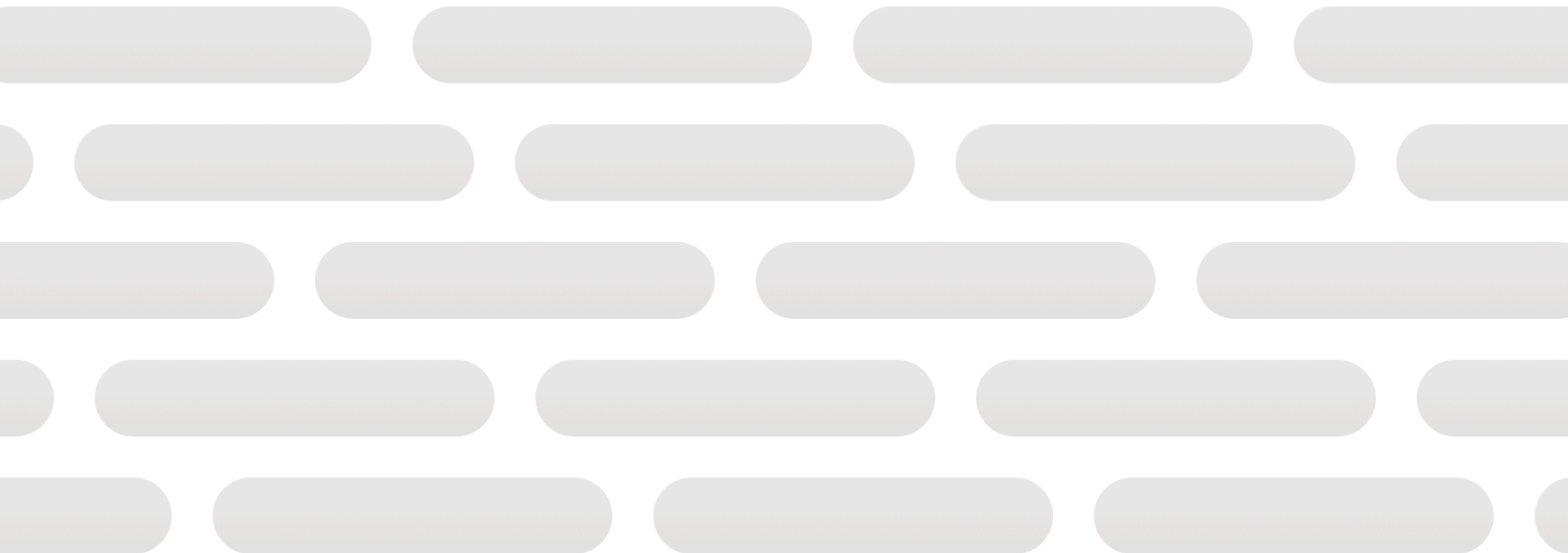




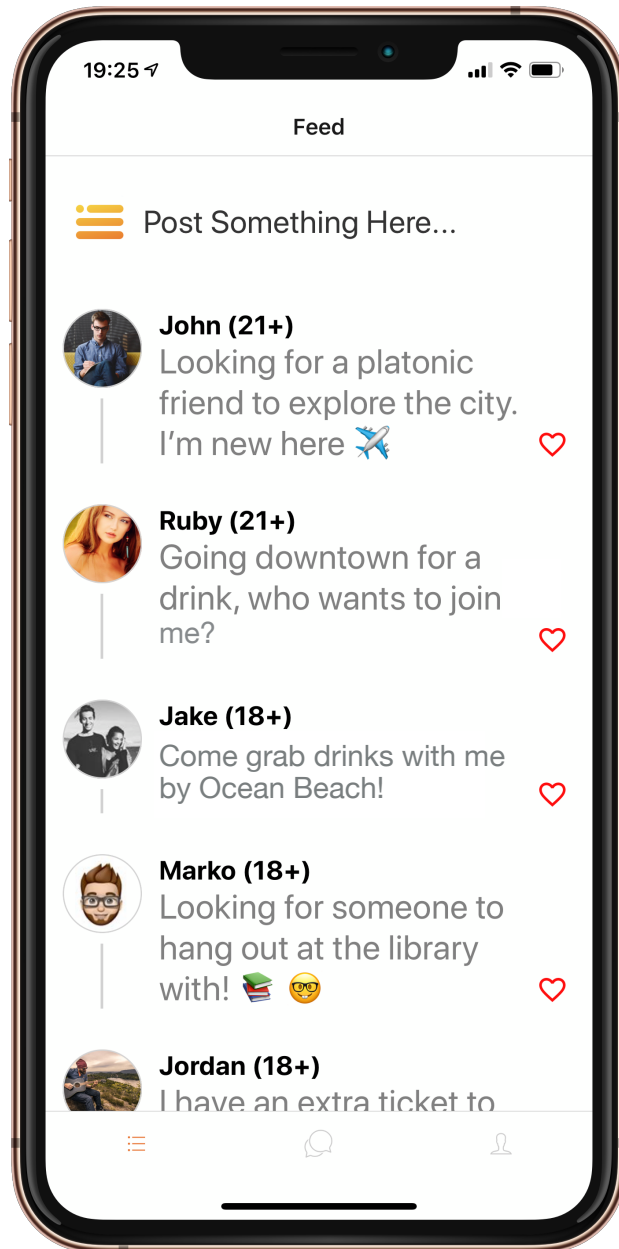
Peachy

Press Kit



The problem with apps today is that they are either extremely superficial, or they just want your data. Dating apps aren't approachable, and social media apps are full of politics.

Peachy is none of that.





About Peachy

Peachy is a mobile dating app, carefully designed to cater to users seeking platonic, and romantic partnerships. A major drawback of most dating apps is that they are very superficial, while not allowing users to meet in a meaningful way. Peachy's goal is to bring a premium experience to users that want to meet new people and try new things by focusing on people meeting through activities. Swiping through cards is so 2010.



The Problem

After analyzing many social networking and dating apps, the team realized that each platform's drawbacks fell into one of three categories. **Inactive Users:** These platforms have a lot of users who sign up, use the app for a day, and then delete it. This causes an unwelcoming experience to other users who are unaware that the platform is a ghost town.

Intimidating Environment: Current dating apps are very uninviting to users who are not familiar with dating apps. The approach to meeting people on dating apps by swiping through thousands of profiles is very superficial, and intimidating to many users. This leads to a high number of inactive accounts.

Outdated Platform: Whether the user interface looks like it hasn't been updated since 2010, or the backend is slow and unstable, an experience equivocal to a gas station bathroom just drives users away and contributes to the number of inactive accounts.





The Idea

After analyzing the problems that plague social networks, the team set off for a solution. That solution is Peachy: a social network where users have to *want* to be on the app. Making the app have a cost of entry ensures that the users on the app remain active. While this is heavily dependent on the content of the app, one major way to ensure users don't just create superfluous accounts is to require a subscription. This will require users to face the decision whether this app is truly worth it for them or not. This will be done before they are allowed a presence on the app so if they don't decide the app is for them, their account is not exposed to users who are invested in Peachy.



Frequently Asked Questions

\$5.99/mo? Isn't that too much?

As college students, the team understands \$5.99/mo can be quite steep for some. If you put it into perspective, \$5.99 is the price of a cup of coffee in San Francisco. The funds that are received from the app will go directly towards growing Peachy, marketing the brand, office and server space, and hiring employees. If you can pay \$8/mo to sit on your butt and watch Netflix, \$5.99/mo to get out of your house and meet people in a safe manner seems like a bargain. Purchasing yearly plans will yield a discount.





FAQ Continued

Where is Peachy located?

San Francisco, baby!

What are Peachy's plans for the future?

Growing the Peachy brand into an international icon will take a lot of work. At launch, Peachy's main goal is to establish growth in users and brand. Once we see growth in the iOS market, we will begin development of an Android app and launch on the Google Play Store. We have a lot of ideas for Peachy, and plans are being finalized. Peachy's primary focus after launching on the App Store is to grow our user base, and negotiate investment.

What will happen with the app while Peachy grows?

The app will continue to receive updates, with patches, improvements and features. While there will be a lot going on in the background, the platform will remain the number one priority.

I have a question that wasn't answered here!

Please don't hesitate to contact the Peachy team with any questions you may have.



The Team



Marko Crnkovic

Marko has been developing mobile apps for about 5 years. While working towards a bachelors degree in computer science, Marko has had works published in conferences, multiple apps on the App Store, and brings experience from his time as a software engineer Apple.



Jake Ols

Jake developed apps for and guided a world renowned international to its status as and Apple Distinguished School. Jake also handled the development of location and graphical search for a large marketing company on the East Coast.





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Please refer to the guidelines in the Media Kit when representing Peachy.