



# **“AIMM is not a dating app. AIMM is a human matchmaking service transformed into artificial intelligence.”**

*Here are a few bullet points for a unique app, that warrants a unique explanation.*

- AIMM will provide substantial matchmaking services to adults of all ages (18 and up).
- AIMM believes that the industry of “dating apps” has become a vapid, superficial and ineffective area.
- AIMM has worked long and hard over many years to solve this problem. Many human hours, intense thinking, development of new systems, and simplification has gone into this product; we are very excited to release it today.
- AIMM introduces a feeling of respect to its users, a respect that has gone missing in many dating apps of today where profit schemes seem to run rampant - and users find it difficult to create genuine human connections.
- AIMM forgoes chatrooms, instant messaging, virtual roses, winks, flirts and many other items which it believes have cluttered up the industry, and instead takes no queues from dating apps. But instead models after matchmaking methods. It focuses on a reliable, steady introduction process that comfortably leads to a first phone call and first date. AIMM facilitates and coaches the first phone call, then continues to coach up to and after the first date. AIMM leaves each person positively excited about the process, and each other. The introduction process will feel intelligent, innovative, and most importantly, caring.
- AIMM centers around the phone call and first date, the human connection, keeping respect for it’s user’s phone number and other personal information a priority always.
- AIMM’s system is designed to eliminate scammers, a common problem on dating sites, with its conversation-based system which takes time to complete.
- AIMM’s system will greatly reduce the problem of online dating predators who take advantage of web-based, quick profile creation systems to create and alter their



profiles to how they want. AIMM's natural process of getting to know you does not easily allow for quick profile creation or multiple profile creation.

- AIMM does not require passwords, opening up to a wider audience, such as over-45 members who are not as keen on technology. Older generation will find it very intuitive to open the app and just start using it.
- In addition AIMM's conversation-based system lends to the older generation easily allowing them to partake in finding love as well. The benefit we foresee for the over-45 crowd is far-reaching.
- AIMM will serve all ages of adults, targeting 30-40 year olds but also including the older generation, who have been patiently waiting for a dating app that doesn't feel like it was "made for kids".
- AIMM is a matchmaking service, not a dating app. The difference will be felt by the thoughtful and deliberate introduction processes, feeling of hand-holding, and the follow-through and caring put into each users' experience.

----- **"MOST IMPORTANTLY"** -----

- Most importantly, AIMM is a culmination of tireless hours of preparation, thinking, and repeated innovation to solve big problems of the dating industry - and we think it is a solid start. In a world full of way too many dating apps, the last thing AIMM wanted to do was create another "dating app". The problem we see with existing dating apps has personally caused the founder much pain in his life. AIMM believes strongly in what this product needed to be, and he has carefully thought through each aspect of what this product is.
- We have attempted to make this product as enjoyable, effective, and simple to use as possible - and we believe it is all-inclusive - but our efforts extend beyond the release of the product.
- AIMM represents an ongoing, human-maintained matchmaking service which intends to combine with human matchmaking services - driven by the passion of the founder to revive the industry.
- The creator views Apple uniquely, considering it's tireless focus on simplicity and enjoyment - we've chosen Apple because of the way it is. In addition the creator has created and submitted many iOS apps to the App Store. We believe it was the best platform to launch something which in our eyes will fit perfectly with Apple's view on simplicity and enjoyment. We are inspired by Apple, as we progress.



*“Thank you for your review of our product, we look forward to the opportunity to serve and add value to your App Store.”*

**General synopsis for a unique app, that warrants a unique explanation:**

- The users begin by being introduced to AIMM, then the assistant. After answering basic questions about themselves (height, age, race, etc) they are introduced to the Privacy Policy and Terms of Service. The user is “walked through” each of these terms. Once the user agrees with the Terms of Service, the app transitions into profile mode, an open conversation flow. At this point the user has agreed to practices of data collection along with our offerings, for which we’ve spent time walking them through.
- “Getting to know the user” will occur from 5 days up to 2 weeks or more - until the user is ready to enter into matching, at which time they will be notified.
- During matching, the user will either be introduced to 2-4 prospects, or one at a time. Introductions occur in multiple levels and take time. A prospect may not be finished introducing for up to 2 days in many cases.
- Users are able to indicate or withdraw their interest at various levels as they progress. If they become uninterested, the prospect is dismissed and the app continues with others, if they continue to indicate interested including final interest they will be introduced to the prospect.
- The remainder of the usage of the app consists of a combination of introductions to new prospects (leading up to phone call and date) as well as question asking and profile building. The experience is live-acted up by humor from the artificial voice, as well as walkthroughs for various picture stories, to create an overall interesting feel.

We’ve created this document for you because we feel AIMM is a unique product which deems a unique explanation. We understand that is a little off the beaten path. But our passion and mind is on the dating industry, but we don’t mind taking a step into the conversational era while doing it.

**AIMM** <sup>TM</sup>

