

Wer hat den Fokus auch auf innere Werte?

- **Visualisierung Erkenntnisse (Matrix): Zweiteiliges Competitor Field**
Grosse Konkurrenten: gross, können aber nicht bieten wie AI Mates
Relevantere Konkurrenten: egal wie gross, tangieren AI Mates aber, weil sie auch auf die inneren Werte eingehen und ein gutes Brand Image haben (entspricht eher Elitepartner als verruchtem Tinder)
Positionierung, Features von Konkurrenz erfassen ||| Top 6 only |||
- **AI Mates ganz links, Contenders in the Middle, Biggest 3 ganz rechts**
- **Provokativ als Unterschied: «Du hast viel weniger Matches bei uns.» und davon bekommst du authentischere Matches mit einem Treffen. Qualität anstelle von Quantität gegen die Paralysis through Analysis.**

Swiss Leaders: Tinder, **Bumble**, **Hinge**, Parship, Elitepartner and Meetic (Romandie)

Swiss Contenders: Boo, Snuggle, SwissFriends, Lovoo, Lovetastic

European Contenders: Hily, Jigsaw

Global Contenders: Sitch, CupidBot (automatisierte Konversationen bis zum Date)

The most used dating apps in Switzerland by Perplexiy: 1. Hinge, 2. Tinder, 3. Bumble, 4. Boo, 5. Snoggle, 6. Badoo, 7. Meetic, 8. Happn, 9. Blindmate, 10. Bumpy, 11. Parship, 12. LoveScout24, 13. Viluu, 14. Feels, 15. Fruiz, 16. Justlo, 17. JOYCE, 18. Chat Ever, 19. OkCupid, 20. Turn Up, 21. Lovely, 22. Feeld, 23. Linduu, 24. DateMyAge, 25. Hellovy
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AI Mates

First steps: Ensure building a brand based on Swiss trust. Launch pilots with local partners. Keep pricing fair and transparent. Ensure AI understanding.

Strengths:

- Reduces small talk by focussing on more relevant topics
- Ensures more authentic interactions through positive summaries
- Supports more efficient and faster higher quality decisions
- Provides quantifiable insights into potential matches

Threats:

- AI involvement that takes over human tasks may be questioned
- AI bias could lead to new and diverse problems of an abusive nature
- Users may become more sceptical about AI summaries and scores

Pricing: Registration, personal profile, basic browsing, limited matches are free. Premium is Browsing with advanced filters & unlimited matches.

Tinder Huge userbase, user interface based on swiping
Weaknesses: Fake profiles, bans as well as opaque pricing

Bumble Women-first, brand stands for safety
Weaknesses: Glitches and the fact that men can't initiate

Hinge Designed to be deleted - focussed on finding a match through prompts
Weaknesses: Relatively low user count and freemium limitations

Parship Ensures compatability and long-term matches
Weaknesses: Comparably expensive and feels outdated

SWOT

Strengths	Clear communication of intent

Weaknesses	Fake profiles
	Opaque pricing
	Bans
	Bugs

Opportunities	Verified approach with ID and selfie checks
	Transparency and fairness in freemium pricing to ensure trust
	Compatability filters
	A respectful tone
	Accessibility for the underserved (voice & contrast)
	Use of safety nudges to improve quality without hurting engagement
	Authentic dating
	Local dating
	Strong foundation of trust

Threats	Younger users sample multiple apps but leave when chats feel shallow
	AI hype may die down and will be devalued as a feature

Additional Information

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