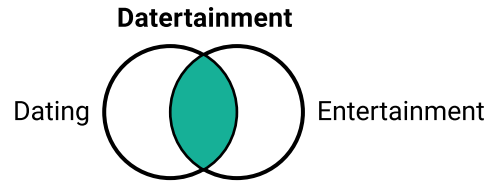


Datertainment Industries inc is a growing network that builds, owns, and operates the apps LOFT, KeYou, Maap and I Bet You Will. Global team consists of designers, engineers, marketing specialists, data scientists, product managers, researchers, etc.



Team



An international team of 28 with a breadth of experience in dating, online betting and fintech.



Nikita Anufriev,
CEO & Co-founder

5 years of experience in the dating industry. Launched international dating app Denim (1M+ users, \$1.5M annual revenue)



Oleg Gervalov,
COO & Co-founder

Served as Head of Public Relations for several state and non-profit organizations and investment companies. Previously served as CMO of several dating apps



Corey Rosenberg, advisor

Former Creative Lead at Yelp, Saatchi & Saatchi, Google, and LinkedIn

Investors and partners

- Starta Ventures: New York-based venture fund and startup accelerator. Established in 2014. Founder: Alexey Girin. Portfolio: 140+ projects
- A&A Capital Fund: Investment fund with highly diversified portfolio. Portfolio range: from manufacturers to IT companies

Datertainment group



LOFT

Datertainment platform with **immersive dating features*** for American men interested in finding a female partner from Eastern Europe with a strong interest and focus on family life



KeYou

Datertainment platform that focuses on American LGBTQ millennials and zoomers (Generation Z representatives**) providing immersive dates and wide range of built-in tools for generating content (live streaming, group video chats, etc.)



* Virtual dates with the features of turning on music and choosing background to put users in the same space.

** The generation of people who were born in the late 1990s and early 2000s. The zoomers follow the millennials.

Coming this fall:

Maap

So called Looking for Group app. Created for searching offline activity for groups of people (starting from 3 personas) with similar interests

I Bet You Will

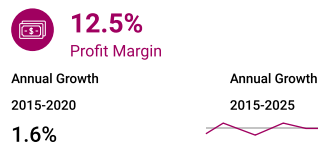
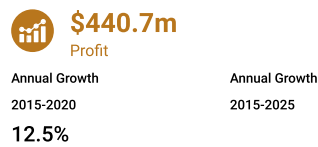
Social video live-streaming app focused on video-battles and challenges to build a social community based on users' interests

Group Financials:

Financials	Q1 2020	Q2 2020	Q3 2020	Q4 2020	2022
Users, total	0	65,744	211,664	377,465	6.3 - 7.7 M
Revenue (\$)	0	27,057	292,317	303,288	16,5 M
Costs (\$)	251 689	105,191	340,113	265,284	12,4 M
EBITDA (\$)	-252 689	-80,116	-47,796	38,004	4.1 M
Valuation (\$)	0-2.6 M	3 M	4-5 M	5-6 M	35-45 M

Dating Industry at Glance (USA)

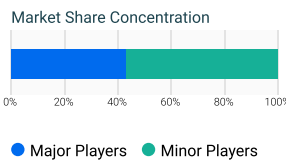
Key Statistics



Industry Structure



Competitive Landscape



Barriers to entry checklist

Competition	High	▲
Concentration	Medium	●
Life Cycle Stage	Growth	✓
Technology Change	Medium	●
Regulation & Policy	Medium	●
Industry Assistance	None	▲

STRENGTHS
 Growth Life Cycle Stage
 Low Volatility
 Low Imports
 High Profit vs. Sector Average
 High Revenue per Employee

OPPORTUNITIES
 Very High Revenue Growth (2005-2020)
 High Revenue Growth (2015-2020)
 High Revenue Growth (2020-2025)
 High Performance Drivers
 Time spent on leisure and sports

Round Terms:

\$5M	\$500K	\$25K
Pre-money valuation	Round Cap	Investments, min:

Round Cost structure:

User acquisition (UA): 71%
 Research and development (R&D): 29%

