



Competitors analysis paper |
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Flinter is a dating ecosystem that remasters online dating service with the aid of latest technological advancements including but not limited to Blockchain, Big Data and Artificial Intelligence. It aims to make the process more rewarding, involving, entertaining and intuitive.

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1. General information

Flinter is a blockchain-based dating product. We have analysed the market and here are some results below. General comparison of Flinter major competitors

	Flinter	Loly	Viola.AI	DateCoin	MeetLuna	Ponder	Tinder	Bumble	Badoo
									
Registration via social networks (Facebook)	+	-	+	+	+	+	+	+	+
Swipe technology	+	+	+	+	+	-	+	+	+
Search by neural networks and artificial intelligent algorithms	+	+	+	+	+	-	+	-	-
Search by 'my native background' option	+	-	-	-	-	-	-	-	-
Voice and video messages, video chat	+	+	-	-	-	-	-	-	-
Send gifts	+	+	+	+	-	-	-	-	+
Augmented reality mode	+	+	-	-	-	-	-	-	-
Token	FLT	POPS	VAI	DTC	LSTRS	PON	No	No	No
Cryptocurrency usage	FLT tokens are payment method for applications services. Encourage of users by FLT	Applications inner currency, stimulation by POPS tokens for successful actions	Applications inner currency, stimulation by VAI tokens for successful actions	DTC tokens are payment method for applications services with 50% discount	Applications inner currency, stimulation by LSTRS tokens for successful actions	Applications inner currency, stimulation by PON tokens for successful actions	No	No	No

	token for a date (50/50)								
Payment	Buying rights for amount of dates, no subscription	Subscription, optional in-app purchases, premium mode	Buying VAI tokens for application usage, Optional in-app purchases	Optional in-app purchases for basic and advanced features	Commission for successful communication, tips from users	Additional matching attempts and communication with matches	Monthly subscription (Tinder Plus and Tinder Gold)	Monthly subscription or buying advanced features	Monthly subscription or buying Badoo credits

2. Blockchain based dating products (crypto-currency related)

At the following section we provide an information about Flinter blockchain-related competitors. This list consists of all major projects including the ones not currently at the market however are about to launch/re-launch.

2.1. Loly



Development team about their project: 'Loly is a revolutionary AI driven dating platform built on the blockchain that is prepared to disrupt the online dating industry. The platform will be delivered through iOS and Android applications with augmented reality capabilities, a mobile browser version, as well as a desktop version with enhanced profile matching capabilities.'

Founded	Company created in 2017, the application is upcoming in 2020
Owner	Loly Labs Inc
CEO	Adryenn Ashley
Area served	Planned to be global
All users around the world	No
Subscription	Users pay for subscription
Revenue	No
Cryptocurrency usage	Yes

Loly is a pending blockchain-built international dating app with artificial intelligence driven Heat Index™ that matches members based on sexual compatibility and Loly Matchbook™, allowing consenting adults to verify their agreement that a sexual encounter is consensual and that they are not drunk and have the legal capacity to consent.

The founders aim to create an application for quality hookups, where users can match with each other based on personal sexual preferences and geolocation as well. Loly is promising to separate users personal sexual preference data from their personally identifiable data. Smart contract for consent - is one of main ideas of the project.

How Loly matching is expected to works

- Heat Index matching (matches users by sexual compatibility)
- Geo-location matching
- Augmented reality mode (users can scan the crowd to find their suitable matches on licensed live LOLY parties)

Heat Index™ (patent pending)

Matches Members by sexual compatibility rather than simple geolocation. Loly offers state of the art privacy and data protection using encryption and device specific logins to allow users to be more honest about what they really want and match them by this criterias.

Loly Matchbook™ (patent pending)

When it comes time to get physical, Loly Matchbook™ gives users the security of knowing **potential partners consent** is permanently logged, and once complete (after the fact) cannot be changed.

By their preference settings, the users can get to know if their potential partner has a clean background check, a verified, ID, and matches them wants and needs sexually. Once in person, and confirming there is chemistry and a mutual desire to have sex, the Loly consent app is activated, both people confirm, and proceed. Once finished, both people check out of the app "safely", reaffirming their consent, which is then permanently logged on the blockchain.

Revoking Consent: Loly understands that consent can be revoked at any time of the date. No one is required to continue if they don't want to. For this reason, Loly utilizes a two step process for consent, once before, and again after. If a party decides not to proceed, they can easily revoke consent, no harm, no foul, and checkout as "revoked safely."

POPS token

Loly is launching a new utility token (POPS) to enable the purchase of services within the Loly dating platform, including subscriptions and other in-app purchases offering additional features.

The Loly POPS Tokens are utility tokens used to access additional functionality on the Loly platform. These tokens are not investments, and purchasers understand that the purchase of the POPS tokens will only grant them access to the platform and to be able to purchase in-app upgrades on the platform. Loly Labs Inc does not intend to list the POPS tokens on any exchange, and in the future, POPS tokens may be used to purchase gifts in planned marketplace but for now, are only used to unlock these planned features:

- Membership Subscriptions and Day Passes
- Privacy Enhancements
- Voyeur Mode (Ultimate Privacy Mode)
- Safe Word Monitoring
- Verified Memberships
- Background Checks
- STD Health Records Verification
- Matchmaker (AI)
- Premium Matchmaking
- Anonymous Gifting
- VIP Security
- Enhanced Proximity Zone (Expanded Geolocation)
- Passive Safety Checks
- Live Event Parties

Another case of POPS tokens usage is that Loly developers are planning to award members for engagement on the app and inviting other members using gamification and loyalty rewards.

The POPS token uses the Ethereum blockchain ERC20 standard protocols. There are 1,000,000,000 tokens minted and no future tokens will ever be minted. No tokens will be burned. The tokens have been The Loly Dating Community and Loly Matchbook sexual consent apps are built to be cross chain compatible, to ensure speed, and ease of transfer. Consents are written to a decentralized side chain, and hashed daily to the ETH network. Disputed consents are written to a private decentralized IBM sidechain maintained by attorneys in all 50 states.

POPS Tokens Public Sale

Loly founders had refused from organising ICO and decided to replace it with POPS Tokens Public Sale on their landing website loly.io. The sale had started on 1 Jan 2020 and planned to be completed on 31 Mar 2020.

All tokens available for Public Sale during this period is 200,000,000 POPS, which is 20% of Total number tokens issued. POPS tokens are sold in 'add-on utility token packs – 500'. The price of one pack is 100 USD (0,2 USD per 1 POPS). The sale participants will be able to generate users accounts. The website will guide participants through the pledge and deposit process.

Token	POPS
Price on Token Public Sale	1 POPS = 0.2 USD
Total number of tokens issued	1,000,000,000 POPS
Total number of tokens for Token Public Sale	200,000,000 POPS
Whitelist/KYC	KYC & Whitelist
Token Public Sale start	1st Jan 2020
Token Public Sale end	31st Mar 2020
Working prototype	Yes
Restricted areas	No

The EARLYBIRD Lifetime Membership sale had started on Loly website on the 14th of Feb 2020 and would continue till 10,000 memberships have been sold. Lifelong Membership to Loly could be bought for 99 USD (with 50% discount) and includes Loly Dating, Loly Matchbook, free early beta access to each new public feature for a limited time with Lifetime Member discounts for all purchase upgrades. 200 free POPS tokens are going as a bonus to every new lifetime member.

Loly income streams

1. Membership subscriptions (lifetime, monthly, day pass)

Lifetime Membership Sale	Lifetime Membership Cost	% Discount
The first 10,000 memberships during pre-sale (1-10,000)	99 USD	50%
10,001 – 20,000	149 USD	25%
20,001-100,000	179 USD	10%
Post Pre-Sale	199 USD	No Discount

Lifetime membership was highlighted by the Loly team as the most attractive offer and expected to be the best-selling option for the category of consumers aged 35 to 54 years old, who are looking for serious relationships.

2. Optional in-app purchases :

- Privacy Enhancements
- Verified Memberships
- Background Checks
- Live Event Parties
- Enhanced Proximity Zone (Expanded Geolocation)
- Send gifts

3. Premium model

At the moment, there is not that much information about the Loly Premium model. But the following features are expected to be included:

- Voyeur Mode (Ultimate Privacy Mode)
- Safe Word Monitoring
- STD Health Records Verification
- Premium Matchmaking
- Live Event Parties
- Enhanced Proximity Zone (Expanded Geolocation)
- Anonymous Gifting
- VIP Security

4. Gamification

The founders are planning to use gamification as the one of sources of income as well, but this option is expected in subsequent versions of the application.

	Flinter	Loly
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The revolutionary dating platform with artificial intelligence driven Heat Index™, Loly Matchbook™, and augmented reality, using smart contracts for users consent.
Registration via Facebook	+	-
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	+
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	-

Voice and video messages	+	+
Videochat	+	+
Send gifts	+	+
Augmented reality mode	+	+
Additional verification of users	New tireless and accurate methods of additional verification are in progress	+
Token	FLT	POPS
Cryptocurrency usage	<p>FLT tokens in use as payment method for dates and other application's services.</p> <p>Free FLT token (divided half by half for a couple) encouragement for a date.</p> <p>Various special offers and promotions with FLT tokens.</p>	<p>POPS tokens in use as payment method for subscription, optional in-app purchases for advanced features and rewards for members for engagement on the app and inviting other members. Also POPS tokens are expected to be used in gamification in subsequent versions of the app. POPS tokens are not investments and Loly does not intend to list the POPS tokens on any exchange platforms.</p>
Token after usage in application	Returns to circulation or goes to charity	Returns to circulation, never burn
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	No, must pay for subscription or buy POPS tokens
Payment	Buying rights for amount of dates, no subscription	Subscription, optional in-app purchases for advanced features, premium mode

2.2. Viola



Development team about their project: 'Viola.AI, introducing Rel-Registry, a decentralized global Relationship Registry on the Blockchain, complemented by a Lifelong AL Love Advisor to help singles and couples worldwide.'

Founded	2018
Owner	Lunch Actually Pte Ltd
CEO	Liolet Lim
Area served	Asia (planned to become global)
All users around the world	1.4 million
Subscription	Basic freemium with paid features
Revenue	No
Cryptocurrency usage	Yes

Viola.AI is a decentralized platform, which provides an opportunity for Dating (for Singles) and Relationships (for Couples) industries to come together for greater effectiveness by combining both sets of data and increasing customers' lifetime value (CLTV) simultaneously. With the Smart Contract and decentralized nature of Blockchain, VAI (ERC 20 standard) token will be used for all economic transactions within the platform and digital service of partners.

Viola.AI harnesses the latest technology in Blockchain and Artificial Intelligence to develop the REL-Registry which is a global decentralised registry that verifies identity and relationship status.

REL-Registry - Global and Transparent Relationship/ Marital Registry on the Blockchain

The core of the Viola.AI is the REL-Registry which aims to be the trusted global relationship registry that is decentralised, immutable, open and accessible for all. REL-Registry verifies whether a user is a real person, records publicly verifiable relationship status and creates agreements on the Blockchain. Singles can be assured that they are communicating with real person instead of a bot or a scammer. On the other hand, married or unmarried couples can be assured of their partner's relationship status given the transparency of the public record and declare their love commitment to one another on the Blockchain.

REL-Registry not only allows couples to publish their status but also their vows, rules and expectations onto the Blockchain as a guiding basis for the relationship. This can be done for any stage of the relationship from just getting together to couples who are cohabitating to married couples as well. This could be useful especially for couples that do not want to get married yet (eg. cohabitating couples) but who still want some structure in their relationship.

The advantages are:

- Staring down the expectations for the relationship from the early start in a public record
- Buying any relevant Smart Contract that to enforce rules and outcomes in their relationships, especially in circumstances of break up or loss of one party.

- Transparency of expectations and rules governing different outcomes in the relationship.

Viola.AI combines Dating and Relationship industries

The Dating and Relationships industries have long operated separately. The information accumulated in the dating and courtship journey of a person's life would be useful for the later stages of couple-hood and marriage. Throughout a person's dating and relationship journey, Viola.AI will recommend highly targeted and relevant content, goods and service from the better rated experts/merchants to users according to their personalised needs, relationship timelines (birthdays, anniversaries, special dates), relationship stage (e.g. no wedding rings ads for singles who have not found the right one yet) and other customisable factors.

Viola.AI provide value to users in 3 core ways:

- Reduces workload for users by providing personalized matching, relationship advices, dates coordination, purchase of goods and services, date and romance ideas and content
- Provide timely, scheduled and on-request advices and actions based on relationship status and needs
- Provide discreet and non-judgmental connection for users

How Viola.AI matching works

- Intentions (Casual/Serious)
- Based on artificial intelligent algorithms matching system is in progress

Viola.AI basically match filter is based on customers' intentions. If a user's current preference is to make friends or focus on casual dating, Viola.AI will provide the right matches based on mutual intentions. Similarly, users who are looking for serious relationships will be matched with people of similar intentions. The Development team is working on creating new artificial intelligent algorithms matching system, which would provide highly personalised matching results based on customers detailed data and users experience. Viola.AI had successfully completed ICO between 17th Jun to 31st Jul 2018 on Ethereum platform. The Soft Cap was 1,000,000 USD and Hard Cap 12,500,000 USD. According to various estimates, the founders received about 7,300,000 USD during pre-ICO (5,000,000 USD) and ICO sale (2,300,000 USD).

Token	VAI
Price in ICO	1 VAI = 0.2000 USD
Total number of tokens issued	250,000,000 VAI
Total number of tokens for pre-ICO and ICO	92,500,000 VAI (37% of total number)
Whitelist/KYC	KYC & Whitelist
pre-ICO start	4th Dec 2017
preICO end	31st Jan 2018
ICO start	17th Jun 2018
ICO end	31st Jul 2018
Working prototype	Yes

Restricted areas	USA, China
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VAI token

Violet token (VAI) is a cryptographic token that serves as a community currency in Viola.AI marketplace implemented on the Ethereum Blockchain as an ERC20 token. It can be utilized for Payment Facility, Advertising and Community Rewards.

Viola.AI's business model and ecosystem are centred on the VAI (VIOLET) token. The token is both a utility and currency which is required for users to enjoy the services of Viola.

Users can use VAI tokens:

- to pay for premium REL-Registry Smart Contracts and other related services to commit their marital/relationship status to the Blockchain
- to pay for paid content, goods and services from the experts and merchants. Payments can be held in escrow according to the payment terms of the transaction
- to tip experts or other users for a best advice
- to deposit and withdraw VAI token from the Viola.AI application to Ethereum network

Users can be rewarded with VAI tokens:

- For registration to each new verified user that joins the Viola.AI community to both encourage active use of Viola.AI and to make their first purchase.
- For regular updates that provide data, good usage of Viola.AI and achieving a high relationship or dating "score" in the gamification element of Viola.AI.
- Reporting bugs in Viola.AI can also earn points in VIOLET. The bigger the bug reported and verified, the more VAI tokens shall be given.

Merchants can use Viola.AI's advertisement program and pay for it via VAI tokens which creates another pillar for VIOLET tokens and more liquidity for users.

So, the VAI token is instrumental in building up interactivity and growth traction within the Viola.AI community. Users will be encouraged to provide great content to benefit other users. The Viola.AI engine can learn from these content and the growing data will help Viola.AI become better and more accurate in its answers.

How Viola.AI makes money

- Optional in-app purchases (Paid features in freemium model)
- REL-Registry premium Smart Contracts services (Relationship Status Registry)
- Contextual advertising of highly targeted and relevant content, goods and service from the experts/merchants to users according to their personalised needs, relationship timelines, relationship stage and other customisable factors.
- For every transaction that experts/merchants and partners make, 1% to 10% of the revenue will be shared with Viola.AI
- Gamification

Viola.AI is working on basically a freemium model with paid features. By Viola.AI team point of view, optional in-app purchases could provide an income for the company, especially selling smart contracts for registration of relationship status or vows, rules and expectations. Also Viola.AI relies on commission from selling goods and services by experts/merchants. Contextual advertising according to dating couple stages is an important source of income. Increase of VAI token cost on Ethereum network is expected source of income as well.

	Flinter	Viola.AL
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first ever decentralized platform, which combines dating service and relationship adviser using neural networks, artificial intelligent algorithms, REL-Registry and blockchain technologies.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	+
Search by 'my native background' feature	+	-
Search by geolocation	+	-
Search by age categories	+	-
Voice and video messages	+	-
Videochat	+	-
Send gifts	+	+
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	Developed the REL-Registry system, which is a global decentralized registry that verifies identity
Token	FLT	VAI
Cryptocurrency usage	FLT tokens in use as payment method for dates and other application's services. Free FLT token (divided half by half for a couple) encouragement for a date. Various special offers and promotions with FLT tokens.	VAI (VIOLET) tokens in use as payment method for application's services: 1) to pay for premium REL-Registry Smart Contracts and other related services to commit their marital/relationship status to the Blockchain; 2) to pay for paid content, goods and services from the experts and merchants.; 3) to tip experts or other users for the best advice; 4) to deposit and withdraw VAI token from the Viola.AL application to Ethereum network.

		Users also can be rewarded with VAI for registration and supporting Viola.AI. Merchants can pay in VAI tokens for advertisement programs.
Token after usage in application	Returns to circulation or goes to charity	Returns to circulation
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	Basic freemium with paid features
Payment	Buying rights for amount of dates, no subscription	Buying VAI (VIOLET) tokens for application usage, no subscription

2.3. DateCoin



DateCoin

Development team about their project: 'DateCoin is the world's first dating service that uses neural networks and artificial intelligent algorithms based on working business model with clear buyback on blockchain.'

Founded	Company created in 2018, the application is upcoming in 2020
Owner	Datecoin Ltd.
CEO	Nikita Anufriev
Area served	Planned to be global
All users around the world	No
Subscription	Basically paid model with elements of freemium model
Revenue	No
Cryptocurrency usage	Yes

DateCoin is a new expected decentralized platform for international dating services. It is a highly prospective upcoming project from the founders of Denim dating app. The main idea is that DateCoin app uses highly liquid utility token based on ERC20 standard with price rise mechanics implemented, secured by the growing active audience worldwide. DTC token is a part of the dating same-name ecosystem that uses neural networks and artificial intelligent algorithms based on working business model with blockchain use.

The founders aim to employ cutting-edge technologies for intelligent dating with your soulmate or at least with the person who shares similar interests. Blockchain is used to create a trustful environment and to solve user identification and verification problems. Distributed data technology planned to ensure authenticity of each verified account.

DateCoin is male-oriented dating project. The male target audience of this platform will be both married men, as well as bachelors aged from 25 to 50 years with an average to high income.

The target male audience of this platform can be classified into three groups:

- Frequent users
- Regular users
- Occasional users

How DateCoin matching is expected to work

- Based on computer vision technology, face recognition will be used by the development team to ensure a quick search for a perfect and like-minded partner on this platform.
- A quick search for perfect partners will be ensured by using syntactic and semantic analysis of personal data and dialogs.
- Big data analysis will be used to ensure a quick search for perfect partners on this platform.
- The application performs a personalized search based on preferences revealed during the use of the dating service such as profile views, chats, calls, duration, and type of communication.

Intelligent algorithms are planned to be in use on this dating application to find the best-matching partners so users will no longer need to scroll through hundreds of profiles to meet the perfect match.

The standard filters will apply and the search engine will be tuned in seconds to meet updated expectations if the users' preferences change over time.

DateCoin had successfully completed ICO between 30th Mar to 30th May 2018 on Ethereum platform. The Soft Cap was 4,000,000 USD and Hard Cap 20,000,000 USD. According to various estimates, the founders received about 19,000,000 USD during pre-ICO and ICO sale.

Token	DTC
Price in pre-ICO	1 DTC = 0.000175 ETH
Price in ICO	1 DTC = 0.00025 ETH 1 DTC = 0.1410 USD
Total number of tokens issued	290,769,231 DTC
Total number of tokens for pre-ICO and ICO	189,000,000 DTC
Whitelist/KYC	KYC & Whitelist
pre-ICO start	29th Nov 2017
pre-ICO end	29th Dec 2017
ICO start	30th Mar 2018
ICO end	30th May 2018
Working prototype	Yes
Restricted areas	USA, China

DTC token

DTC tokens are planned to be freely convertible and in demand among the clients of the DateCoin service as the tokens provide favorable conditions of service on the platform. Subscription and optional in-app purchases would cost less if the user pays for services in DTC tokens.

DTC token is the highly liquid utility based on ERC20 standard just like other popular ICO tokens such as Auctus, EtherJack, Global Spy, Darico, Bountie, Fintechbit, KaratBank, HeadStart. The price mechanics of the DTC tokens will be implemented and secured by the growing active audience of this platform around the world.

How DateCoin is planning to make money

- Investors
- Optional in-app purchases for basic features
- Optional in-app purchases for advanced features

DateCoin is expected to work on basically a paid model with elements of a freemium model. Male users pay for services, however female users enjoy mostly functions for free. But women had to provide compulsory photo verification and moderation, when for men verification process is planned to be much easier. The founders had promised that users of this decentralized dating platform will pay for the online dating services only when they use the services and there wouldn't be charged for any additional hidden fees.

	Flinter	DateCoin
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first dating service that uses neural networks and artificial intelligent algorithms based on working business model with clear buyback on blockchain.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	+
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	+
Voice and video messages	+	-
Videochat	+	-
Send gifts	+	+
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	+

Token	FLT	DTC
Cryptocurrency usage	FLT tokens in use as payment method for dates and other application's services. Free FLT token (divided half by half for a couple) encouragement for a date. Various special offers and promotions with FLT tokens.	DTC tokens in use as payment method for application's services with 50% discount. No encouragement of users with free DTC tokens.
Token after usage in application	Returns to circulation or goes to charity	Burn
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	No free dates or other functionality for male users. Free functionality for female users.
Payment	Buying rights for amount of dates, no subscription	Optional in-app purchases for basic and advanced features

2.4. MeetLuna



Development team about their project: 'MeetLuna is a blockchain-built dating app where user incentives are aligned with platform incentives — Luna only generates revenue when users achieve their goals.'

Founded	The application is upcoming in 2020
Owner	Gravity Analytics Ltd.
CEO	Andre Ornish
Area served	Planned to be global
All users around the world	No
Subscription	No
Revenue	No
Cryptocurrency usage	Yes

MeetLuna is a blockchain-built dating app, which is planning to encourage its users with earning the Stars (LSTRS) tokens for successful actions. The revenue of the application depends on successful users actions and users experience. The developing team is expected to use artificial intelligent algorithms, collaborative filtering algorithms developed by Dr. Kang Zhao and NLP techniques. How MeetLuna matching is expected to works

- Compatibility information used by Luna is based on user profile information, in-app messaging behavior, and offline post-date feedback.
- Luna may adopt a collaborative filtering algorithm developed by Dr. Kang Zhao.
- Luna may use advanced NLP techniques in conjunction with IBM Watson to integrate additional information from the contents of messages sent in-app, as well as from social media sources such as Twitter, if users choose to provide that information.

MeetLuna had successfully completed ICO between 1st Feb to 8th Feb 2018 on QTUM platform. The Soft Cup was 2,000,000 USD and Hard Cup 15,200,000 USD. According to various estimates, the founders received about 12,000,000 USD during preICO and ICO sale.

Token	LSTRS
Price in ICO	1 LSTRS = 0.0010 USD
Total number of tokens issued	38,000,000,000 LSTRS

Total number of tokens for pre-ICO and ICO	15,200,000,000 LSTR
Whitelist/KYC	KYC & Whitelist
ICO start	1st Feb 2018
ICO end	8th Feb 2018
Working prototype	Yes
Restricted areas	USA, UK, Ireland, Canada, China, Singapore

LSTRS token

MeetLuna's fuel is its QRC-20 token, the Star (LSTRS). Stars are the means for all in-app transactions between users. MeetLuna endeavors to provide new users the ability to purchase tokens in several different ways, such as in-app credit card transactions with a licensed third-party API, on secondary exchanges, or by earning them through their interactions on and with the Luna app. MeetLuna's reserve pool is used to provide liquidity and rewards to users, for example for verifying real-world encounters or providing compatibility feedback. A portion of funds raised may be used to ensure LSTRS are listed on exchanges. MeetLuna thus has the ability to encourage growth of the ecosystem.

Tokens also provide greater user control: users do not require Luna's authorization to buy or sell, or withdraw tokens to an exchange. Furthermore, the token system allows for an exchange or secondary market to form, allowing users be compensated fairly for their efforts and attention by a price determined by the market, not by the application. MeetLuna anticipates a regular return of LSTRS through a small fee installed in the case of successful communication, and intends to burn a percentage of these tokens in order to stabilize the value of tokens within the ecosystem.

How MeetLuna is planning to make money

MeetLuna is expected to work on freemium model, which (the founders hope) would reminds to users something more resembling the mechanisms of Wikipedia: a free, friendly, and user-contributed service. The team is still analyzing more ways of generating income, however 2 already known:

- Commission for successful communication
- Tips for successful dates

Luna intends to use a different approach to monetization by eliminating the use of advertisers as third parties on the platform, as well as by avoiding the use of subscriptions or direct paid platform features.

The approach consists of two parts:

1. Fees which comprise Luna's revenue only occur in the case of successful communication.

When a user receives and reads a message boosted with Stars, they also receive the Stars used to boost that message. MeetLuna intends to take a small fee for this transaction, but only if the recipient responds to the 14

message within a window of a number of days yet to be determined. If the recipient does not respond, or only responds after more than this number of days, this fee will be repaid to the sender. The number of stars transferred to the recipient, however, will remain the same, whether they respond to the message or not. In this way MeetLuna's financial incentives will be aligned with users goals at stage of exchanging messages.

2. Possibility of tipping in case of successful offline dates.

Another way to provide incentive for MeetLuna to help achieve its users' goals is to allow users to tip the platform after the achievement of the completion of a successful date. MeetLuna intends to make feedback polls available after dates. Once users have rated their experience, the application will then allow them to choose whether to leave a tip of their choice in the form of Stars. As this is a voluntary option, it should have no effect on user feedback.

A tipping option may thus encourage a feeling of alliance with MeetLuna in the user.

In this way, rather than recreating disparities which exist between the goals of current dating platforms and their users, MeetLuna's financial incentives and user goals will coincide in the same stages of successful messaging and successful dating.

The founders anticipate, during the future development of the platform, the potential addition of other instruments and tools that continue to use these key principles to align user and platform incentives at the core and making the revenue.

	Flinter	MeetLuna
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first blockchain-built dating app where user incentives are aligned with platform incentives — Luna only generates revenue when users achieve their goals.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	+
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	+

Voice and video messages	+	-
Videochat	+	-
Send gifts	+	-
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	-
Token	FLT	LSTRS
Cryptocurrency usage	<p>FLT tokens in use as payment method for dates and other application's services.</p> <p>Free FLT token (divided half by half for a couple) encouragement for a date.</p> <p>Various special offers and promotions with FLT tokens.</p>	LSTRS tokens in use as application`s inner currency, the users are stimulated by receiving LSTRS tokens for successful actions
Token after usage in application	Returns to circulation or goes to charity	Burn
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	Basically all freemium functionality, except commission for exchange messages
Payment	Buying rights for amount of dates, no subscription	Commission for successful communication, the application is expecting to be encouraged by tips

2.5. Ponder



Development team about their project: 'Ponder is a decentralized matchmaking platform. It allows introductions between people to be made at scale. Using game mechanics and financial rewards Ponder motivates everyone to play matchmaker for friends and strangers alike. Our vision is to be the goto place for meeting new people in all contexts where trust is critical – dating, recruiting, business partnerships, roommates, babysitting etc.'

Founded	Company founded in 2012, the app was released in 2019
Owner	Banaia Inc.
CEO	Manshu Agarwal
Area served	Planned to be global
All users around the world	70 000
Subscription	No
Revenue	No
Cryptocurrency usage	Yes

Ponder is a gamified matchmaking decentralized platform on the Blockchain. The app allows anyone to play matchmaker and to profit from doing so. It takes the informal matchmaking done among friends and contacts, and scales it for the mass-market. By the developers opinion, this investment of human judgment and social capital into the matchmaking process improves match rates, saving time in the search for quality matches. The initial vertical is romantic matchmaking, but the platform can be extended to recruiting, business partners, roommates and any other contexts where trust between partners is critical.

How Ponder matching works

Ponder doesn't use any computer algorithms for matching process. Users, who registered as singles just receive suggestions from friends and other matchmakers in the community. Ponder presents itself more as matchmaker game than dating service.

Matchmaker game

- Users login through Facebook, and choose if they are 'Looking for Love' (Singles) or 'Just interested in playing matchmaker' (Matchmakers).
- Within the app users then see a stream of singles, comprised of both friends and strangers, for them to matchmake. Underneath are a shortlist of prospects for them to choose from. Based upon their profile they can suggest someone by dragging and dropping a photo.
- Once a match is created the two individuals get notified, view each other's profiles, and if they like each other each individual gives \$10 as a success fee. As a reward for creating the match, the matchmaker earns \$10 and the additional \$10 is retained by Ponder.

- o If the matched couple eventually marry, and alert Ponder to that fact, the matchmaker will earn a further \$1000. This rewards will be primarily funded through the token sale proceeds, as well as from existing revenue sources.

Ponder had successfully completed ICO between 1st Jul 2018 to 28th Mar 2019 on Ethereum platform. The Soft Cup was 1,500,000 USD and Hard Cup 12,000,000 USD. According to various estimates, the founders received about 3,500,000 USD during preICO and ICO sale.

Token	PON
Price in preICO	1 PON = 0,2 USD
Price in ICO	1 PON = 0.0908 USD
Total number of tokens issued	480,000,000 PON
Total number of tokens for pre-ICO and ICO	120,000,000 PON
Whitelist/KYC	KYC & Whitelist
preICO start	14th Feb 2018
preICO end	20th Apr 2018
ICO start	1st Jul 2018
ICO end	28th Mar 2019
Working prototype	Yes
Restricted areas	KYC based

Ponder Gold token (PON)

The Ponder Gold token (PON) is an Ethereum token. It complies with and extends ERC-20 - a de facto standard and widely used token API.

PON token is being introduced as a parallel currency to Ponder Dollars. Once users have 50 Ponder Dollars they can convert a portion of it into Ponder Gold. Alternatively, they can buy Ponder Gold directly, with the minimum investment being \$30. Payments and rewards for matches created will still occur using Ponder Dollars. If a user has \$10 or below of Ponder Dollars, and holds some Ponder Gold, some of their Ponder Gold will be automatically converted into Ponder Dollars to ensure a minimum balance of \$10. Anytime they cross the \$50 level, they will be asked if they want to convert their Ponder Dollars into Ponder Gold.

Ponder Gold confers several benefits to the user:

- o Single holders of Ponder Gold will be shown to the best matchmakers, so that they receive suggestions that they're more likely to match with.

- A Ponder Gold holder who is matchmaking will be shown the most active singles, potentially increasing their own match rate, and thereby receiving more financial reward.
- Only Ponder Gold holders can participate in Matchmaking Groups. These are private sub-communities aligned around values and interests, providing a more intimate matchmaking experience.
- Ponder Gold holders can offer other services to token holders such as singles events or relationship advice, with the ability to charge for their services.
- As Ponder expand into other verticals such as recruiting, only Ponder Gold holders will be able to participate.

Ponder Gold also provides a security benefit to all users. Ponder integrate the purchase of Ponder Gold with the Civic identity management platform so that all Ponder Gold holders have had further checks on their background.

The founders warning their users that 'Ponder is not required to take any actions in support of the development of a secondary market for the PON token. As such there is no assurance that a secondary market for tokens will develop. Even if a secondary market does develop, the tokens could still lose value.'

How Ponder makes money

Ponder currently makes money through 2 methods:

- Singles buy Ponder Dollars using fiat currency (on a 1:1 basis with USD) in order to make their Ponder Dollars balance positive. This is needed in order to communicate with matches. Alternatively, singles can try to matchmake others in order to make their balance positive.
- The other way that Ponder currently makes revenue is through advertising. After every 9th suggestion a user makes in one session a 30 second video ad is shown. Ponder makes revenue on each ad view.

With the arrival of Group Matchmaking Ponder will earn tokens as a result of each new group being formed, a 10% cut of the group entrance fees, and a 10% cut from each successful match.

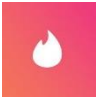
	Flinter	Ponder
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first ever blockchain-built matchmaker game, which rewards their matchmakers for successful matches and weddings of their single users.
Registration via Facebook	+	+
Swipe technology	+	-
Search by neural networks and artificial intelligent algorithms technology	+	-
Search by 'my native background' feature	+	-

Search by geolocation	+	-
Search by age categories	+	-
Voice and video messages	+	-
Videochat	+	-
Send gifts	+	-
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	Verification via Facebook account
Token	FLT	PON
Cryptocurrency usage	FLT tokens in use as payment method for dates and other application's services. Free FLT token (divided half by half for a couple) encouragement for a date. Various special offers and promotions with FLT tokens.	PON tokens in use as application's inner currency parallel with PON dollars, the users are stimulated by receiving PON tokens for successful actions
Token after usage in application	Returns to circulation or goes to charity	Returns to circulation
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	The users receive 20 ponder dollars for registration and all the app functionality is working for free (except messaging for singles) until the balance goes under zero. In this case users must replenish the balance to have possibility to use the app again.
Payment	Buying rights for amount of dates, no subscription	Matchmakers buy Ponder Dollars or PON tokens for additional attempts for playing matchmaker game. Singles buy Ponder Dollars or PON tokens to communicate with their matches.

3. Non-blockchain based dating products

This is a review of Flinter non-blockchain platform based direct competitors. Our platform is aiming to be positioned as a standard dating platform with a blockchain basement.

3.1. Tinder



Tinder is a dating app that matches users to others based on geographic proximity. It works through a simple interface that allows users to swipe right to 'like' or left to 'pass'. If two users both like each other, it's a 'match' – and they are then able to chat through the app.

Founded	2012 (running 8 years)
Owner	Match Group / IAC
CEO	Elie Seidman
Area served	Global (190 countries, 40 languages)
All users around the world	57 million
Tinder Plus and Tinder Gold users	4.1 million
Subscription	Basic freemium with 2 premium paid models (Tinder Plus and Tinder Gold)
Revenue	More than \$800 million
Cryptocurrency usage	No

Tinder users are able to view selected pictures pulled from their potential match's Facebook account (also used for verification purposes), a short text bio, and linked Spotify and Instagram accounts if chosen. They can also see age, and if they have any Facebook connections in common. The Tinder app is built around the idea of the double opt-in – taking out the element of embarrassment and unwanted attention. You can only talk to someone if you both like each other.

It was also intended to provide a social platform through which users can meet people that they don't know and wouldn't usually meet – as opposed to the traditional social media model that focuses on connecting with those with whom you are acquainted in real life.

With its basis in physical proximity, it dispenses with the complex algorithms utilised by other mobile dating apps and simply reduces it to the simplest level that you might find in real life: physical attraction. For that reason, Tinder has gained a reputation as a 'hook-up app' – though with its entrenchment in the world of modern dating, it's not uncommon for Tinder users to be looking for a deeper connection.

How Tinder matching works

Users match with one another by viewing profiles of people in their area and swiping right on someone's profile if they want to match with them. If that user also swipes right, a match is created.

Tinder's former matching Elo algorithm was rejected because it made many users feel disappointed too many users. Elo ranking system decides users popularity on Tinder by their attractiveness and pushes forward beautiful people, however others remained shown somewhere at the end of search results, even not seen by anyone at all. Tinder, as all other dating apps, need to provide dates for all users, so Elo score has gone to the past.

Tinder's new matching algorithm has not been fully explained yet, but it is relying on something similar to the Gale-Shapley algorithm, or the algorithm Hinge has said it uses. This algorithm identifies patterns around likes. If I like one guy, and so does another woman on the platform, she and I might have the same matching taste. If

she's liked someone on the platform that I haven't seen yet, Tinder could show me that profile in the hopes that I might like it, too. So, it groups users into types based on who else commonly liked or disliked them and then recommends profiles you should like because people who have liked the same type of profile you have liked in the past also like this one and vice versa. Also Tinder uses AWS image recognition (courtesy of Amazon). This piece of software (supposedly) recognizes what is going on in an image and likely contributes to Tinder's profiling efforts by supplying information such as "This user likes people who are playing guitar in their photos".

How Tinder makes money

- Freemium model
- Optional in-app purchases for advanced features
- Tinder Plus
- Tinder Gold

Tinder Plus

Though launched as a fully free application in 2013, tinder changed its operating model in 2015 to a freemium business model where it started charging for some features like unlimited swipes, location change, etc. These features were a part of Tinder Plus which divided the business model into two halves – The money-making Tinder Plus, and network making Tinder basic.

The users who use Tinder plus have access to these special features:

- Unlimited Swipes
- Passport (find match at any location)
- More than 1 Super Like per day.
- Rewind Feature (undo the last swipe)
- 1 Boost every month
- There can be a match between a plus and basic application user. However, the free Tinder app limits the number of right swipes in a 12 hour period.

The cost of Tinder plus is variable (between \$9.99 to \$19.99 in the United States) depending on the age of the user.

Tinder Gold (extension of Tinder Plus)

Tinder has put itself in a different gear with the introduction of the new members only feature- Tinder Gold. Tinder Gold is an exclusive paid service which provides all the Tinder Plus features along with the new Likes You feature.

This new feature lets you see how many likes you have got, shows the people who've liked you in a grid format, and lets you like back, dismiss, or check the person's profile without wasting time in swiping. Even the swipe feature is added with a gold heart logo which indicates that the person has swiped you right.

Free Services	Tinder Plus	Tinder Gold
Facebook / Phone Number Login	Unlimited Likes	See who Likes You before you swipe
User Profile	Rewind your last swipe	New Top Picks every day
Geolocation	5 Super Likes a day	Unlimited Likes

Search functionality based on filters	1 Boost a month	Rewind your last swipe
Swipe	Passport to swipe around the world	1 Boost a month
Match	No ads	Passport to swipe around the world
Chat		No ads
Push Notifications		

The biggest problems with Tinder, based on 2019 data research, are untruthful identities and being contacted in ways that make the user feel uncomfortable, with approximately one in three dating app users having experienced one or both of these. Broken down by gender men are more likely to encounter someone lying about their identity, while women are more likely to be contacted in a way that makes them uncomfortable. While these are certainly problems facing Tinder, they don't seem to be stopping its growth. The overall positive experience of users likely helps lead to its continued success.

The app was founded in 2012 in Hatch Labs, a startup incubator run by InterActiveCorp (parent company of Match Group), by Sean Rad (former CEO and chairman) and Justin Mateen (former CMO), who had met at the University of Southern California. IAC is also responsible for dating sites Match.com, OKCupid, and Zhenai (China).

After initially being trialled in a series of US college campuses, Tinder was rolled out fully to great success, processing 350 million swipes per day by late 2013 (that's 4,000 per second), rising to one billion swipes per day before the end of 2014. The free-to-use app introduced a premium subscription model in 2015 with added features (Tinder Plus), and a third level in 2017 (Tinder Gold). One-off in-app purchases can also be made.

	Flinter	Tinder
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first ever dating service that uses swipe and match technologies, neural networks and artificial intelligent algorithms.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	+
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	-

Voice and video messages	+	-
Videochat	+	-
Send gifts	+	-
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	-
Token	FLT	No
Cryptocurrency usage	FLT tokens in use as payment method for dates and other application's services. Free FLT token (divided half by half for a couple) encouragement for a date. Various special offers and promotions with FLT tokens.	No
Free functionality	Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.	Basic freely with 2 premium paid models (Tinder Plus and Tinder Gold)
Payment	Buying rights for amount of dates, no subscription	Monthly subscription (Tinder Plus and Tinder Gold)

3.2. Bumble



Bumble is a company by women for women, a model in the dating industry that has proven very successful. The founder, **Whitney Wolfe Herd**, is a feminist and looked to create a feminist dating app.

Founded	2014 (running 6 years)
Owner	Bumble Trading Inc. (which is owned by Magic Lab)
CEO	Whitney Wolfe Herd
Area served	Global (160 countries, 40 languages)
All users around the world	55 million
Bumble Boost	about 5 million
Subscription	Basic freemium with paid model (Bumble Boost)
Revenue	More than \$200 million
Cryptocurrency usage	No

In most things Bumble is similar to Tinder: daters create a small profile of themselves with pictures and they can swipe through potential suitors. Users can swipe right to “like” a profile and left to reject, and when two people have both “liked” each others profile it is a match.

However, Bumble only allows the female to make the first move and she has to send the first message. If the woman doesn't send the first message within 24 hours after pairing, the match is lost.

The app is believed to have 55 million users worldwide and 72 percent of users are under the age of 35. There have been 850 million matches, and 5,000 weddings and engagements that started on Bumble.

The app has three modes:

- **Bumble Date** is the primary component of Bumble: its dating platform. This is where users match with potential romantic partners in the hopes of going on a date, and where women make the first move.
- **Bumble BFF** is Bumble's platform for finding and matching with other users in their area to become friends with. This mode was created for people who are new in the area or are simply finding difficulty meeting new people and making friends. In Bumble BFF, there are no rules about who approaches who first.
- **Bumble Bizz** component of the app allows people to network for business purposes, such as finding mentors within their field, chatting with potential interns, and kick starting new career opportunities.

You aren't restricted to just one Bumble mode (Bumble Date, Bumble BFF, or Bumble Bizz); you can use all three modes at once, even with a separate profile for each one. You can switch from mode to mode inside the app with the mode-switching menu.

How Bumble matching works

Users match with one another by viewing profiles of people in their area and swiping right on someone's profile if they want to match with them. If that user also swipes right, a match is created.

When two people have matched, the woman (or man in a same-sex couple) has 24 hours to reach out to the other person before the match expires (expired matches will still reappear in the app).

The recipient then has 24 hours to respond, or again, the connection will expire. Bumble touts that this rule emboldens users to immediately make a connection, which results in a higher rate of post-match conversations and has led to over 3 billion messages on the app to date.

How Bumble makes money

- Freemium model
- Optional in-app purchases for advanced features
- Subscription model

Bumble is free to download and free to use for its primary features, which we've discussed above. However, the app does generate revenue from special premium features, bought in either one-time purchases or through a subscription.

Premium features

Bumble offers several special features that can enhance your experience on the app, including SuperSwipe and Spotlight. 'SuperSwiping' on someone's profile lets them know that you're extra interested in them.

The 'Spotlight' feature allows you to put your profile at the top of the stack of profiles, so more people will view it that instant.

Users also have the option to extend a match by 24 hours, on top of the default 24 hours. This feature signifies that you're especially interested in the other person. Non-Bumble Boost members can only buy this feature once per day, and no users can extend the same match more than once.

Bumble Coins can be used to purchase any of these features, either for one or multiple uses. Or, you can gain access to these features through a Bumble Boost subscription.

Bumble Boost

A Bumble Boost membership entails the following advanced features:

- See all of the users who have swiped right on your profile
- Rematch with expired connections
- Extend an unlimited number of matches by 24 hours

You can choose among a variety of subscription options, including weekly, monthly, three months and six months, to become a Bumble Boost member for up to \$25 a month.

With Bumble Coins, you can send Super Swipes to make a bold first impression and activate Spotlight to maximize your profile views.

Free Services	Bumble Boost
Facebook / Phone Number Login	See all of the users who have swiped right on your profile
User Profile	Rematch with expired connections
Geolocation	Extend an unlimited number of matches by 24 hours
Search functionality based on filters	
Swipe	
Match	

Chat	
Push Notifications	

With its staggering growth since the app's inception in 2014, Bumble is changing the mobile dating app game and setting a precedent for empowering its users that other companies may want to take note of.

As other dating applications, Bumble has very different users feedback: when some users are very satisfied, others complain about fake profiles and importunative subscription.

Another thing users do not like about Bumble is that they saw a lot of friends and coworkers on the app within the first few minutes of using it. As one user mentioned: "I'm not sure why this happens, but it was almost a turnoff — it's supposed to be a discovery service, so I don't want to see people I already know."

Some users find Bumble notifications by default settings too annoying. The app lets you know when a match is about to expire, presumably so you can rush in and send that person a message before they slip through your fingers and disappear forever. But this problem is easily resolved by turning off the notifications.

	Flinter	Bumble
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first ever dating app, where women make the first move.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	-
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	-
Voice and video messages	+	-
Videochat	+	-
Send gifts	+	-
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	Photo verification of users by uploading a photo of themselves in a specific pose
Token	FLT	No

Cryptocurrency usage	<p>FLT tokens in use as payment method for dates and other application's services.</p> <p>Free FLT token (divided half by half for a couple) encouragement for a date.</p> <p>Various special offers and promotions with FLT tokens.</p>	No
Free functionality	<p>Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.</p>	Basic freemium with Bumble Boost paid model
Payment	<p>Buying rights for amount of dates, no subscription</p>	<p>Monthly subscription or buying advanced features</p>

3.3. Badoo



To differentiate itself from other dating apps or websites, Badoo refers to itself as a dating-driven social media site and application. Unlike dating sites, Badoo doesn't use matching and compatibility algorithms and match users based on distance and interests alone.

Founded	2006 (running 13 years)
Owner	Badoo Trading Limited
CEO	Andrey Andreev 2006 - 2019 Whitney Wolfe Herd 2019 - now
Area served	Global (190 countries, 47 languages)
All users around the world	462 million
Badoo Premium	8 million
Subscription	Basic freemium with paid model (Badoo Premium)
Revenue	More than \$300 million
Cryptocurrency usage	No

Badoo has several features that enable users to meet people. When they first sign up, individuals select whether they want to meet new people to date, chat or to make new friends. Users can chat, match with others, upload photos and videos, as well as share their interests and see any friends in common.

The main features include:

- People Nearby: Users can see and contact people who live in their area, as well as those they 'Bumped Into' with this feature.
- Search: Users can also see who is on the app in a different city or another part of the world.
- Encounters: Another free feature, where users swipe right (yes) or left (no) on other users' profiles. If there is a match the two users are notified.
- Video Chat: In August 2017, Badoo launched its video chat function that allows users to connect real-time, once they've exchanged messages.

Badoo has developed numerous safety features to ensure users are real and verified. Such features include the 'selfie request' button, through which women can request a man they're speaking to send a 'selfie' to prove they are the same person as in the pictures.

The company has also developed a photo verification process, where users upload a photo of themselves mimicking a specific pose. This photo is then verified in a minute by one of Badoo's 5,000 moderators.

How Badoo makes money

- Investors
- Optional in-app purchases for advanced features in freemium model
- Badoo Premium

Badoo makes money in two main ways: investors and users. When Badoo first started, funding came mostly from investors. These days, Badoo generates most of its revenue through its premium features. Badoo doesn't allow much advertising from outside companies, so ads don't account for a large portion of their revenue.

Badoo is a freemium service, where the basic service is free for everyone but users have an option to pay for premium features. Such features include, 'Rise Up', which allows users to pay to give their profile more visibility on the site for a limited time. In late 2007, 20% of Badoo's then 22 million users were paying for heightened visibility at least once a month. However, according to The Economist, by 2011 only 5% of members were paying for the premium services.

Users can also pay to have their profile photo more widely visible across the site. "Super Powers" enables users to see more search results, as well as who wants to meet them and which of their messages have been read.

Badoo Premium

Badoo Premium includes a range of extra features that basic users don't have:

- Liked you: see who voted 'Yes' to you in Encounters
- Invisible Mode: browse Badoo without anyone seeing you
- Undo last vote: be able to undo your 'No' votes in Encounters
- Added you as Favourite: see who likes you the most
- Chat to popular users: get direct access to the most popular people on Badoo
- Be the first to contact new people: chat with people from the moment they join Badoo
- Highlight your message: have your messages read first by all your contacts
- Stickers: get access to cool stickers

As well as all of the features above, users would also be able to use Badoo completely free of adverts.

Free Services	Badoo Premium
Use of search filters	View who liked you
Browsing member profiles	Highlight your messages
Messaging premium members	See who put you on their favorites list
Basic messaging and quick flirts	Undo your vote on Encounters
Participating in Encounters matching game	Browse the site anonymously
Hosting a livestream on Badoo Live	Chat with new users first
Commenting on a live video stream	Become a featured member
Viewing who visited your profile	Send Crush alerts
Use the 'Lookalikes' special search function	Increase your popularity
Verify your profile	Give gifts
	Activate stickers

Badoo Live enables members to host a live video stream, which all Badoo members can watch and join. Watchers can give gifts to the streamers, which the streamers can use to increase their popularity. Streamers, on

the other hand, are encouraged to have a "goal," which they will do when they reach a certain amount of credits earned through the stream session. These goals can be as simple as eating using your feet, singing a song, just anything out of the ordinary.

The site puts a huge emphasis on photos and appearance, while disregarding views and opinions. Yes, it is possible to choose an interest, and there are several fields where users can freely type information about themselves, but most of these are neglected by users because they are not mandatory.

Badoo has an extensive verification system for photos, but nothing on what's written on profile. A person looking for a long-term relationship or marriage is not given enough tools by which to tell who is compatible with them or not.

A number of rumors have been spread according to Badoo's non-reliable financial relationship to their direct customers. Former Badoo users share messages on social networks about attempts of unauthorized transactions by Badoo Trading Limited and blocking already-paid accounts for no reason. Other customers complained about unauthorized usage of their photos made by 'selfie request' button in Badoo's advertising. All this indicates a decrease of customers loyalty to Badoo dating platform.

	Flinter	Badoo
Main idea	The world's first ever crypto dating service with augmented reality, neural networks, artificial intelligent algorithms and encouragement of users by giving FLT tokens.	The world's first ever dating-driven social media site and application.
Registration via Facebook	+	+
Swipe technology	+	+
Search by neural networks and artificial intelligent algorithms technology	+	-
Search by 'my native background' feature	+	-
Search by geolocation	+	+
Search by age categories	+	+
Voice and video messages	+	-
Videochat	+	+
Send gifts	+	+
Augmented reality mode	+	-
Additional verification of users	New tireless and accurate methods of additional verification are in progress	Photo verification of users by uploading a photo of themselves in a specific pose, 'selfie request' button
Token	FLT	No

Cryptocurrency usage	<p>FLT tokens in use as payment method for dates and other application's services. Free FLT token (divided half by half for a couple) encouragement for a date. Various special offers and promotions with FLT tokens.</p>	No
Free functionality	<p>Free dates could be found in Augmented reality mode, in special places (during promo companies), by promo codes or profitably exchanged with other functionality.</p>	Basic freemium with Badoo premium paid model
Payment	<p>Buying rights for amount of dates, no subscription</p>	Monthly subscription or buying Badoo credits

