

Prospectus for Dyadic LLC

A new company that can disrupt the \$10 billion market for personality assessment



Dyadic LLC

Frederick, MD

www.dyadic.site



SUMMARY

Personality assessment is a \$10 billion market.

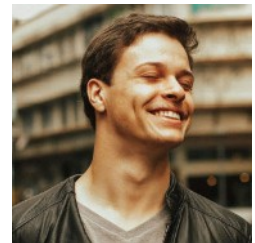
The market for personality assessment is over \$10 billion a year. It's growing by over 10% per year. It's currently dominated by large firms that employ legacy assessment systems.

This market is ripe for disruption.

Legacy personality assessment systems are very limited. They're fundamentally flawed, so they only measure a person's superficial qualities. The market needs and wants something better.

Dyadic brings something new to this market.

The Dyadic Type Framework™ is a new, more advanced way to assess personality. It reveals a person's deep nature. This makes it valuable in two large market segments: corporate team-building and online dating.



Dyadic discerns the core of who you are.

Dyadic's founder is an experienced entrepreneur.

Dyadic was founded by Chris Charuhas, who built a previous startup into a successful business. Its primary advisor is Dr. Laura Granato, a psychologist and entrepreneur.



MARKET

The market for personality assessment is ripe for disruption, because the legacy assessment systems in use today just aren't very good.

Personality assessment is a \$10 billion market.

Market research firms estimate the size of the personality assessment market to be around \$10 billion per year. It's growing at over 10% per year, and expected to reach \$18 billion by 2035.

The companies that currently dominate this market, such as Hogan Assessments and Mercer Assessments, all use legacy systems to do their personality assessments.

Legacy assessment systems are inherently flawed.

Most personality assessment systems used today are based on what psychologists call the “big five” personality traits—openness, conscientiousness, extraversion, agreeableness, and neuroticism.

These traits reflect, to a great extent, cultural conditioning, not innate tendencies. As a result, legacy assessment systems identify someone's surface-level qualities, not their deep-level nature.



Legacy systems focus on superficial traits.

Legacy assessment systems are very limited.

Legacy assessment systems are used in two main market segments: corporate hiring and online dating. In neither one do they work very well.

In corporate hiring, legacy systems work, but in a very limited way. They help large companies answer simple questions like, “Is this job applicant likely to show up on time and follow instructions?”

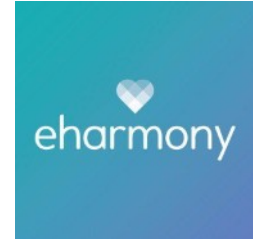
In online dating, legacy systems don’t work at all. Sites such as Chemistry.com and eHarmony used them for romantic matching, with awful results: the first site is defunct and the second is struggling.

This market needs a new and different system.

The big dating sites are losing subscribers because the sites aren’t fulfilling their promise to help people find love and connection. People are learning, to their dismay, that they can’t find a good match on Match.

As AI replaces many low-agency jobs, smart corporations aren’t concerned with hiring the right human cogs to fit bureaucratic machines. Instead, they’re focused on building high-performing human teams.

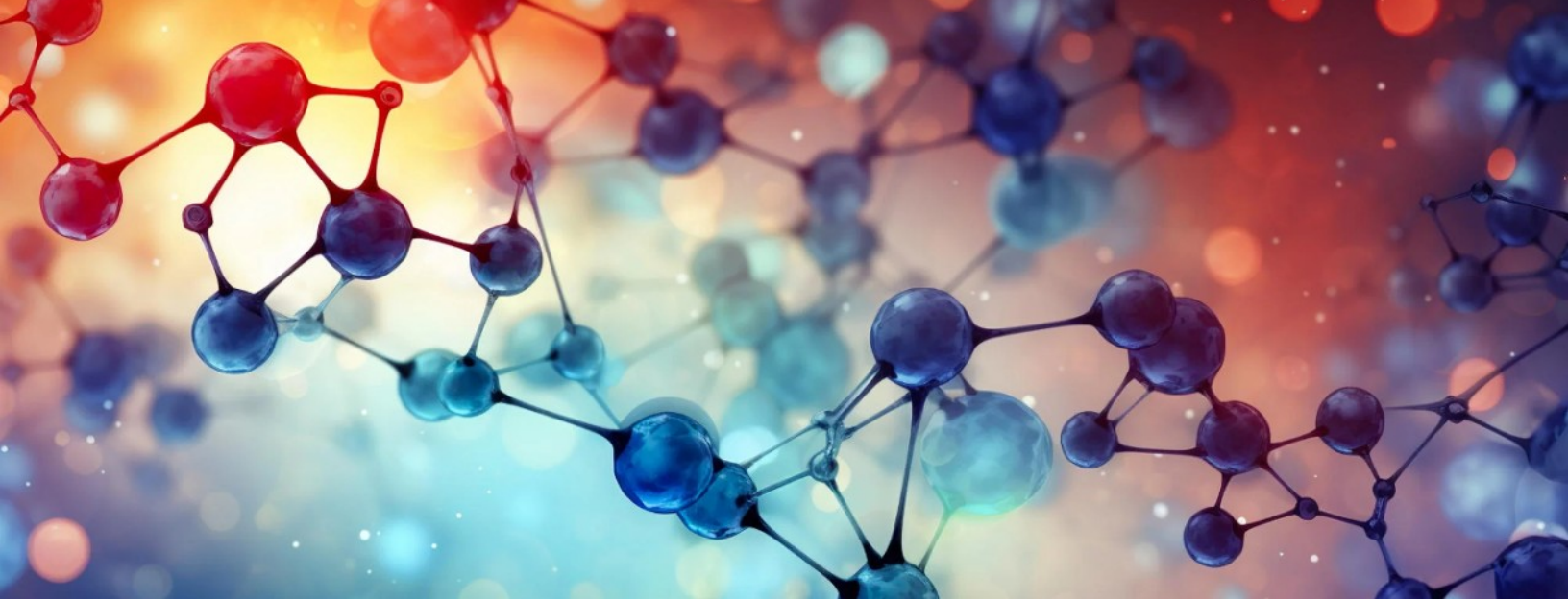
Legacy assessment systems can’t help corporations do that. Nor can they help dating sites solve their subscriber-loss problem. In the market for personality assessment, something new and different is needed.



Its “29 dimensions of compatibility” don’t work all that well.



Companies don't need worker bees. They need string quartets.



PRODUCT

The Dyadic Type Framework™ is a new personality type system created by Dyadic. It's much different and better than legacy systems.

The Dyadic Type Framework is different.

Legacy personality assessment systems all have one thing in common: they're used to identify a person's surface-level qualities.

The Dyadic Type Framework™, by contrast, is used to discern your deep-level nature. It reveals the sort of person you were born to be.

It's based on recent research.

The framework takes its name from a dyad, or pairing, of two hormones: testosterone and oxytocin. Your natural, inborn levels of them shape the core of who you are.

Recent research shows that these hormones played a prime role in the evolution of personality types. It also shows that these types correspond to the social roles in Late Stone Age tribes. This new type framework is based on that new knowledge.



The framework helps you see who you are down deep.

It helps corporations build high-performing teams.

Because it reflects the social roles we humans took in the tight-knit hunter-gatherer bands we evolved in, the Dyadic Type Framework™ is good for creating high-performing teams.

The framework includes 16 personality types with easy-to-remember designations such as Dancing Fox and Fighting Hawk. Stated in terms of the framework's types, some of the rules of team-building are:

- When it comes to startups, Fighting Wolves make great founders.
- Established companies do well with a Fighting Hawk in charge.
- Both of these men can benefit from the advice of a Dancing Fox.

By providing a company with insights about the innate abilities and inclinations of its people, the framework can help it build strong, cohesive teams.

It helps people make good romantic matches.

Because it tells you who you are at an instinctual level, and romance involves instinctual drives, the Dyadic Type Framework™ is good for creating strong romantic matches.

The general rule of romantic chemistry is: Wolves go with Foxes, Hawks go with Doves. By following this and the other rules of chemistry listed at dyadic.site, people can find someone they really “click” with.

By providing online dating sites with a way for people to make good romantic matches, the framework can help them gain and retain more subscribers.



The framework reflects our natural social roles.



The framework helps us find true love.



MARKETING

Dyadic's founder knows how to promote a startup. He can tell Dyadic's story, through the media, in ways that gain the attention of millions.

Dyadic will create two brands.

The Dyadic Type Framework™ can be very useful in two segments of the market for personality assessment: corporate team-building and online dating. Different segments require different brands, so:

- For team-building in the corporate world, Dyadic will brand its type framework as a Team Building System.
- For romantic matching in online dating, it will brand its type framework as a Romantic Matching System.



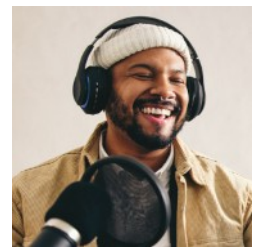
These two different segments require two different brands.

It will focus on earned media.

The best way to promote a startup is through earned media. That is, getting media outlets to talk about it. Dyadic will do this first in the online dating market segment, because it's the easier one to enter, and the one with the most customer pain to address.

What makes a story interesting are three elements: novelty, trends, and conflict. If it includes them, media outlets will pick it up. This will happen for the Romantic Matching System, because its has all three of them:

- Novelty: It's the first and only system for romantic matching based on instinctual human mating strategies.
- Trends: There's a dating crisis throughout the Western world. This matching system can ameliorate it.
- Conflict: This system challenges the psychology establishment. Created by an outsider without credentials, it actually works.



Earned media beats paid advertising.

It will earn media coverage.

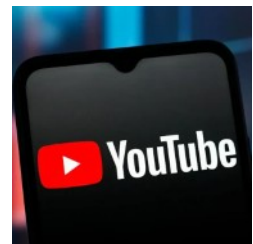
Earned media coverage is more effective than paid advertising, but getting it requires skill and expertise. Getting it requires someone who can deftly pitch the company's story, and also tell it well. Dyadic has someone who can do that: its founder, Chris Charuhas.

To promote a new site for tech tutorials, Chris conducted a promotional campaign that included photo essays on how village schools in Africa were using the tutorials for free. The campaign took the site from 0 to 250,000 users per month in only three months.

It will create original content.

Dyadic will publish a blog for the brand on the Substack social blogging platform. By writing and posting interesting essays on chemistry and romance, it will get people talking about the Romantic Matching System.

It will also publish a video channel for the brand on YouTube. By creating and posting funny short videos about the various types and how they interact romantically, it will gain the attention of millions of people.



Good original content gets attention.



FOUNDER

The founder of Dyadic is a veteran entrepreneur. He's already climbed the entrepreneurial learning curve, so he knows how to make a startup succeed.

Dyadic's founder is an experienced entrepreneur.

Chris Charuhas is the founder of Dyadic. He started out in the 1990s as a member of the Netpreneur Exchange, one of the first tech startup incubators. There he learned from AOL co-founder Jim Kimsey, Apple evangelist Guy Kawasaki, and other luminaries of the dot-com era.



Chris Charuhas

In the late 1990s he started his first company, Usable Technology. Like many entrepreneurs' first efforts, it failed, but the experience taught him the value of Customer Development, and how to make a startup succeed.

Chris started his second company, Visibooks, in 2000. It published illustration-based technology how-to books. To adapt the books for school use, he won two SBIR grants for \$570K. When he found the school market tough to crack, he turned the books into online tutorials.

In 2008, he released the tutorials under a new brand, In Pictures. By the time he sold its web site in 2014, the tutorials had been used by more than seven million people worldwide.

His primary advisor is a psychologist and entrepreneur.

Dr. Laura Granato is Dyadic's primary advisor. She is the founder of a counseling practice with 50+ therapists, and also the founder of the Federal Leadership Institute, a Federal-focused executive coaching firm.



Laura Granato

She holds a Masters degree in Psychological Services from the University of Pennsylvania, and a Ph.D. in Counselor Education from the Virginia Polytechnic Institute. She has served as a subject matter expert for the Kingfish Group, a private equity firm.

Unlike many psychologists, she recognizes the limitations of the research in her field. She advises Chris on matters concerning the field of psychology, its use of biometric AI, markets that involve human evaluation, and business entrepreneurship in general.



INVESTMENT

Dyadic LLC plans to raise \$100K in seed funding. The goal is to sell the company for \$10 million in 3-5 years, for a 10X return on investment.

Stage of development

In terms of the Customer Development process, Dyadic is in the first of four stages: Customer Discovery. Its type framework is very useful, but it must still answer the question: who specifically will pay to use it? To do that, its founder is talking with a range of prospective customers.



Sources of revenue

Unlike other personality assessment firms, Dyadic doesn't charge for testing. That would provide little value, because many people can discern their type by reviewing the descriptions. This lends itself to a "freemium" model: providing a free type test to sell premium services.

Those services are training, licensing, and consulting. Dyadic sells training videos on type recognition, and provides training classes in it well. It licenses its type framework for use by corporations. It also consults with them on how to use it well within the corporation.

Use of funds

The initial \$100k investment in Dyadic will be used to:

- Rent a single-user space at the local incubator for \$250/mo. This will provide the founder with entrepreneurial support.
- Create the Romantic Matching System brand and web site. Online dating is the market segment with the most customer pain and the lowest barriers to entry, so it will be Dyadic's initial focus.
- Create type recognition training videos for the online dating market, and develop curricula and materials for online, instructor-led classes in type recognition.
- Pay one full-time employee, its founder, for 12 months. He will promote the Romantic Matching System with an intensive earned media campaign.



Net revenue projections

