



lalemou

Γνωριμίες στο chat μπαμ.  
Live, ανώνυμα & διασκεδαστικά!



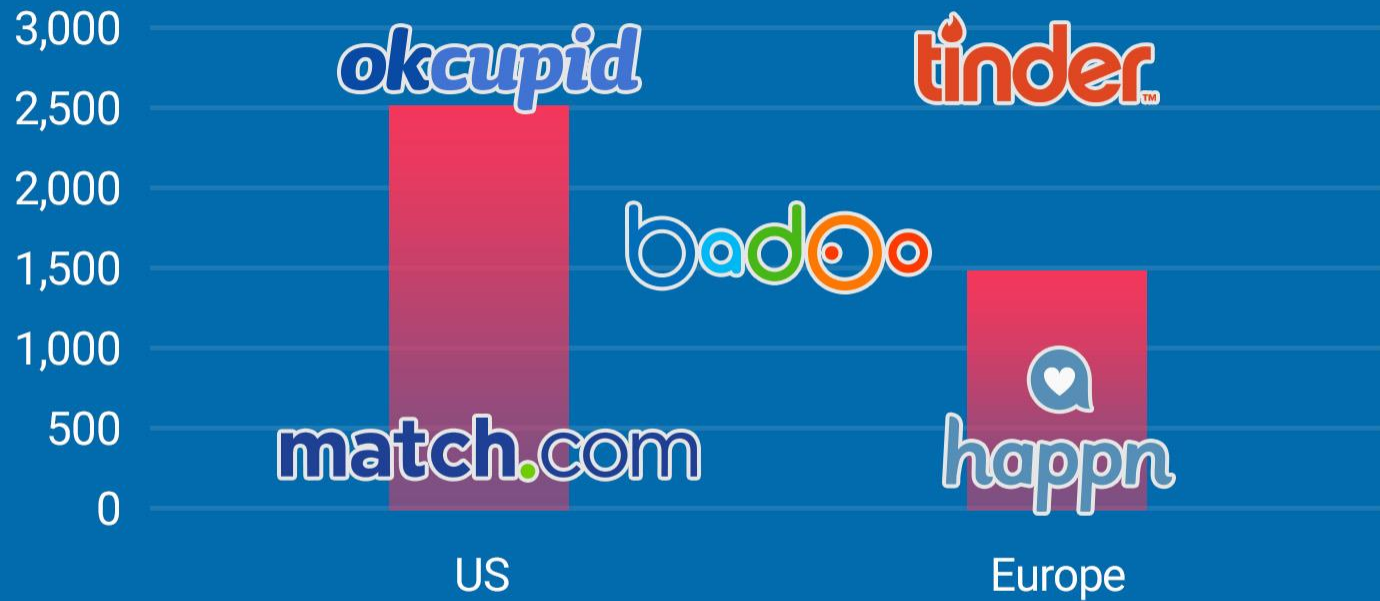
# lalem♡u: The Team



**Fanis Rigas**

Serial Entrepreneur  
Founder

- Serial entrepreneur
- Founder of [kariera.gr](https://www.kariera.gr) the leading job site in Greece, acquired by CareeBuilder in 2008
- Experience with VC funding
- Holds BA in Marketing



# DATING APPS...

**Solved offline dating problems:**

- ...promise to give you more options / profiles
- ...promise to be more time efficient
- ...promise to deliver better matches

**Decisions when flirting off-line:**

**Which bars/clubs/restaurant?**

**What to wear?**

**With whom?**

**Do I approach/get approached?**

**How do I approach/get approached?**

**What's my first line?**

**Cost?**

# THE PROBLEM OF THE INDUSTRY

All dating apps force their users to follow their rules in the name of better “matching” and more “safety”.

More Control ~~≠~~ Better Results?

# **THE CHALLENGES OF ONLINE FLIRTING**

**Which dating app/site?**

**Which Profile pic?**

**How do I build my profile to make it more attractive?**

**How to trick the algorithm to get more matches?**

**What will my boss/colleagues/friends/ex- think if they see me  
flirting online?**

# lalem♡: The Team



**Fanis Rigas**  
Founder



Fanis was one of the co-founders of [kariera.gr](#), the leading jobsite in Greece. After the acquisition of [kariera.gr](#) by Careerbuilder in 2008 he undertook various roles in Europe that helped Careerbuilder grow internationally. He is now willing to commit to his new start-up. Fanis holds a BA in Marketing from AUEB.



**Kyriakos Katsaris**  
co-Founder



Kyriakos is a talented Mobile Developer. In 2012 he founded QB Logic, a company that developed various successful Android Apps, some of which reached more than 100K downloads without any advertisement. He is currently working on developing all mobile apps for Allianz in Greece and has worked for Intrasoft in the past. He holds 2 Master Degrees in Computer Science and is the heart of the development team.



**Dimitris Maniatis**  
co-Founder



Dimitris is the founder of the company All Things Web, one of the first performance marketing agencies in Greece. After the acquisition of All Things Web by IPG Media Group in 2013, Dimitris continues to run the business under the name Reprise and managed to lead it to the first place of all performance media agencies for Google & Facebook in Greece. Dimitris holds a Beng in Computer Science. He & his team manage all the online campaigns of lalemou

# LALEMOU

*...Play the game*

*...with*

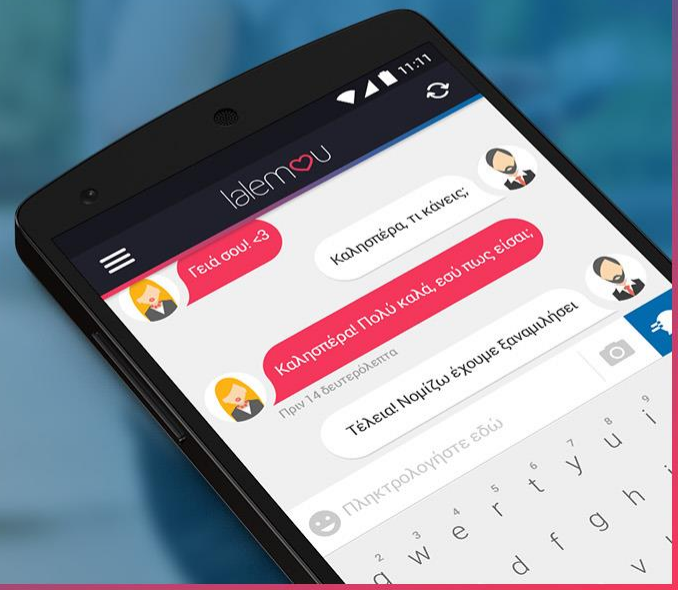
*YOUR rules...*





# lalemou

Γνωριμίες στο chat μπαμ.  
Live, ανώνυμα & διασκεδαστικά!





**lale mou**

6 Ιουλίου 2015 · 🌟

Σήμερα η Κύπρος θα λαλήσει! Το lale mou -το πρώτο Android App για ανώνυμο chat- είναι εδώ! 100% Κυπριακό, 100% Ανώνυμο, 100% Ασφαλές για γνωριμίες στο chat bam! Κατεβάστε το lale mou εδώ: <https://play.google.com/store/apps/details...>



Μου αρέσει!



Σχολιάστε



Κοινοποιήστε



lale<sup>m</sup>❤u

ΕΙΜΑΙ

άντρας

γυναίκα

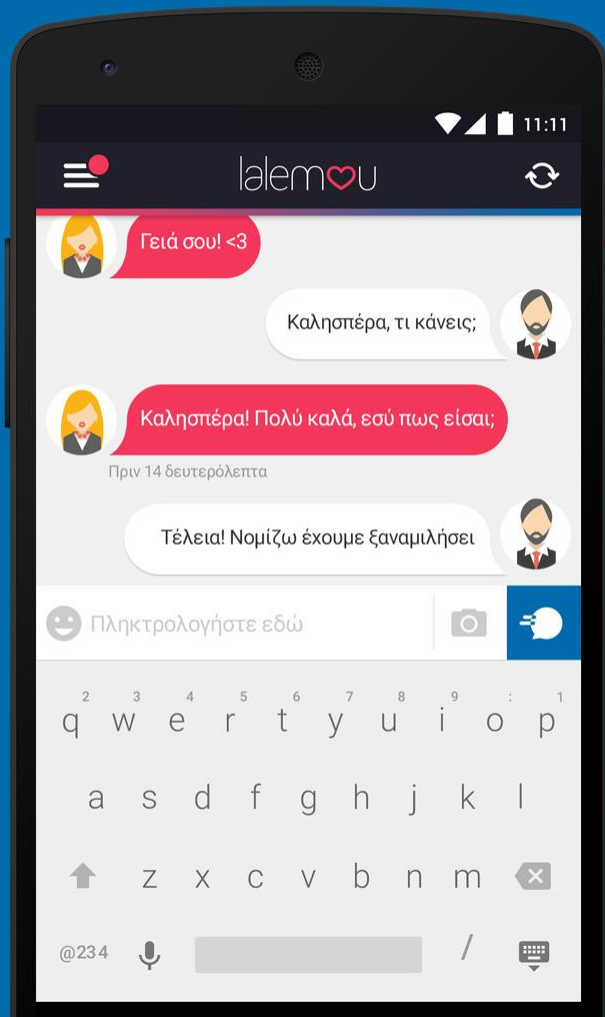
ΨΑΧΝΩ

άντρα

γυναίκα



ΚΑΝΕ CHAT!





## No Match? No Problem!

Try with the next  
available user!

**OK**

CANCEL

# HOW?

- **Anonymous**
  - No Profiles – No Pictures – No personal data
  - Just Be You!
- **No Matching**
  - Who can determine love through an algorithm?
- **Live**
  - Strike while it's hot 😊

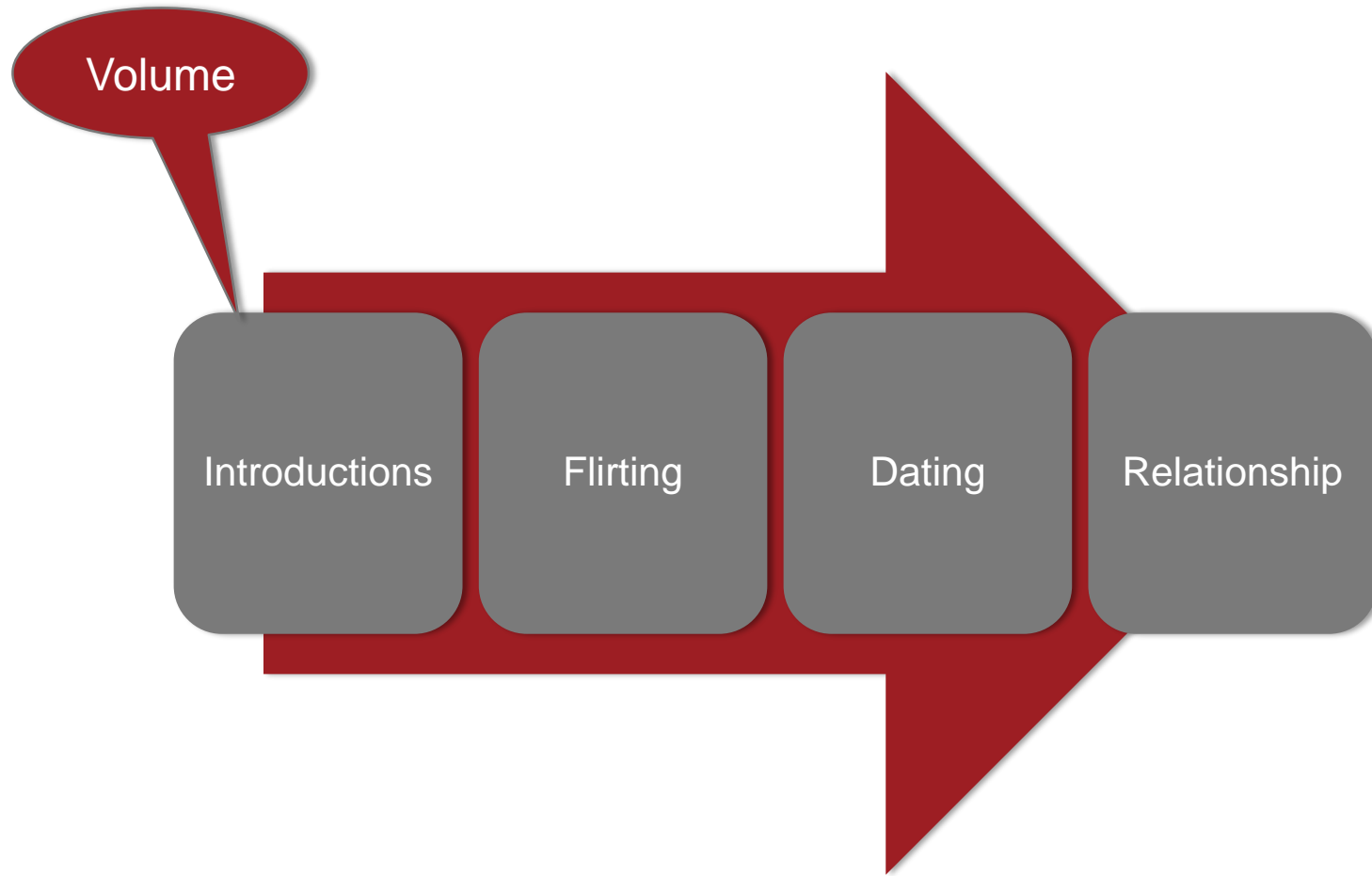
Volume

Introductions

Flirting

Dating

Relationship





## Δεν έχεις αρκετά coins :(

Αγόρασε ένα από τα παρακάτω πακέτα για να συνεχίσεις.



**10**

Coins

**0,70€**



**20**

Coins

**1,00€**



**50**

Coins

**3,00€**



**100**

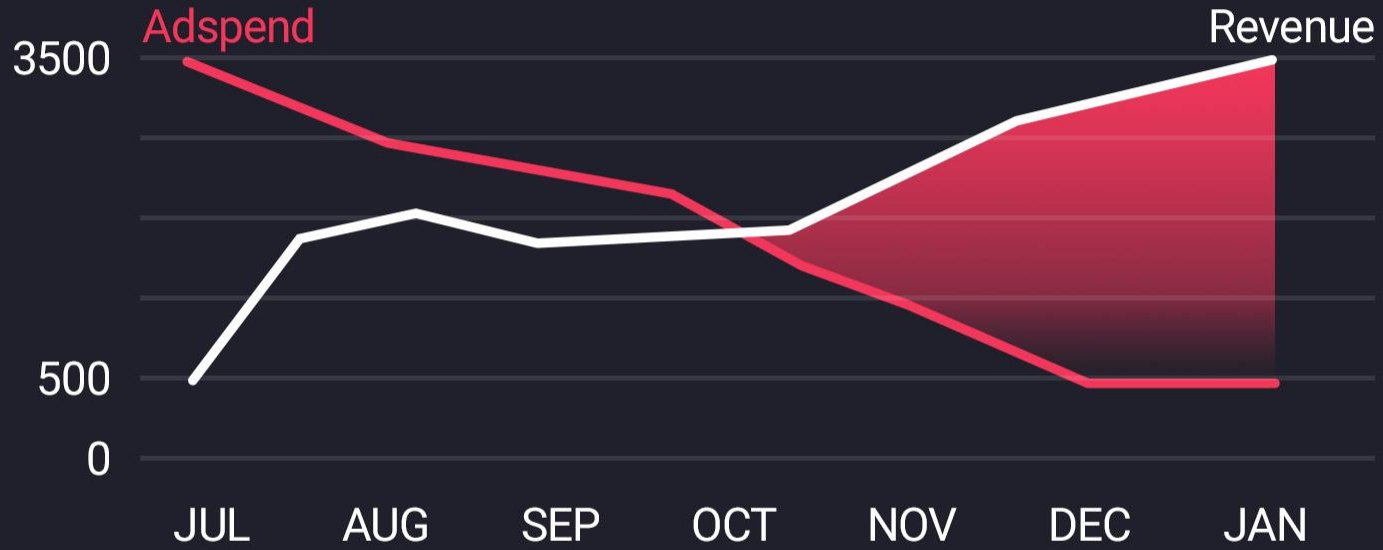
Coins

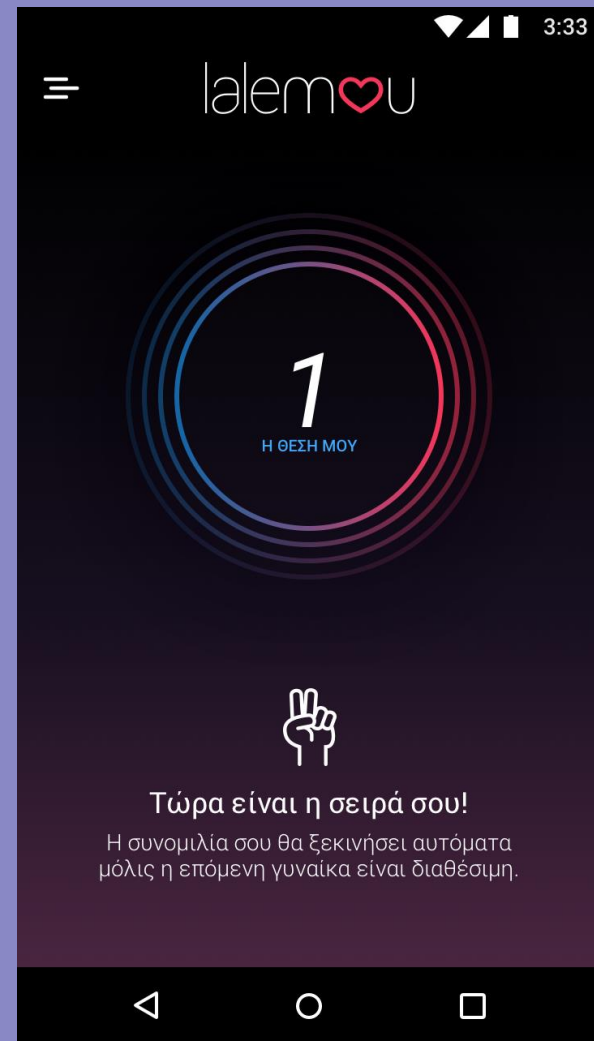
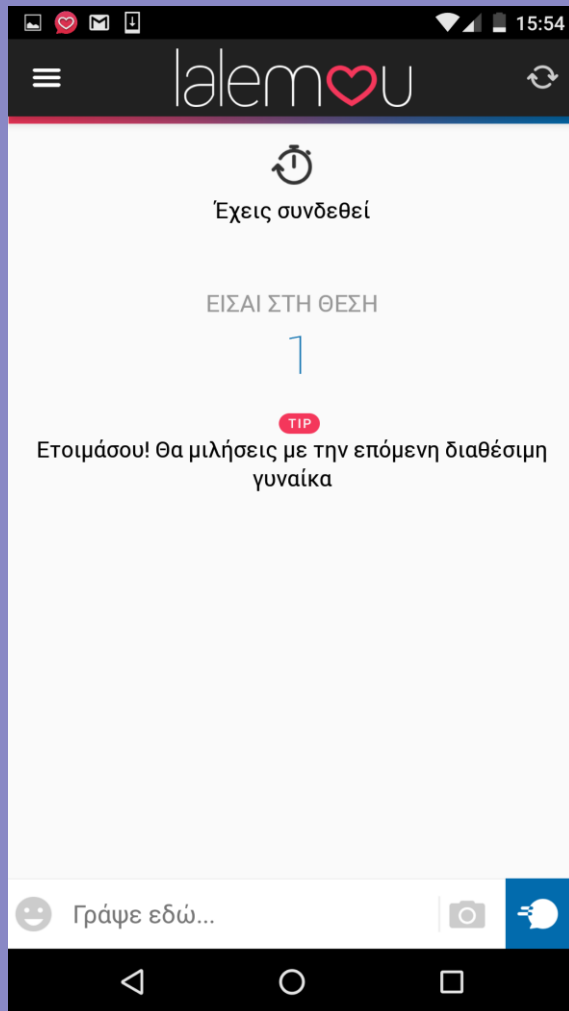
**5,00€**

ΑΚΥΡΟ

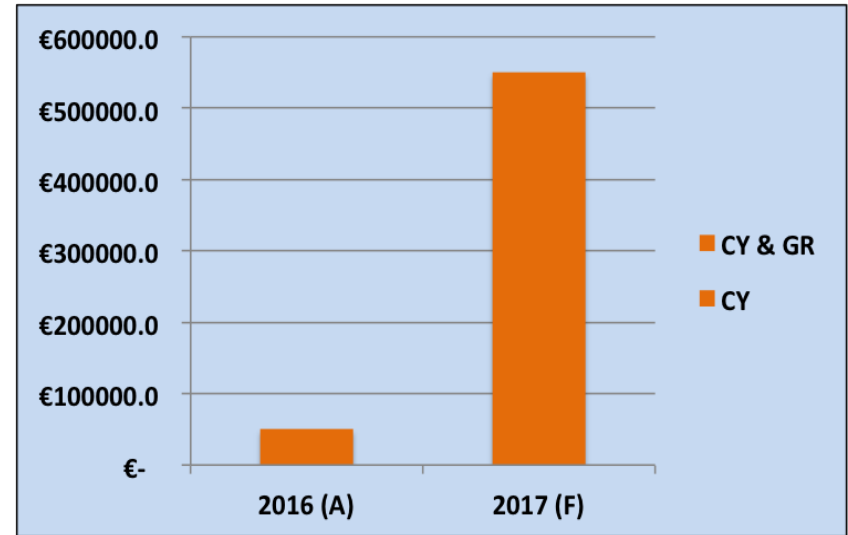


## Revenue vs AdSpend

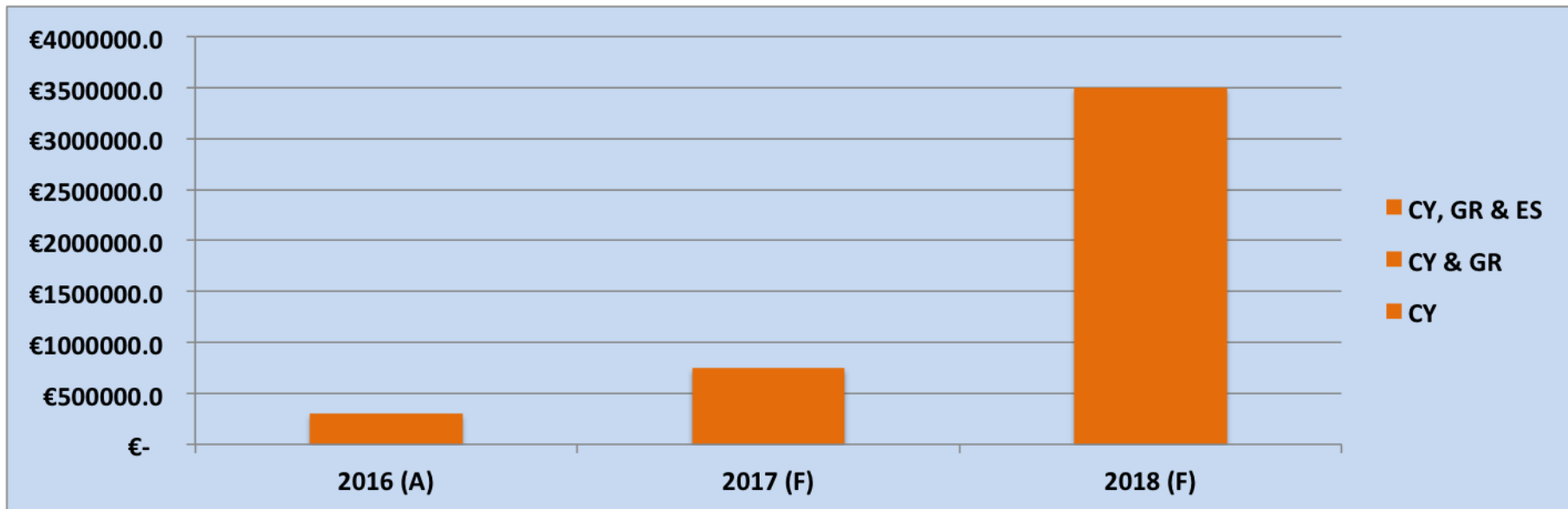




# CAN WE SCALE?



# CAN WE SCALE?



# **TIMEPLAN**

- 1. Launch In Greece in May 2017**
- 2. Become Gross Profitable by October 2017**
- 3. Raise Round A**
- 4. Expand to Spain in 2018**
- 5. Expand to Italy and Portugal in 2019**

# REASONS TO INVEST

1. **Experienced Team**
2. **Proven M.L.P (\*)**
3. **Proven Business Model**
  1. Growing Revenue
  2. Positive Cash flow
4. **Ability to Scale**

(\*) *M.L.P = Maximum Loving Product.*

*Definition invented by Amos Talmor @ "Lighthouse"*



lalemu

Thank you!

lalemou

Tinder  
Badoo  
Happn

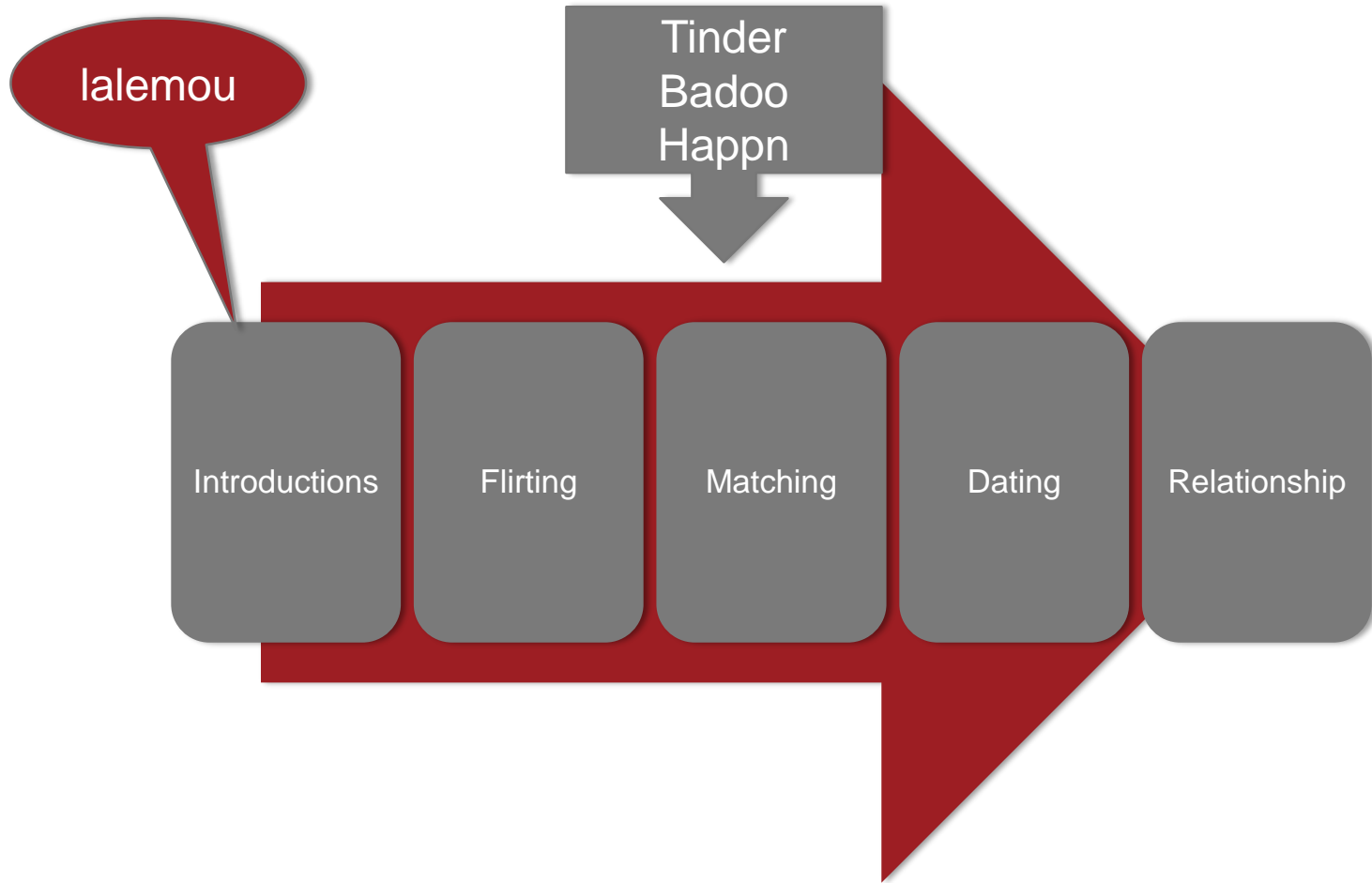
Introductions

Flirting

Matching

Dating

Relationship





Top Charts

Top Matrix





































Top Publishers

Keyword Ranks

Index

Store Stats Pro

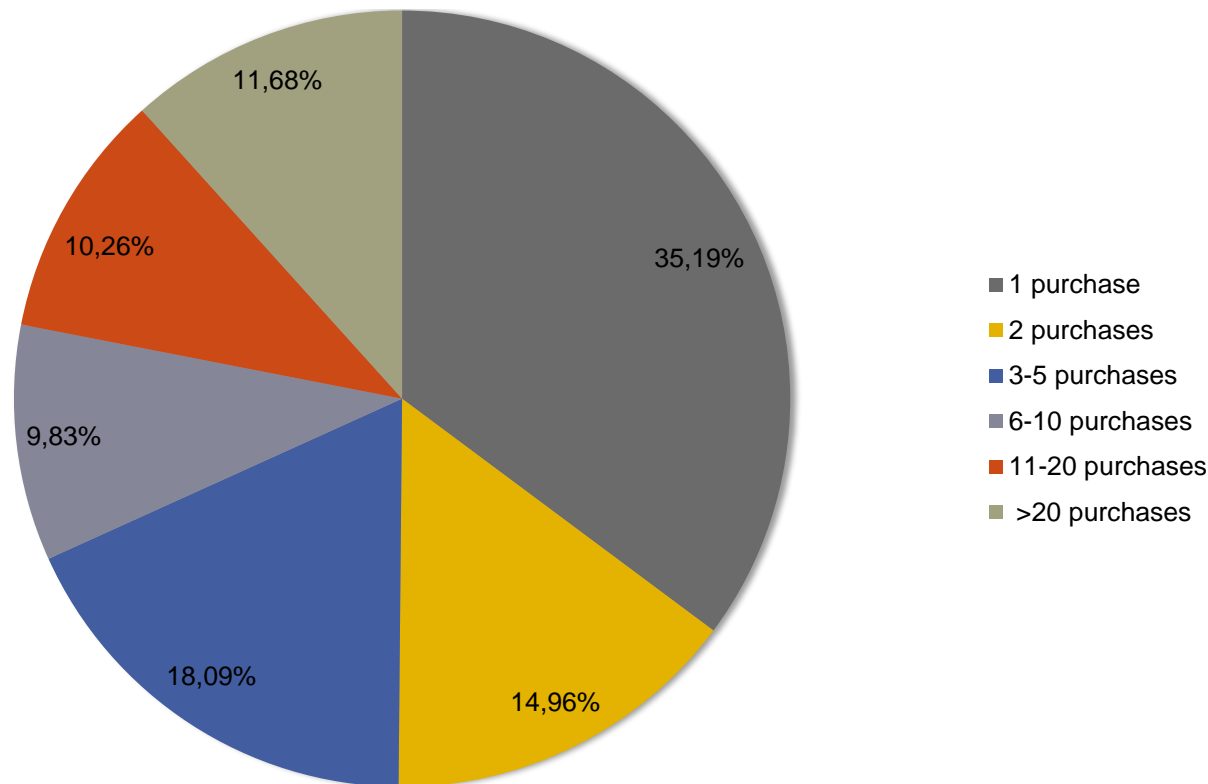
App DB

#	Free	Paid	Grossing
3	 Ialelou - Anonymous Chat Ideas In Action	 Grand Theft Auto: San Andreas Rockstar Games	 Candy Crush Saga King
4	 Instagram, Inc.	 KIMOJI Whalerock Digital Media, LLC	 Sygic: GPS Navigation, Maps, Traffic, Gas pr... Sygic a. s.
5	 Viber Viber Media SARL	 Planes Live - Flight Status Tracker and Air... Apslon Apps	 Hearthstone: Heroes of Warcraft Blizzard Entertainment, Inc.
6	 Runner for Pokemon Go Ruslan Visaltov	 Glitché Glitché Ltd	 Cookie Jam SGN
7	 Snapchat Snapchat, Inc.	 Αγία Γραφή ανάγνωση Croze-Tech Company	 Lords Mobile
8	 Prisma - Art Photo Editor with Free Picture E... Prisma labs, Inc.	 Rush Rally 2 Stephen Brown	 Ialelou - Anonymous Chat Ideas In Action
9	 YouTube Google, Inc.	 Codebook - Password Manager Zetetic LLC	 Badoo - Meet New People, Chat, Socialize Badoo Software Ltd
10	 Messenger Facebook, Inc.	 Change My Location Tube Player, Inc.	 Hay Day Supercell
11	 Facebook Facebook, Inc.	 File New - The Ultimate Photo Editor Hi Mom S.A.S	 Top Eleven 2016 - Be a Soccer Manager Nordeus
12	 iMusic BG - Free Music Videos Player & Vi... Dinh Vu Pham	 Video Applications 2.0 Francis Bonnin	 Mobile Strike Epic War LLC
13	 WhatsApp Messenger WhatsApp Inc.	 LightX - Advanced Photo Editor to make cu... Andor Communications Private Limited	 Fishdom
14	 Buddyman Run DreamSky	 Enlight Lightricks Ltd.	 Tinder Tinder Inc.



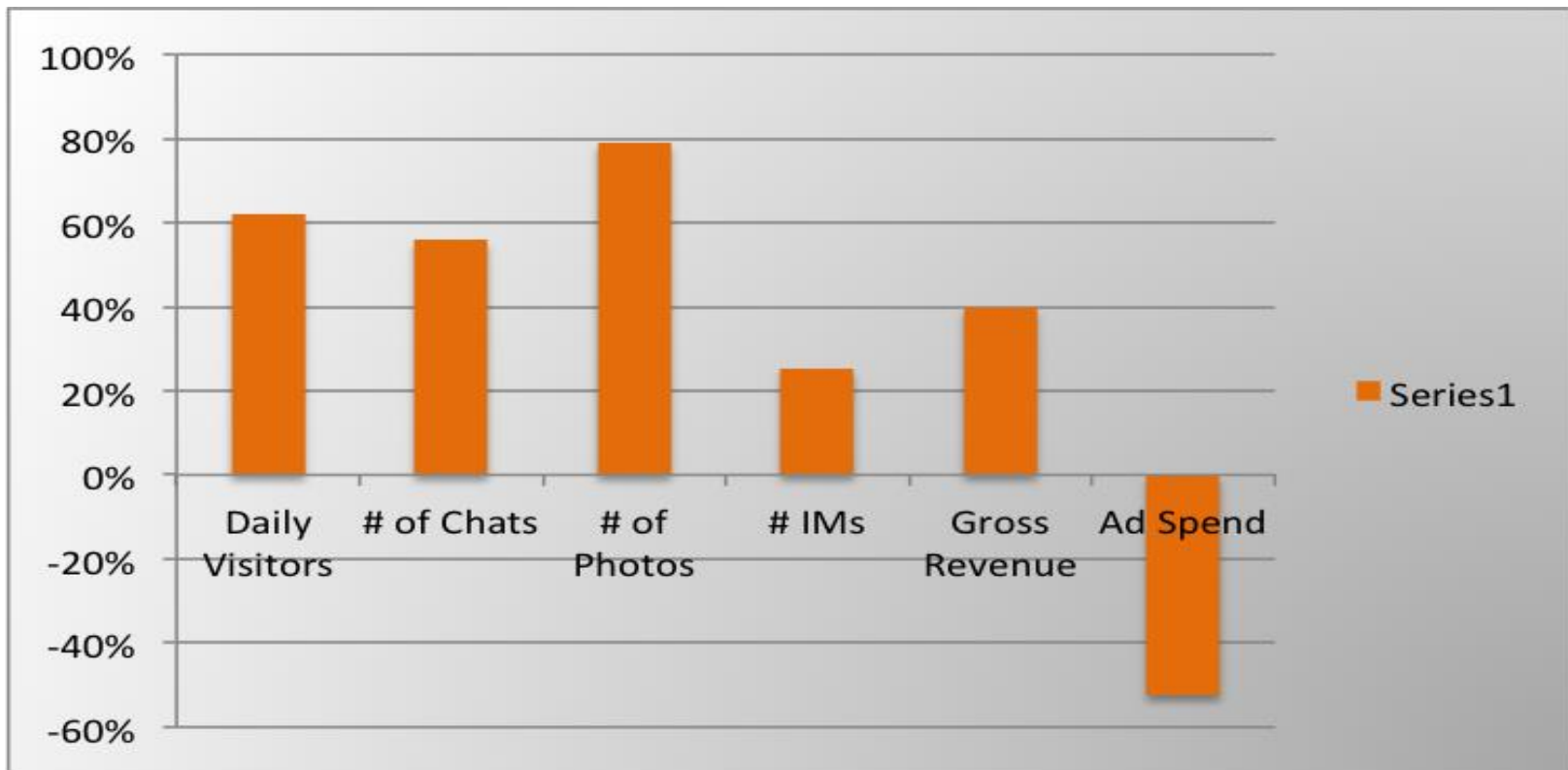
Feedback

# CUSTOMER LOYALTY

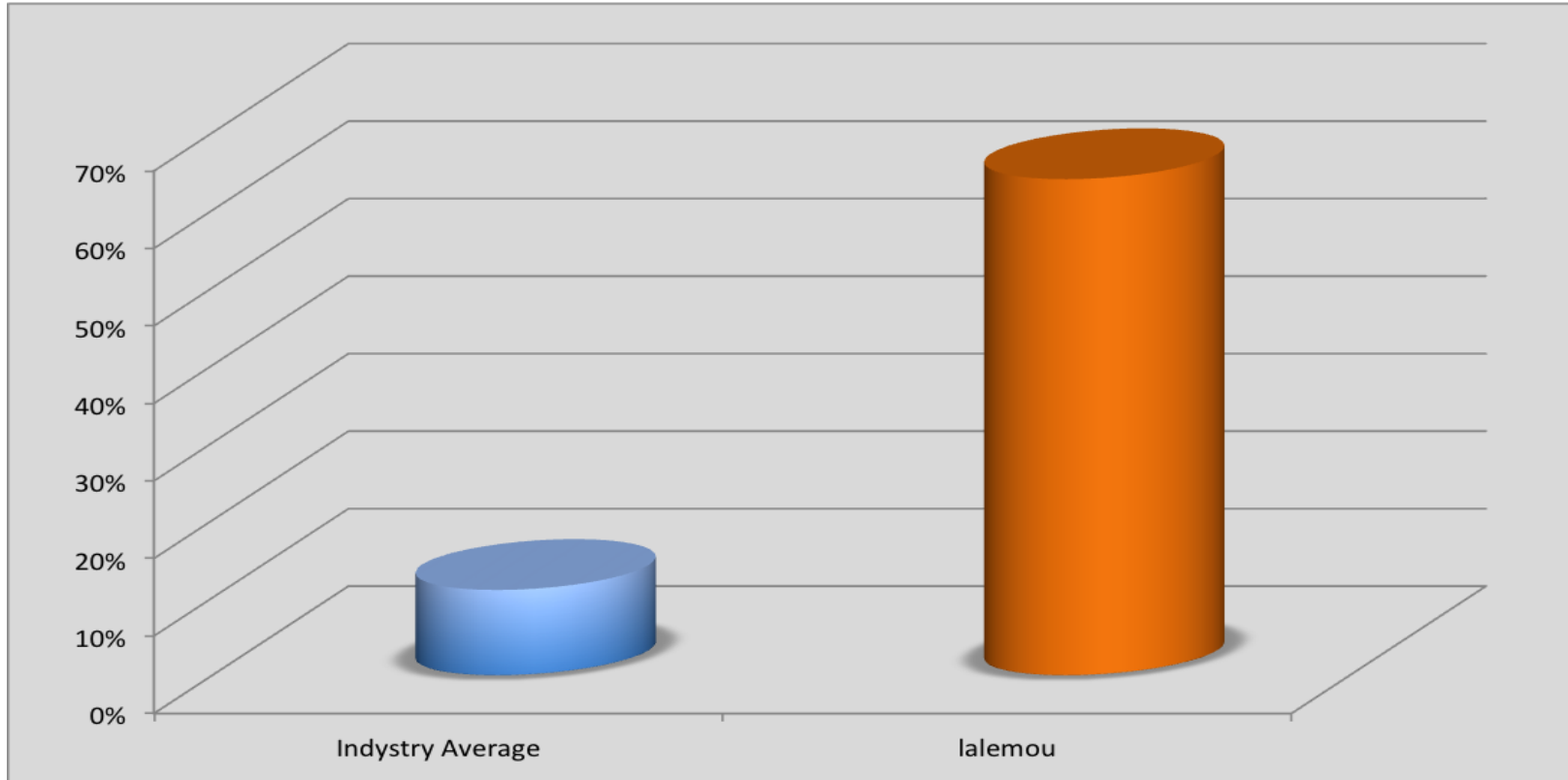


***65% of the users that purchased once, purchased again !!!!***

# YTD GROWTH (Q1'16 VS Q1'17)



# USERS' RETENTION



# RETURN ON MARKETING

