



It's not about you. It's about your incredible single friend.

Official Press Kit prepared for US Beta Launch of Wingman

April 20, 2017



What is Wingman?

Wingman is the first app of its kind. Allowing users to play cupid for a single friend.

We are not a dating app. Wingman is about finding love for a friend, not for yourself.

We allow users to do something good for their single friend and live vicariously through the experience, with no stigma attached.

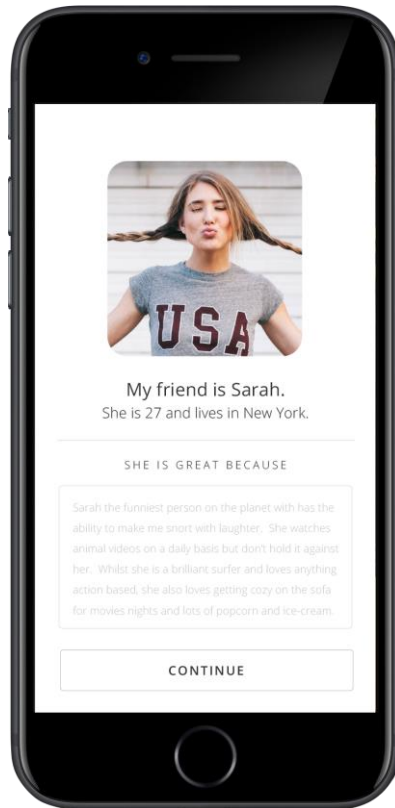


Wingman User Video

Just click to see how easy it is to get started matchmaking for your friends. **Remember, the future the dating is TEAMWORK!**

A wingman's job is simple

Create a profile for your single friend



Browse profiles, choose who they should meet



If the potential match likes your friend, it's GO GO GO – they are connected.



What's in it for the single?

- No rejection, embarrassment or stigma.
- Supported by their wingman.
- No need to self promote.
- Less work - your wingman creates the profile.
- No need to approach anyone.
- Confirmed matches from your wingman.

What's in it for the wingman?

- Help their friend find love.
- People in a relationship cannot use a dating app.
- Live vicariously through their single friends dating life.
- Gain points and head up the leaderboard.
- Remain connected to their single friends.
- Build up good karma

Wingman: We're Not a Dating App - We're a Community of Online Daters + Would-be Daters + Their Friends and Family!

Target audience
(200 million people)



- WHY?
- People in relationships cannot use a dating site.
 - Everyone has single friends.
 - Live vicariously through your friends.
 - **If you're married you don't have to beg to swipe your single friend's Tinder now**



- WHY?
- Erase the stigma of dating online.
 - Give you an ally online
 - Share your experiences with trusted friends
 - **For some people, it's just easier to find a date if they can delegate!**



- WHY?
- Already understand the experience and can bring friends along
 - Welcome the help from friends writing profiles and making connections for them
 - **Avoid what they don't like about online dating—the pests, rejection, hookup culture, etc.**

Introducing...



Tina Wilson: Founder, Meddling Brit, Chief Wingman

Born, London. England

What inspired you to build Wingman?

“I love playing Cupid for my single friends and I've discovered that most other people love to do the same--the ability to help our friends find someone is a very deep-seated instinct for many, many people and I wanted to create a constructive outlet for that desire because until Wingman there was no broadly inclusive digital solution to give millions of us Cupids an outlet for our matchmaking talents.”

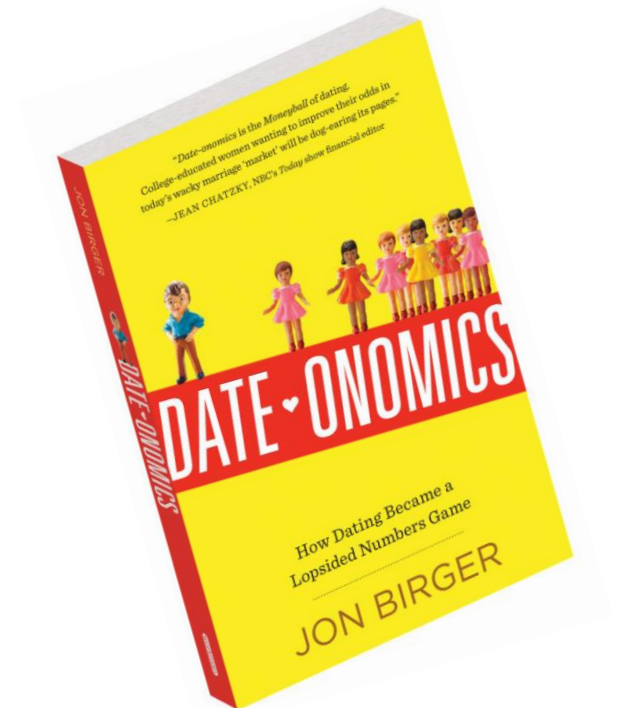
“The desire to play Cupid for your friends is as old as friendship itself.”

An Expert Opinion: **Wingman** is an Asset



“Dating is a numbers game—and for those serious about getting into a relationship, anything that helps get numbers on your side should be considered an asset. Wingman is exactly that. There is a multiplier effect associated with enlisting the help of friends and technology makes that effort scalable. Serious daters should try Wingman in addition to the other dating apps they like.”

Jon Birger, journalist, bestselling author, Date-onomics, Expert, The Great LOVE Debate

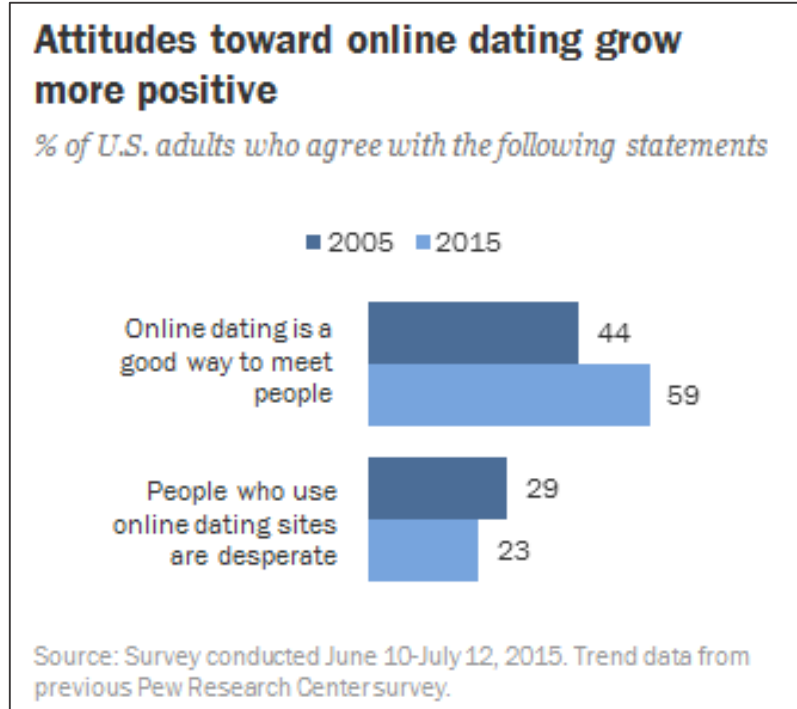


Trend: Dating apps are more popular than ever, fueling growth of Wingman user base

The share of 18- to 24-year-olds who use online dating has roughly tripled from 10% in 2013 to 27% today. Online dating use among 55- to 64-year-olds has also risen substantially since the last Pew Research Center survey on the topic. Today, 12% of 55- to 64-year-olds report ever using an online dating site or mobile dating app versus only 6% in 2013. (Pew)

One factor behind the substantial growth among younger adults is their use of mobile dating apps. About one-in-five 18- to 24-year olds (22%) now report using mobile dating apps; in 2013, only 5% reported doing so. (Pew)

Widespread adoption of dating apps among highly collaborative millennials has created the desire for online dating to become an activity friends can share through matchmaking app: Enter Wingman.



Trend: People Want Help with Online Dating: Wingman To the Rescue

One-in-five online daters have asked someone else to help them with their profile; With Wingman, that help is available to anyone with a friend. (Pew)

Many online daters enlist their friends in an effort to put their best digital foot forward. Some 22% of online daters have asked someone to help them create or review their profile. Women are especially likely to enlist a friend in helping them craft the perfect profile—30% of female online daters have done this, compared with 16% of men. (Pew 2015)

“The future of dating is teamwork.” Tina Wilson



Trend: Wingman Reduces Negative Experiences: No Rejection, No Harassment, No Stigma



Negative experiences on online dating sites are relatively common (Pew, 2015)

Even as online daters have largely positive opinions of the process, many have had negative experiences using online dating. Half (54%) of online daters have felt that someone else seriously misrepresented themselves in their profile. And more seriously, 28% of online daters have been contacted by someone through an online dating site or app in a way that made them feel harassed or uncomfortable. Women are much more likely than men to have experienced uncomfortable contact via online dating sites or apps: some 42% of female online daters have experienced this type of contact at one point or another, compared with 17% of men.

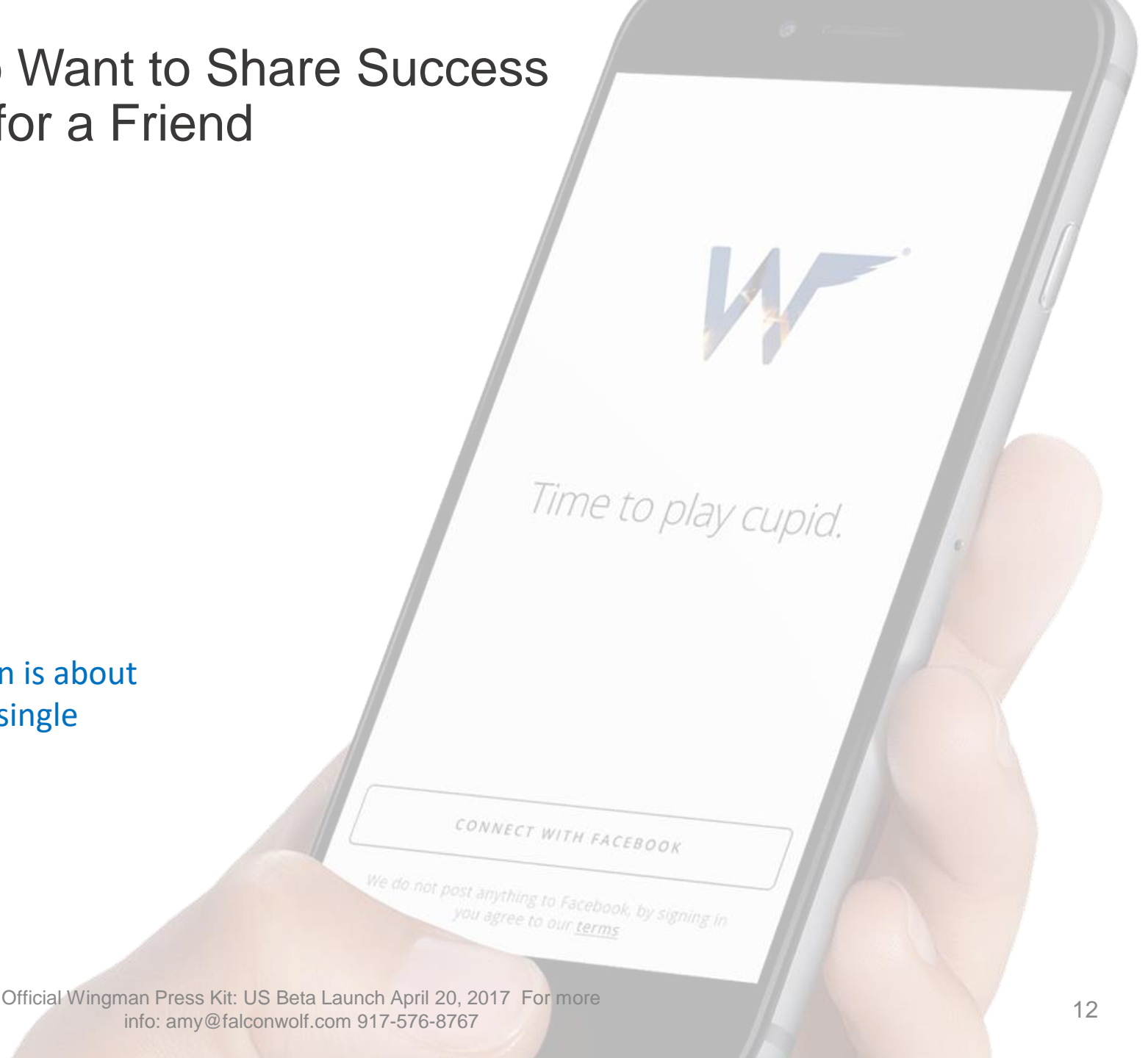
“Creating a safe, supportive community where everyone is driven by doing something good for someone else was my goal in building the Wingman app.”

Trend: Online Daters Who Want to Share Success Can Become a Wingman for a Friend

66% of online daters have gone on a date with someone they met through a dating site or app, and 23% of online daters say they have met a spouse or long term relationship through these sites

As more success stories emerge, many singles will turn to matchmaking services. About 8 percent of 18-29 year olds admit to being in a committed relationship with a spouse or partner they met online, according to **Statista**.

“Narcissists need not apply. Wingman is about doing something for your incredible single friend.” Tina Wilson



Trend: Millennials Prize Collaboration over Competition – Wingman is part of the Collaborative Revolution

“One of the most pervasive themes from this year’s global study is Gen Z’s propensity and desire for collaboration,” said Jim Link, Randstad North America . Engaging Millennials ...”must leverage the collaborative revolution taking place and provide the technology, tools and processes that facilitate and encourage it.”

– Randstad US and Future Workplace 2016

This generation is all about collaboration; wants to impact the greater good; and is not too interested in how things were done in the past.

- INC The Collaboration Effect . 2016

“The future of dating is teamwork.”
Tina Wilson



Enough talk...

Download Wingman* in the iOS AppStore now.



Thank You!

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