

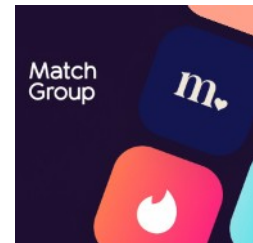


DYADIC ONLINE DATING STRATEGY

Online dating generates \$10 billion a year. It has a problem, though: most people don't like it. Dyadic can solve this problem with its personality type system, and make millions in doing so.

Online dating is a \$10 billion market.

According to market research firm Grandview Research, the global market for online dating is over \$10 billion/year. There are over 60 million dating site users in the US alone.



This market has a fundamental problem.

Go to any social media site, search on “online dating,” and you’ll see hundreds of videos of single people complaining about how finding romance is impossible. That’s because most people meet online these days, and online dating, as it currently works, is fundamentally flawed.



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Because it's done remotely, online dating makes it difficult to gauge someone's personality. As a result, superficial criteria—mainly looks—are used to make date selections. This means that a small number of the best-looking people get lots of “likes,” and most people don't get many at all.

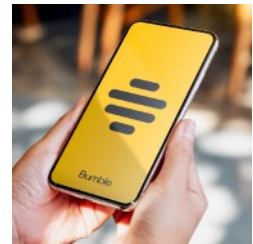


Even when people on a dating site meet in person, the chances that they'll have good chemistry aren't high. That's because personality is the main factor in romantic chemistry. Looks matter, of course, but they're of secondary importance.

Because dating site customers are being ignored, and they can't find good chemistry, many of them are leaving. Tinder is losing paid users. OKCupid is shrinking. The stock price of Match Group, which owns most of the largest sites, is less than half of what it was in 2021.

Other sites have tried to solve this problem, but failed. eHarmony tried with its “29 dimensions of compatibility,” but the site is struggling. Chemistry.com also tried, and went under. There are potential solutions now on offer, but they won't work:

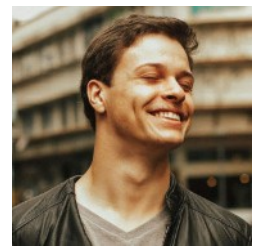
- Bumble has introduced an AI dating assistant...which operates according to superficial matching criteria that Match.com used then abandoned in the 2010s.
- A startup, Date Drop, just got \$2 million in venture funding to send people one match per week, based on questionnaire data. That's a feature, not a product.



Dyadic has the solution to this problem.

The Dyadic Type Framework™, a new personality type system, is the solution to this problem. Because it shows people who they are at an instinctual level, and chemistry involves instinctual drives, it helps them find good romantic chemistry. People who've used it have found it effective.

What makes the framework a great way to improve online dating? It helps people discover their personality type, then shows them exactly which type combinations hit it off romantically. It even identifies the rules of romantic chemistry at: <https://dyadic.site/types/romance/>



When someone determines their Dyadic type, and reviews the rules of chemistry above, they know what type of person will find them attractive. For example, a vivacious Dancing Fox will know that she’s “the type” of a strong-willed Fighting Wolf.

Dyadic’s solution will be licensed.

It’s likely that a company invested in the dating market will want to license the Dyadic Type Framework™ for use in one of its current portfolio sites, or for building a new dating site around it.



The first step toward arranging a licensing deal is to re-brand the framework as a Romantic Matching System, with a new name and web site. The second is to promote the system to the general public with an earned media campaign. This campaign will generate interest in the system, so that it becomes popular.

After the system is proven to work, and becomes popular, firms that invest in online dating will be offered a chance to license it. Given customers’ demonstrated readiness to use new dating sites, it’s likely that one of these firms will license the system in order to build a new site.

This licensing deal could generate between \$1 and \$3 million in 3-5 years, delivering a 5x-15x return for Dyadic investors.