



SolDate

White Paper

Version: 1.1



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Executive Summary

Global dating industry has exploded in the past five years. Findings of commissioned research concur with the periodic reports from top data aggregator firms of international repute. Reports reveal the revenue of top dating apps has almost doubled between 2015 and 2019. The number of online dating app users have also grown by nearly 80% in the past six years¹. While the online dating industry continues to expand, it is highly concerning that an overwhelming majority of the multi-billion dollar market is controlled by only a few online dating apps and their parent companies. Currently, the Dating industry is an 'oligarchy.' Most of our innocent ingenious efforts towards finding our partners online are being coerced through the use (rather misuse) of technology. Moreover, scams and data-theft are rampant with little to no real security for users. It is important to understand that Dating and matchmaking is an important process that has explicit and implicit social implications. It also impacts one's mental health and consequently their physical well being. A true dating experience cannot be fulfilled in a controlled environment that is

¹ <https://www.businessofapps.com/data/dating-app-market/>

contaminated by a rather profit-driven corporate agenda where individual interests are sabotaged through misuse of data-driven technology and excessive control.

The trend needs to be challenged. Absolute control must be resisted through innovative impact-driven interventions.

With SolDate, we are creating the ultimate disruptive dating solution built on the powerful Solana Blockchain, to provide a never-before dating experience to our users. Through its distinctive features and user-driven decentralized architecture, the SolDate ecosystem creates one of most favorable and liberated dating environments to enhance our members' dating experiences as they continue to explore and benefit from the true match-making potentials of the SolDate platform. SolDate is your next-gen virtual cupid² that will leave no stone unturned to ensure all your dating desires come to fruition.

² <https://en.wikipedia.org/wiki/Cupid>

Market Overview

The online dating industry, as a product of the internet revolution, has a history of not more than a decade - it's yet to mature. One of the most popular dating applications, Tinder, must be credited with shaping present-day online dating. Arguably though, it did pioneer the idea. Launched in 2012, to date, Tinder has witnessed over 20 billion matchmakings on their platform.

The second most popular app, BUMBLE, has about 42 million active users. Over 1.2 million are actively subscribing to the app's premium features. These figures are self-explanatory. However, the present-day dating industry is yet to realize its full potential. The market is expected to double itself in the next 8-10 years. In the process of conceptualizing and developing SolDate, we carefully studied the markets and actively researched and analysed the trends. The inferences that we have drawn goes into making SolDate one of the most advanced decentralized dating platforms when compared with our conventional centralized counterparts.

Dating Trend

The online dating industry has evolved over the past decade. The industry trends continue to be dominated by big corporations and their dating apps. Tinder and Bumble continue to hold the majority market share as they dictate the market movements. While Bumble started with an idea to create a platform where women had the opportunity to make the first move, Tinder, was disruptive and capitalized on a more radical idea of selective dating. By 2014, Tinder was already a monopoly in the segment. However, with the advent of Bumble, that year, it had to give away a portion of its market share. Today, Bumble's estimated market valuation is \$13 billion.

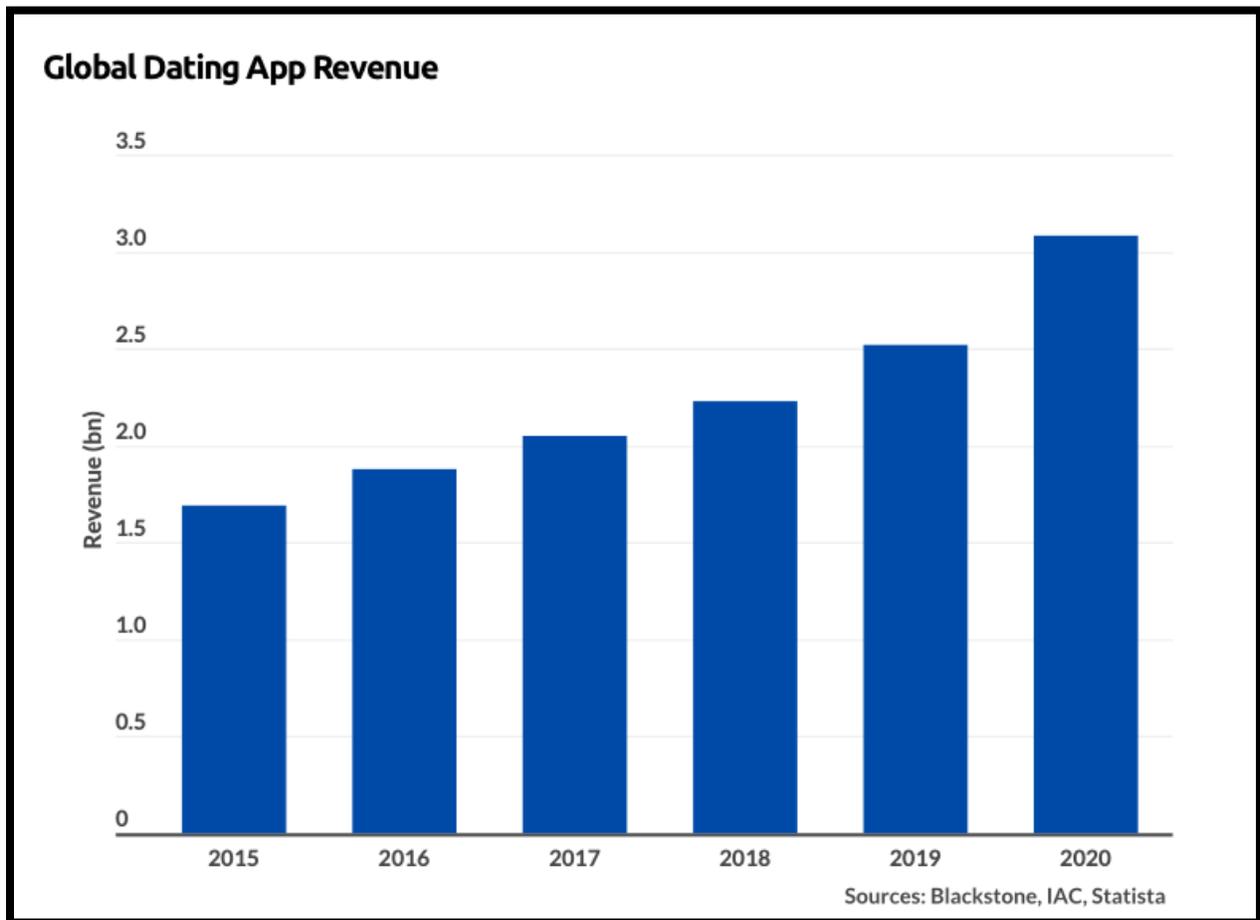
The years following the launch of Bumble witnessed a host of other dating apps and platforms hitting the market. None of them have been able to scale, at least not to the extent that they could play a part in dictating the "Dating trends." Not that other attempts to enter the industry with a bang were not innovative enough, but most of them came with their own sets of problems which we meticulously eliminate with the SolDate solution considering the fact that customers subscribing to the popular

dating solutions are now more mature than they were 6-8 years ago when online dating was a novelty.

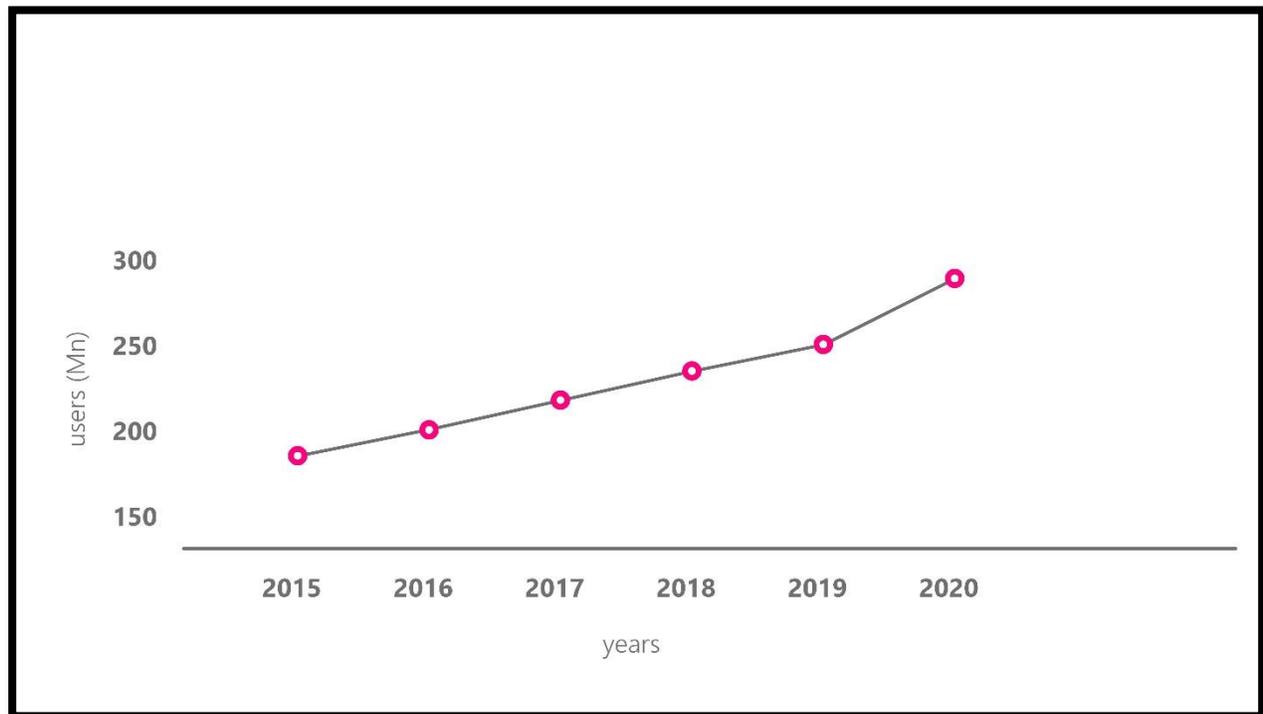
Here's a fact: While Bumble generated \$337 million in revenue in 2020 (a 40% increase in year-on-year revenue), the business still posted a net loss of \$110 million. It explains there's got to be something that's not right, either with the way Bumble operates or the market is ripe for innovative interventions. We are betting our bucks on the latter. The SolDate project eyes an opportunity in changing customer preferences. Our next-gen innovative dating platform is all gearing up to disrupt the multi-billion dollar industry and provide all online dating customers a seamless access to an experience-driven platform that allows them to have maximum control over the online dating and matchmaking process.

Prospects

Online dating is already a multi-billion dollar market. The revenue generated by a few top dating sites has grown consistently and exponentially over the past five years.



The number of online dating app users has grown by about 60% to 270 million since 2015.



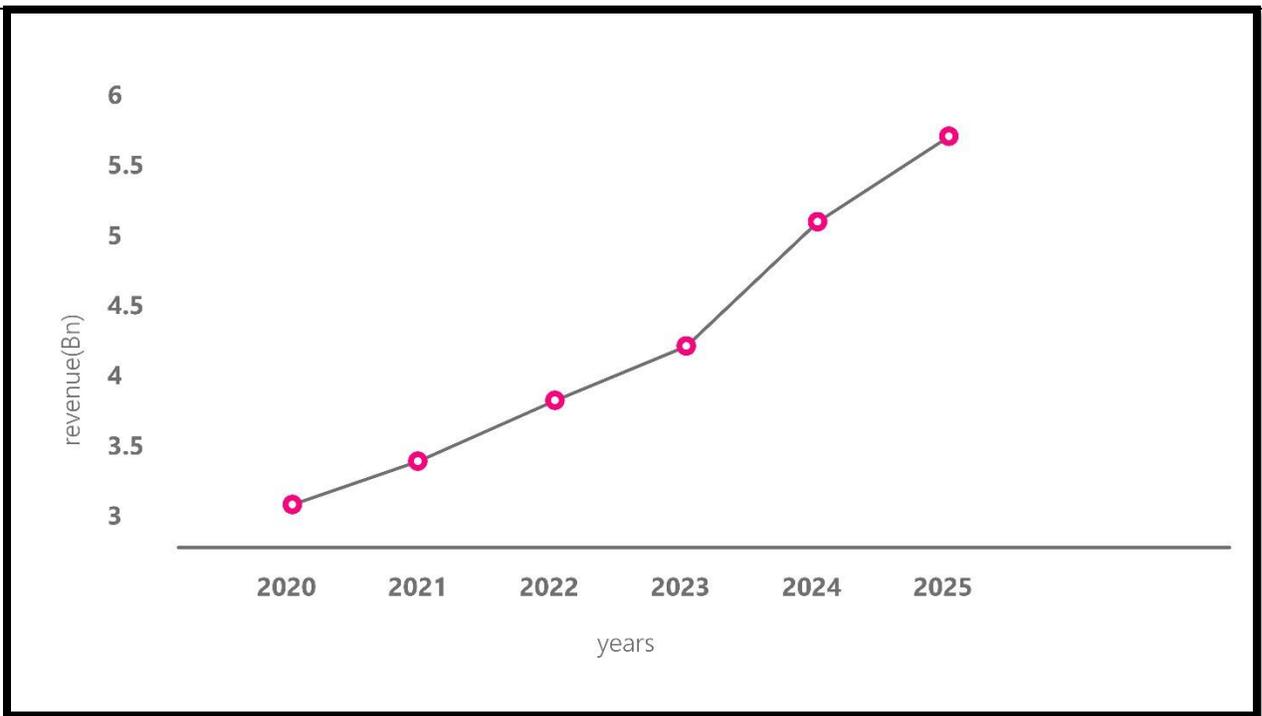
Also, an interesting find is that casual dating, which is socially not a thing in Asia, in recent years is becoming increasingly popular. Tantan, a dating app operated by Chinese social search provider Mono has over 20 million active users. The figure suggests a whole new market in Asia is also opening up and growing in size.

Interestingly the entire market is dominated by only these three top online dating apps viz, Tinder, Bumble and Badoo.

Undervalued

The online dating industry is highly undervalued. It has immense potential. Significantly bigger sections of the market from distinct geographical demographics and social backgrounds are yet to be explored to their fullest potentials. While it is already gaining popularity in Asia, Indian market can be a gamechanger. A country which has over 60% of the population in the ideal “dating age” bracket, is all up for grabs and Tinder and bumble have not had remarkable success in penetrating the market. Soldate has an added advantage.

Even if we go by the current projections the online dating industry revenue is expected to grow by over 60% in the next 4 years.



After thoroughly studying the dating trends, analysing the prospects and identifying the gaps we conceptualized SolDate and embarked on a mission to create an online dating platform that is much ahead in features and functionality when compared to the ones dominating the market. We understand, it's not easy to beat them in their game and that the top platforms have multiple advantages. However, we are not pushing on the same lines - SolDate is an outlier in its orientation and technical architecture.

Introducing SolDate

SolDate is your next-gen decentralized dating platform built on the ultra-powerful Solana blockchain. The core idea behind SolDate is to disrupt the multi-billion dollar online dating market by creating a truly decentralized dating platform that offers an unmatched dating experience and provides more control to users. Unlike conventional dating apps, the SolDate platform is built on a community-driven business model where matchmaking and users come first. *Leveraging the blockchain technology, with the SolDate platform, we are taking quantum leaps in terms of transparency, matchmaking accuracy, and data protection.* In addition, we are creating a greener scalable *platform that makes love happen in every way possible.*

Why Blockchain?

Blockchain technology has fairly revolutionized many different business processes. One of the key elements that distinguish blockchain-based solutions is transparency and decentralized control. During our initial brainstorming and conceptualization sessions, we (the SolDate team)

were unanimous about leveraging blockchain technology. We strongly believe in the disruptive abilities of this revolutionary technology. However, while choosing the Solana blockchain that powers the Soldate platform and the native \$DATE tokens, our opinions were divided. But, after trials and subsequent testing, we decided there is no better alternative but Solana. Solana's ability to timestamp the addition of new blocks with its unique Proof of History (PoH protocol) makes it stand ahead of all other similar Proof of Stake (PoS) blockchains. A section of this white paper, dedicated to explaining the technical architecture behind the native \$Date tokens, details why we settled with Solana. It also explains how Solana's network plays a pivotal role in making \$DATE - the future currency of love.

Making Love Happen with Blockchain

The idea of making love happen on blockchain is a novelty. However, the Soldate ecosystem is more about being service-oriented and user-centric than just brandishing itself as a trailblazer.

Integrating blockchain allows us to solve a multitude of problems with typical centrally-controlled popular dating sites and apps. From a user

perspective, one of the biggest advantages is the decentralized nature of the SolDate ecosystem that ensures there is no conflict of interest and all the features and functionalities of the platform are not only user-driven but to an extent even user-generated. Identifying user tastes and choices and mirroring the same on the platform in its truest sense is simply impossible on a centralized dating platform. Conventional financial structures of a corporation running a dating app have their own limitations. Tinder is liable to its stakeholders and investors, and so is any other popular online dating app on the market. As such, the priority is profits and real dating experience takes a back seat.

Highly Transparent Decentralized Solution

On the contrary, with SolDate the members and all \$Date owners are our real stakeholders. The entire framework is meticulously designed with the users at the heart of it. It is guaranteed by the use of the blockchain technology which allows us to achieve highest levels of transparency through a decentralized protocol that cannot be compromised. We believe true matchmaking and love cannot foster when the real focus is on profit making which is inevitable in case of conventional financial models which govern the most popular dating apps in present times.

Shifting the focus to achieving utmost user-satisfaction is only possible when the platform is self-sustainable and not created with an objective to only churn profits out of emotions. Every aspect of SolDate's underlying financial and technical architecture is revolutionary. We are here to truly make love happen on blockchain.

Say NO to Spoilers

Pertinent pertinent problems with the centralized and controlled dating apps more than often ruin user experience. There are many spoilers that can be highly demotivating. Moreover, if not cautious users run a high risk of being scammed.

In the wake of increasing demand for online dating triggered by the pandemic, fraud has also hit a record high. Reported fraud cases have reached over 7.5 thousand with fraud through dating apps increasing by 40% from the beginning of the pandemic to April 2021. Since the start of the pandemic, online dating victims have suffered a loss of over £70m (\$100 million approx), though this figure is likely higher due to others not reporting their ordeals out of fear or embarrassment. Here's a list of such spoilers that are common with the top dating apps of our times.

Problems With Intermediary Dating Apps

One of the biggest problems with intermediary dating apps is their orientation which leads to many subsequent problems. The majority of online dating apps, including the biggest names in the industry, are profit-driven, thus undermining the interests of users. Here's a few of the many problems reported by victims who happen to be frequent online dating apps users:

Catfishing

This scam involves the scammer luring a Tinder user to communicate off the app, specifically through email or phone call. The fraudster may claim there is only temporary access to their Tinder account and therefore, they must find other means to engage. Once a victim has been tempted away from the platform and its security and data encryption configurations, the victim becomes more vulnerable to financial and/or personal data theft.

The scammer then aims to extract personal data from the subject to steal their identity and/or money. A common incident of catfishing sees perpetrators pose as a woman in need of money that will enable them to

travel abroad to be with the victim. Altogether, any suggestions from another 'user' moving away from apps should be treated with caution.

Malware

Online dating apps are also vulnerable to malware scamming in which fraudsters pose as matches and attract you to links and pages. These external sites are bugged with software designed to extract information from and/or gain access to the user's device. Unknowingly, once the subject begins to open these provided links, they are now exposed to this foreign software that could be used to, again, steal one's identity and money.

Photo offering

Photo offering is typically a situation when a male user is tempted with more raunchy photos of a 'female user' in return for his personal information. The idea is to increase interest and excitement that puts him in a naïve state by provoking him which then allows the fraudster to steal from the victim.

Code verification

This scam appears slightly different to the others, nonetheless, is still frequent. It usually involves an app user receiving an email requesting account verification as Tinder is updating its records. In other cases, at the request of the other 'user' within the app, the victim should verify their details before they can proceed to engage with the 'match'.

Regardless of which way, the fraudster is driving the user to an external link that requests personal information including bank details, that supposedly verifies their account. A point to mention is that the verification of accounts is seldom for normal users but more high-profile individuals so any user should not expect these requests.

Blackmailing

With an increase of online daters, dating apps have become a target to and have seen an unprecedented rate of blackmailing scams. A stratagem that fraudsters use is to acquire risqué photos of users which can be used to force the user into transferring money. The user is threatened that if

they do not comply, they risk having their pictures leaked online. Depending on the user, this exposure may have devastating effects such as jeopardising their job position and/or the reputation of the user and their family.

All these risks and problems can be minimized if we shift our focus to user protection and not just profit maximization. The SolDate Project has identified ingenious solutions to many such problems. Our product development team categorically studied thousands of users' complaints across multiple platforms to devise sets of robust solutions to address these pertinent issues.

With so much going into creating the SolDate platform we are highly confident of our performance. Our experience so far with user feedback on the proposed functionalities of the SolDate app has been phenomenal. In the next section we discuss all the advanced features that make SolDate the best in class next-gen blockchain-based dating platform.

Unchaining love with Blockchain

Love and dating must be free and fair. Controlled dating environments created by profit-driven centralised online dating apps defeat the purpose of creating a liberated dating solution. Leveraging blockchain technology, SolDate is liberating love and redefining matchmaking to provide users with an ultimate online dating experience.

SolDate is unique. We are creating the first-ever dating solution on the ultra-fast and super-secure Solana Blockchain. It not only gives us a unique identity but also connects us to the thriving Solana community globally.

In addition, SolDate stands out from the typical conventional, centralized online dating solutions due to its advanced features.

Virtual Dating

One of the advanced features of the SolDate platform, SolDate Virtual Dating (SDVD) allows users to get as close as they can to an in-person dating experience virtually.

VR-3D Support: Eliminates cases of fake profile matching. On the SolDate platform, users will not be able to fake their identities. Effectively, it means every single time you find a match you're connecting to a real person with a real profile.

Privacy Protection

SolDate platform uses the strictest protocols to protect the identity of our users. On the platform, users will also be restricted from taking screenshots to protect dissemination and misuse of sensitive personal information.

Match Rewards

SolDate platform allows users to earn rewards as they spend time on the platform and share their stories of successful matches on the platform.

There are multiple match rewards offered. Users receive them periodically based on their engagement levels.

Mark Your Gifts With NFTs

SolDate platform allows access to exclusive NFTs. Users can get all different kinds of NFTs on the platform and create personalised memories by sending trendy and unique gifts to their prospective partners.

Advanced Analytics: SolDate platform's core strength is its power-packed AI-based advanced analytics engine that drives the matchmaking process ensuring the highest levels of accuracy based on user preferences and choices.

Ad-free, Transparent, And Secure

SolDate is an ad-free platform and we would want it to remain so. With the Distributed Ledger Technology (DLT) the platform is inbuilt to remain highly transparent throughout. With Solana blockchain and deploying advanced cybersecurity protocols, the platform guarantees the security of all personal data and info.

User-driven

SolDate platform design is user-driven. It means not only the features and functionalities of the platform are designed to be pro-users but it can also be user-generated. \$Date owners get to participate in the policymaking and they also vote on key decisions related to the platform.

Meet \$DATE - Your Dating Token

Native \$Date tokens power the SolDate platform. They serve a range of utilities within the SolDate ecosystem. Built on the Solana Blockchain, \$Date is highly energy-efficient; it features ultra-fast transaction processing and is self-sustainable.

\$ Date Technical Architecture

\$Date is built on the Solana Blockchain. The team had multiple choices to consider; however, we settled with Solana for several reasons:

1. In contrast to Ethereum and other Smart contract providers, Solana supports faster transaction processing speeds and increasing Dapp deployment due to its superior support system.
2. Solana has been consistently forging meaningful partnerships with industry leaders. It ensures \$Date will be a part of an already thriving Solana community.

3. Solana is ahead of its Proof of Stake (PoS) blockchain counterparts.
 - It does not use 'state' as part of its programs. It makes transaction processing on Solana quicker.
 - It has revolutionary on-chain clock verification. Others rely on block height.
 - The blockchain eliminates the need for a "global consensus" to process the transaction without compromising security. It further allows faster transactions.
 - Solana Blockchain miniaturized data packets. It then processes them using UDP (lower memory requirements).
 - It also eliminated mempool.

\$DATE Utility

\$Date features a range of utilities on the SolDate platform. It serves as a plug that allows all stakeholders in the ecosystem to connect. Below we list some core functions of the \$Date tokens on the SolDate platform:

Date Swipes: \$Date tokens allow users to get access to an additional number of "Swipes." By 'Swiping' a user initiates a potential interaction

on the platform. All users on the platform automatically get 20 free swipes. However, additional Swipes require users to hold a minimum of 30 \$Date tokens. It will allow them to Swipe 50 times. Users may hold additional tokens in their wallets to increase their matchmaking probability by Swiping more.

Invites: SolDate platform allows users to invite members. A direct invite sent to other members costs only one \$Date token. Every time a user sends a direct invite to another member, they burn a token.

Loyalty program: the platform rewards users for holding tokens in their user wallet. The “platform visibility” of a user increases as they continue to hold more and more tokens. While the reach is proportionate to holdings, increasing token ownership will not allow users to manipulate their visibility. It is to ensure all members on the platform get a fair chance.

Governance: With their \$Date ownership, members on the platform qualify to participate in governance and policy-making. Users with a

higher number of tokens get proportionate representation in the decision-making process. Users get to express their say on developments such as adding features and functionality to the platform or upgrading an existing underlying technical component of the SolDate ecosystem.

Currency For NFT Marketplace: \$Date tokens allow users premium access to an exclusive NFT marketplace. The SolDate NFT marketplace is curated to help users diversify their crypto assets. They also pick trendy and value-based NFTs as gifts for their potential matches on the platform.

It is important to note that the SolDate platform is decentralized. As such, it allows users to add and enhance token features and functionalities from time to time. We already have some advanced features in the pipeline. Once ready to be deployed, we will be communicating details by publishing regular updates on the SolDate website.

Token Economics

\$DATE Overview

The \$DATE token is fixed supply and deflationary SPL token that runs natively on Solana's high-performance blockchain. This allows the system to execute multiple required on-chain actions without high fees and with high speed.

The \$DATE token economy is structured to facilitate SolDate platform governance and user engagement, so we have allocated most of the tokens supply(45%) to matchrewards. In addition to matchrewards SolDate will allocate 5% of total supply to liquidity mining.

Each user can claim their rewards only once, this limitation will prevent abusers from exploiting rewards and also control inflow of tokens in circulation. Additional tokens will be unlocked only when we acquire new users, keeping supply and demand balanced and reducing price volatility.

Token buybacks and burn mechanism

The goal of the token burn is to make \$DATE deflationary, creating price stability and user network growth.

1. Annual buy back burn

SolDate will allocate 100% of budget not spent to market buy \$DATE and burn them.

2. Invite burn

On every 'Invite', one \$DATE will be burned and permanently removed from supply.

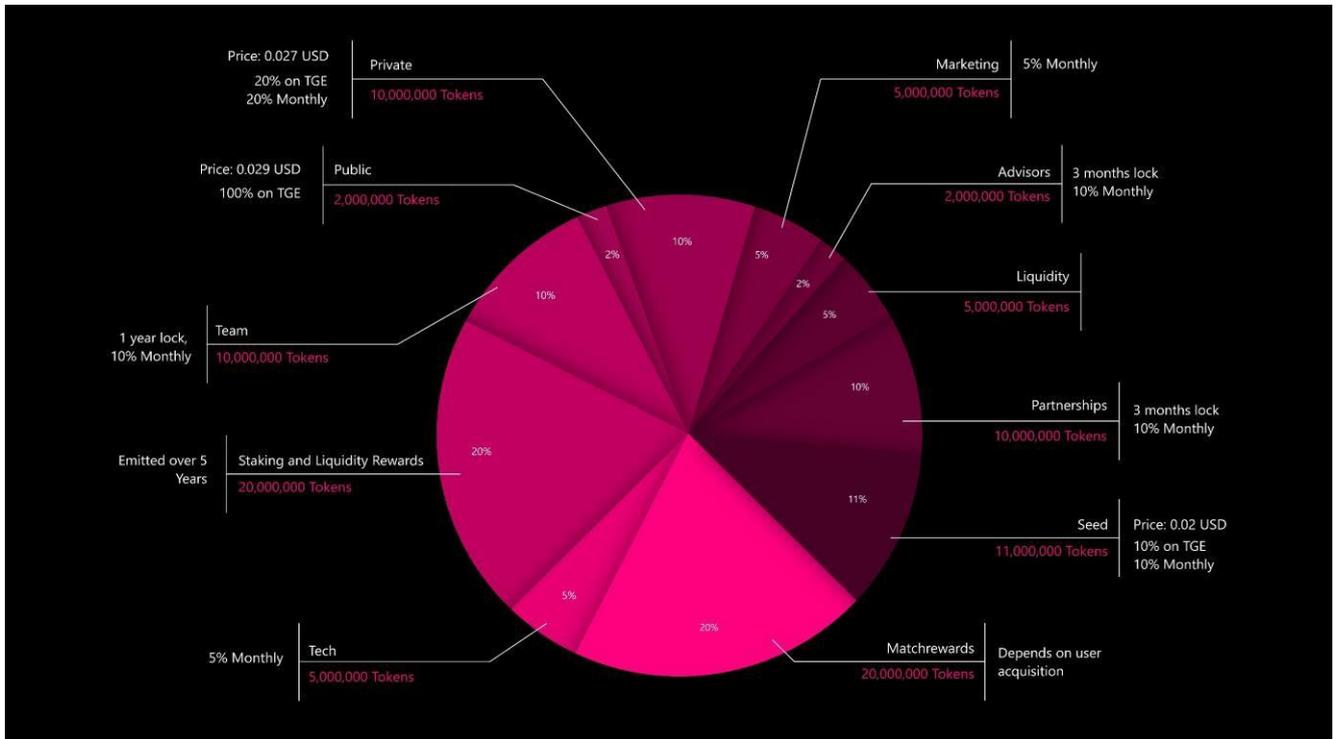
Token information

Type: SPL Token on Solana

Ticker: DATE

Total supply: 100,000,000 DATE (fixed supply)

Token contract: Ce3PSQfKxT5ua4r2JqCoWYrMwKWC5hEzwsrT9Hb7mAz9



Category	% of total	Price	Token count	Funds Raise	Vesting
Seed	11	0.02	11,000,000	\$220,000	10% TGE, 10% monthly
Private	10	0.027	10,000,000	\$270,000	20% TGE, 20% monthly
Public	2	0.029	2,000,000	\$58,000	100% TGE
Team	10	.	10,000,000	.	1 year lock, 10% monthly
Advisors	2	.	2,000,000	.	3 months lock, 10% monthly
Partnerships	10	.	10,000,000	.	3 months lock, 10% monthly
Tech	5	.	5,000,000	.	5% monthly
Marketing	5	.	5,000,000	.	5% monthly
Liquidity	5	.	5,000,000	.	.
Match-rewards	20	.	20,000,000	.	Depends on user acquisition
Staking & Liquidity Rewards	20	.	20,000,000	.	Emitted over 5 Years
Total	100	.	100,000,000	\$548,000	.



Sale Details

- ◆ Total supply: 100M DATE
- ◆ Initial circulating supply: 5.1M
- ◆ Seed sale price: \$0.02
- ◆ Private sale price: \$0.027
- ◆ Public sale price: \$0.029
- ◆ Total amount raised: 548,000 USD
- ◆ Total DATE sold: 23M (23% of the total supply)

Initial/Listing market cap : 153,000 USD

Initial Fully diluted valuation : 3,000,000 USD

Vesting Schedule

Tokens will be rewarded to users as soon as the platform is live, however a lockup is essentially important for early investors and team members. Early users of the platform should be able to accumulate and hold \$DATE without worrying that early investors or team members will sell large



amounts of tokens at once. As such, we propose a slow-release vesting schedule whereby majority of the token supply is locked early on, then are released quarterly.

Release details

- Seed: 10% unlocked before listing, then 10% monthly over 8 months.
- Private: 20% unlocked before listing, then 25% monthly over 3 months.
- Public: 100% unlocked before listing.
- Marketing: 5% unlocked before listing, then 5% monthly.
- Team tokens: 1 year fully locked, then 10% monthly.



ROADMAP

We have been working tirelessly to create the SolDate platform for the past 18 months. Here's a brief of our journey so far and what we have already scheduled for \$Date, your unique love tokens.

Conceptualizing, researching and defining the gaps in the conventional online dating services > Q1 2020



Actively scouting technical solutions to match the innovative ideas that the team wanted to feature on our next-gen dating platform. It was challenging and we did get stuck at times. Typical technology scouting engines didn't prove very effective. Here we sought professional help



from industry leaders and experts. It was also a learning curve for us.
(Q2-Q3 2020).



Finalizing Solana as our go-to blockchain smart contract provider and locking every detail that took us to the next step of documenting and positioning the project. (Q4-2020, Q12021)



Actively building the community around SolDate, preparing the white paper and releasing the project. This has been a very challenging phase so far. With the project release we did anticipate all different kinds of reactions and have been very lucky to get positive feedback from across the community. (Q2 2021)





We will be putting in efforts to raise funds to give shape to the ideas and add more features and functionalities to the platform(Q3 2021). Also, a part of it will be used to expand our marketing efforts. We also plan to launch the Beta App by December 2022. (Q4 2022).



We are all gearing up to launch the mainnet, and host the SolDate IDO towards the end of the year(Q4 2021). The team is confident that we will have both Android and iOS apps launched by December 2022. (Q4 2022).



Early 2023 will see advanced features and functionalities added to the platform. With development in full swing, we are targeting creating the In-app NFT marketplace, adding AI-based matchmaking, and VR-3d



feature integrated by march 2023. We know it is a bit slow-paced but the team at SolDate is now rusty challenging none other but themselves.



By the first half of the following year SolDate will have its operational community-driven governance portal. We are planning to get involved with strategic partnerships and further R&D investments only when we have the product ready and operational by June 2023. (Q2- 2023).

