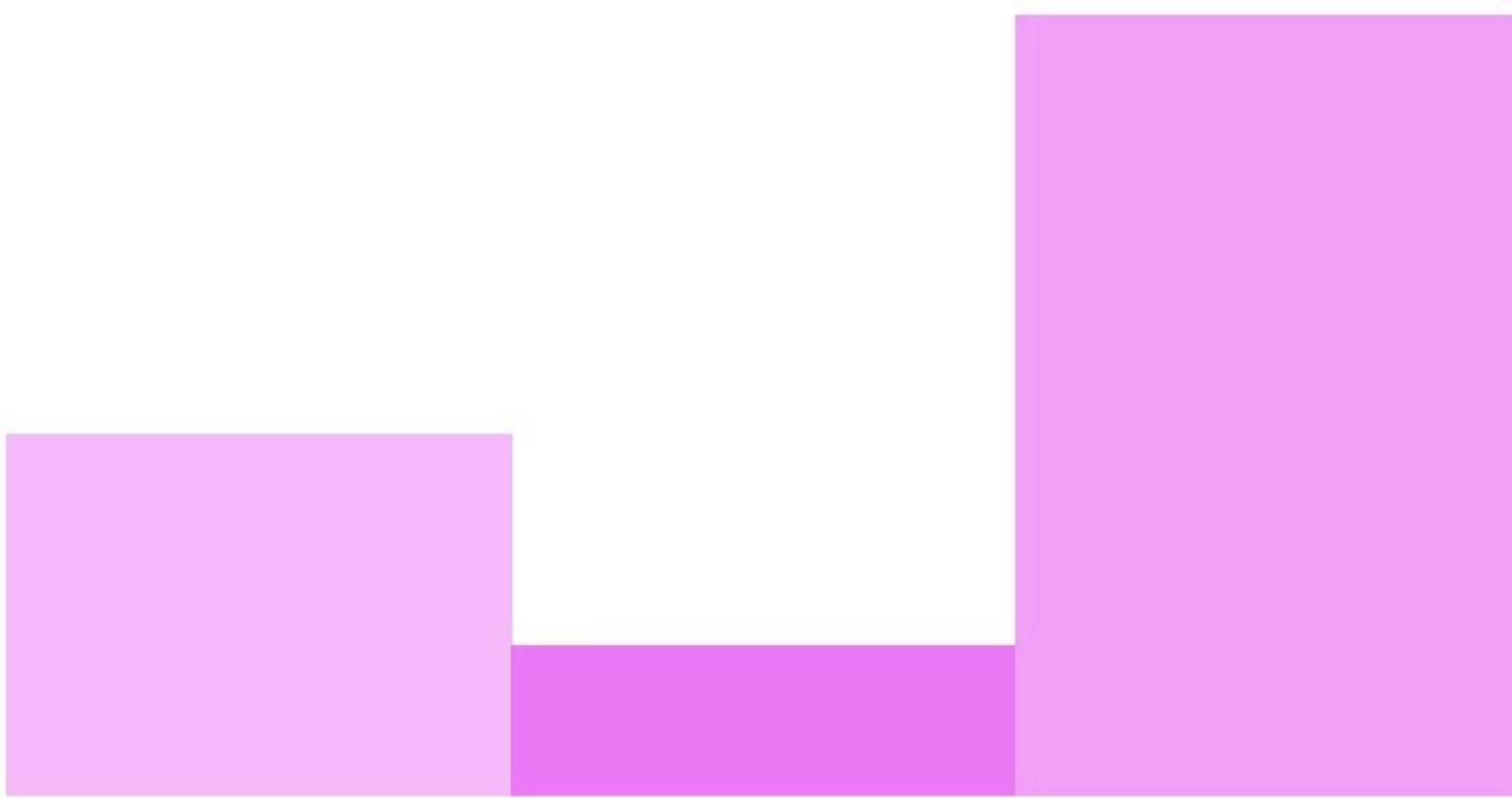


we are ready to change the game

SEEKING

\$2M

PRE-SEED FUNDING



MVP
30%

OVERHEADS
15%

MARKETING
55%