

Dating app for the right wing.

# The *Right* Stuff

Overview | This document exists for our future partners.

Dating app for the right wing.



TheRightStuff

***A dating app for the right wing.***

This invite-only dating app is built on the idea that good 'ol fashion in-person dates are far more effective than overly complicated algorithms.

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The Problem.

**It's *still* hard for guys & girls to find someone compatible to date.**

**There are so many dating-app options, with so few *real* dating options.**

If you continue to have doubts, consider that there are now **over 1,500** dating apps or websites looking to draw single men and women to their product.

**1,500** **Dating Apps**

Proprietary and Confidential

The Right Stuff

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We're a mobile-first culture.

# A large majority of our lives are lived through mobile apps.

**175 Billion** apps are downloaded yearly by consumers all around the world.

- Tech Jury

Listening to podcast and shopping.

Flipping through instagram.

Searching for jobs on LinkedIn.

Texting in a group chat.

# 175 B

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Dating's gone digital.

# More & more people are looking to meet online.

In 2020, **270 million** adults used dating apps worldwide, which is almost double the number from five years ago. In the U.S. alone, 39% of couples in 2019 said they met online.

- Google

# 270 M

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Trending up.

# Dating apps continued to perform well in 2021.

Adjust data shows that global installs of dating apps in the first half of 2021 have increased by 13% compared to Q4 of 2020.

- adjust.com

# Up 13%

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Riches are in the niches.

# True conservative women, are looking for conservative men (period).

Most apps, even though they may claim to give women the control, are not addressing the real issue at hand. That being, if the right people aren't on the app to begin with, it's impossible to connect with them in meaningful ways outside of the app.

# Right Guys

– Most prominent player in the space –

matchgroup

Tinder, Match.com, Meetic, OkCupid, Hinge, PlentyOfFish, Ship, OurTime and others... totaling over 45 global dating companies.

Valuation in 2021:

**\$37 Billion**

tinder

Hinge

meetic

okcupid

match

**Key Takeaway:** There's not a single App that is exclusively made for the Conservative market.

**TheRightStuff is  
the dating app for  
conservatives.**

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## WHY WE'RE DIFFERENT

TheRightStuff is a first-of-its-kind dating app for conservatives only.

01

### Invite Only

To keep the experience consistent, we are an invite only app.

02

### For the Right Wing

No more wasting time. Date people with similar values.

03

### Real Profiles

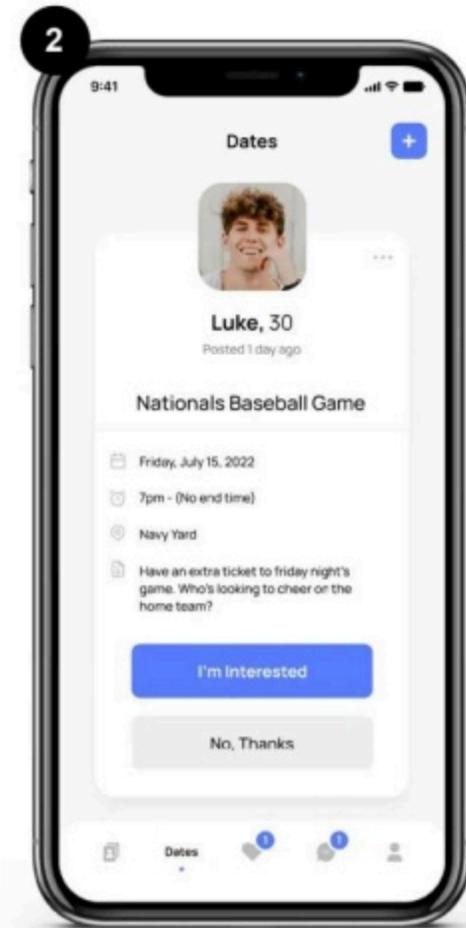
No fake profiles to simply inflate the user count, these are all real people.

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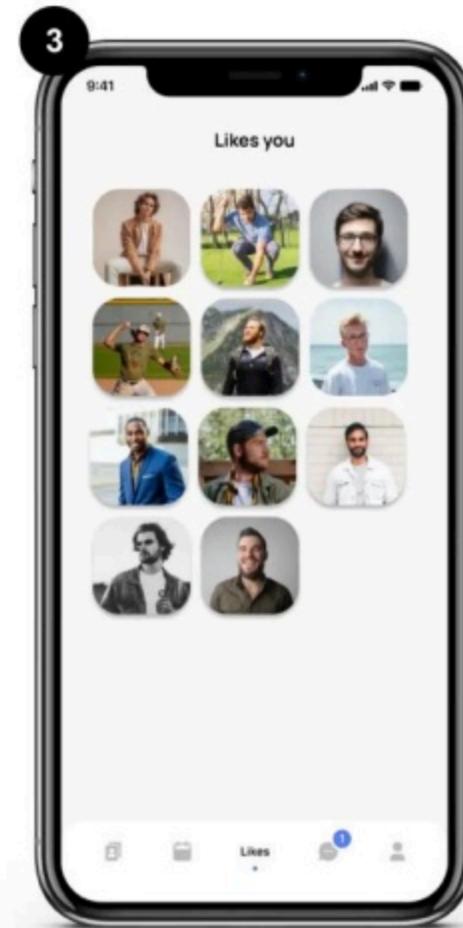
How it works.



Browse profiles.



View dates.



See who likes You.



Make connections!



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