

Hybrid Dating Network Canvas

Key Activities

- Drive daters into physical space with other daters
- Maintain safety & trust

Customer Relationships

- In-person events
- Digital support
- Potential Matchmakers

Partnerships

- Local Bars/Restos
- Experiential Brands
- Fintechs+

Value Prop

- Physical dating events + online matching (creative way)
- Membership but not exclusive

Cost Structure

- Digital App Development
- Customer Acquisition
- Brand Marketing/Events

Revenue Streams

- Membership Fee (optional)
- Ticket sales to events
- Brand Sponsorships

