

Beta



Find a special New Luv Now!



Please Log into your account

Enter User Name

Enter your Password

Forgot your password?

Log In

Remember me

Don't have an account yet?

Join Now



Disrupting the online dating landscape

A new way to engage with and connect people all over the world .

Connecting individuals from across the globe

Formed in 2012 and under development for six years the Anewluv team consists of a small but dedicated team of design and development talent with high end skills strategically focused on providing our members and investors with the best value and feature based online meeting space current in the market today.



About Us

We leverage modern technologies such as cloud-based hosting modules , distributed financing and payment methods such as DFI and traditional finance methods engage a larger more diverse online audience.

The Problem



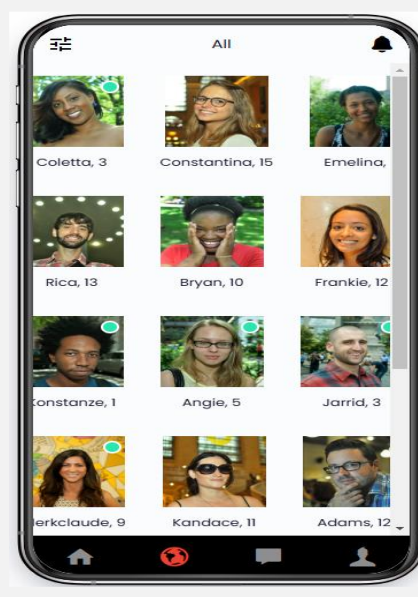
Lack of Innovation

Using AI for profile approvals for example and leveraging google machine learning and other internal APIs we can provide the same services larger competitors do at a tiny footprint



User Frustration

Current applications are expensive as well as the issue with fake profiles and scammers who pose as normal users. Our applications are cheaper, and we aggressively target such abuses.



Mobile Ready APIs

Our current soft launch application is currently available now deployed on the web using Draftbit and XANO to expose our APIs. We are implementing blockchain features on our custom .NET core API



Finance Issues

Boosting traditional payment/Finance!. We will introduce new ways for users to engage financially using Digital Currencies and a built mobile wallet across multiple chains



Analytics/Advertising

As our user base grows, we will leverage our own internal systems to track user interests and display 3rd party adds to our free members and minimum paying users who opt in.

The Problem with bots and scammers



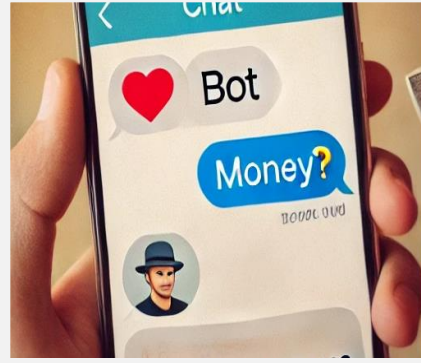
Scam Industry ?

A 2021 survey from the Better Business Bureau (BBB) found that nearly one-third of online dating users reported encountering scams on dating platforms.



Fake profiles

The Federal Trade Commission (FTC) reported that people lost over \$304 million to romance scams in 2020 alone, a number that has been steadily rising in recent years. Many of these scams involve fake profiles created by fraudsters..



Bots ,Deepfakes

Some apps also have automated bots that initiate contact with users, often leading to suspicious interactions. These bots may appear as regular users, but their goal is usually to push users into conversations where they can scam or extract money.



Worldwide issue

Various news outlets, including BBC and CNN, have reported on large-scale scams involving dating apps. Scammers frequently use fake photos and stolen identities, sometimes relying on AI-generated images or deepfakes.



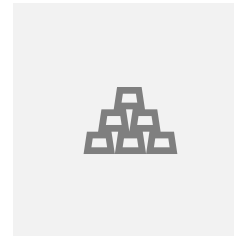
Red Flags Ignored

Scammers may also move conversations to other platforms like WhatsApp to build a more personal connection before asking for money. Fake images and celebrity images



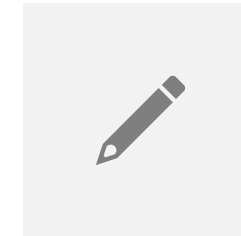
Solution

Our Mantra – Improving the way people connect and match over all platforms , we make connection simple, safe , and profitable for ALL!



Prioritize

Scalable APIs, and web applications that can be deployed to any region based on traffic, Custom AI agents to combat scammers and bots



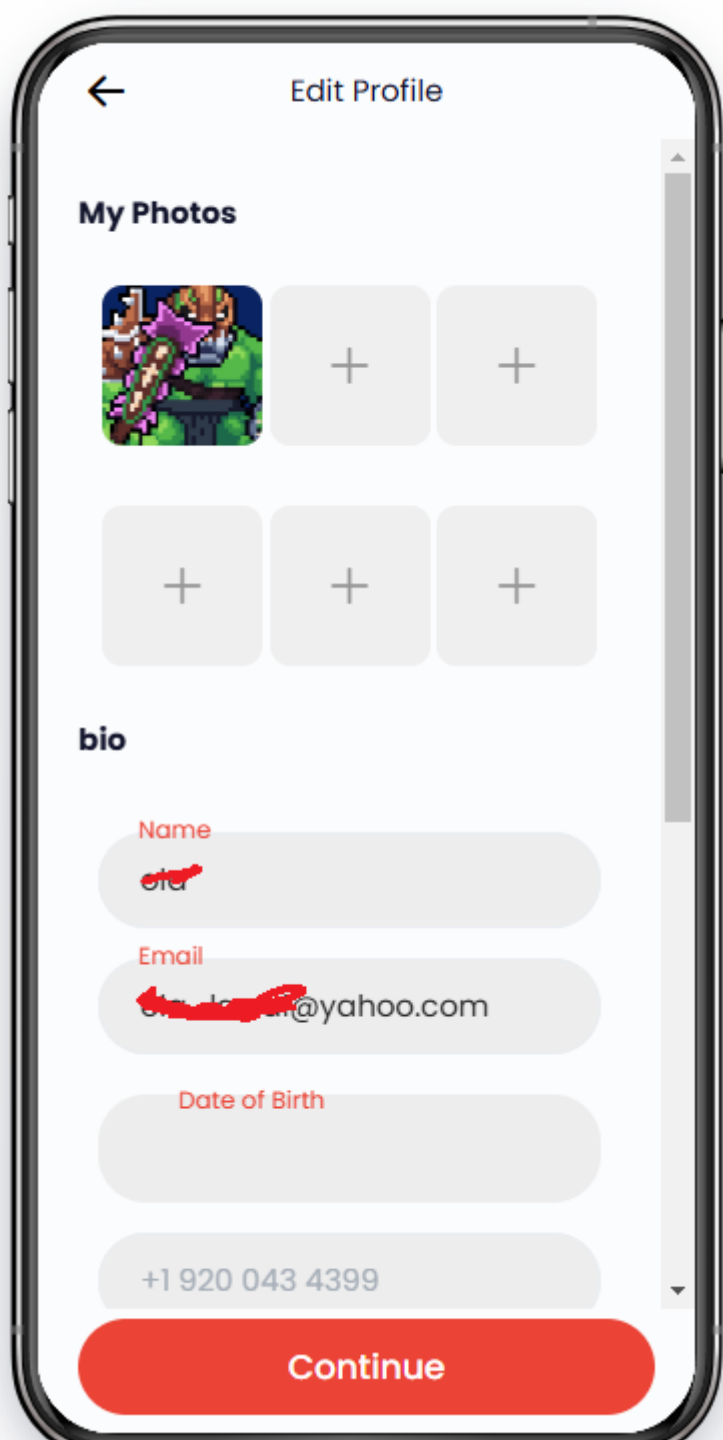
Mobilize/Analyze

Conversational Agents hosted on ChatGPT and ai16z , will be used to combat fake profiles by faking them out and identifying bad actors



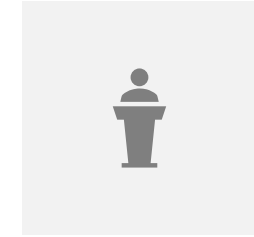
Monetize

Provide access to users via cryptocurrency , our own integrated API we can provide multiple lanes of access to our services



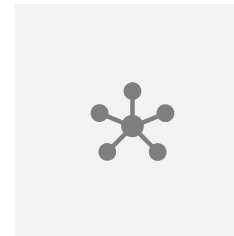
Unique

We approach the space with unique perspectives and ideas



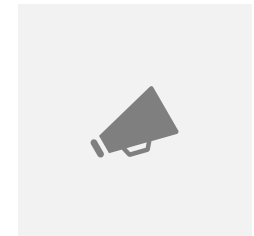
First to Market

We will bring the first digital currency enabled dating application to the space



Tested

Our development team has over 25 years of experience building and deploying applications



Authentic

Anewluv will not allow spammers or fake profiles like our competitors

Digital Product

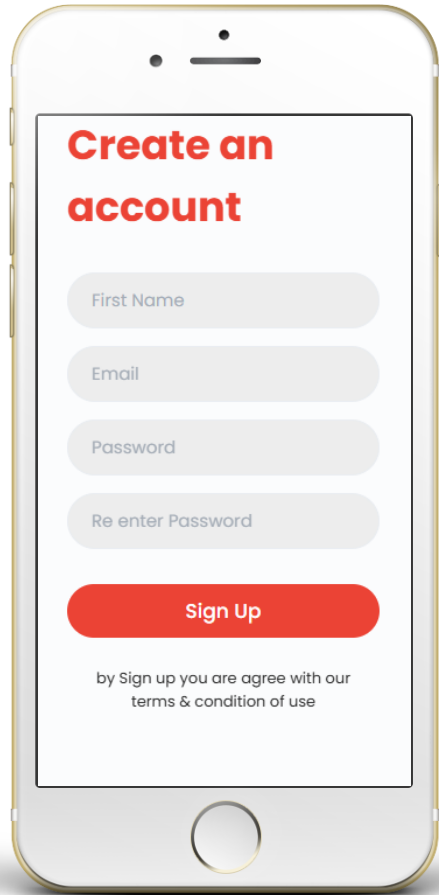
Anewluv has a secret weapon ...

Other benefits include

- User engagement through rewards generated by daily user called Poof Of Use. Users will generate loyalty tokens they can use to upgrade membership or trade/buy items in our ecosystem.
- Our back end and web application is already built so new investors can expect huge amounts of growth potential on their investment



Registration and Onboarding mobile pages (Live!)



Create an account

First Name

Email

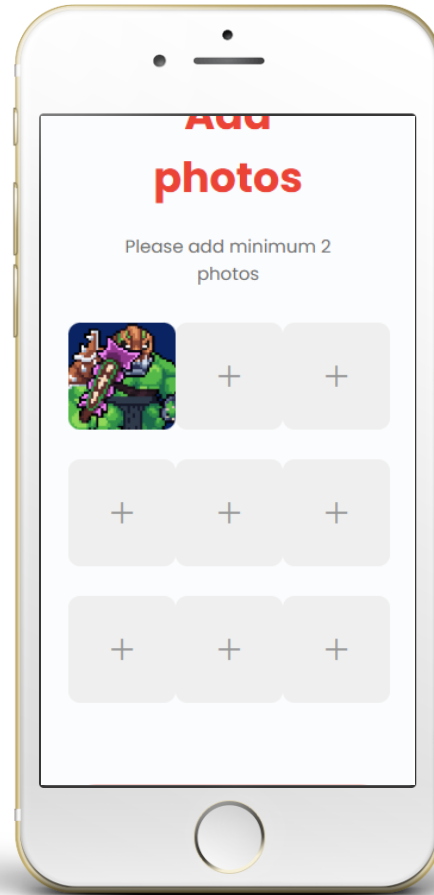
Password

Re enter Password

Sign Up


by Sign up you are agree with our terms & condition of use

Registration



Add photos

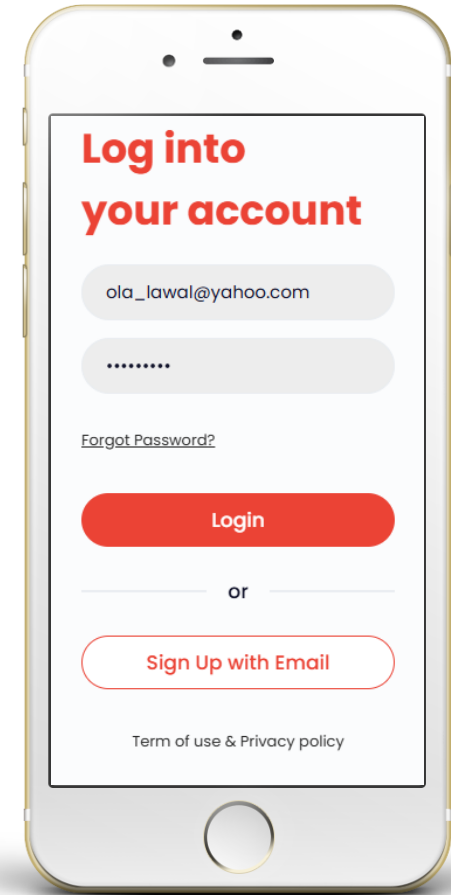
Please add minimum 2 photos

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Photo Upload



Log into your account

ola_lawal@yahoo.com

.....

[Forgot Password?](#)

Login

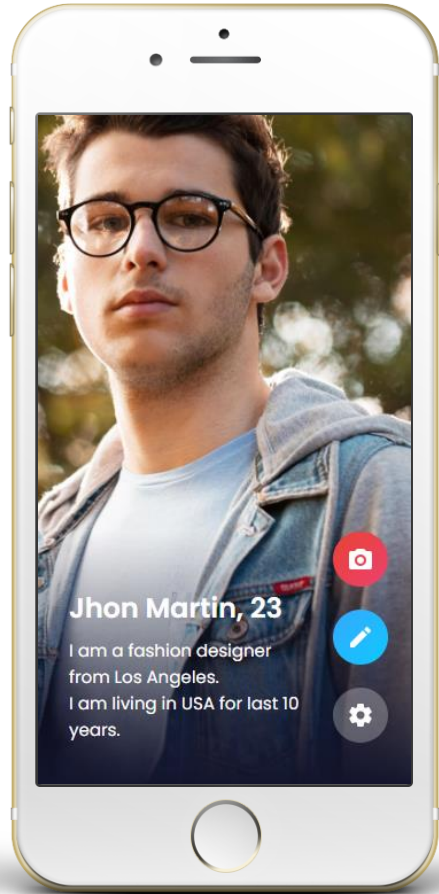
or

Sign Up with Email

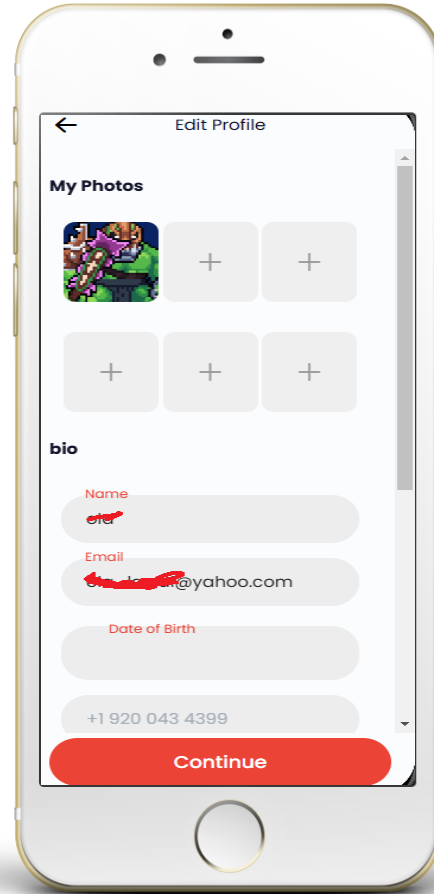
[Term of use & Privacy policy](#)

Login Via Email

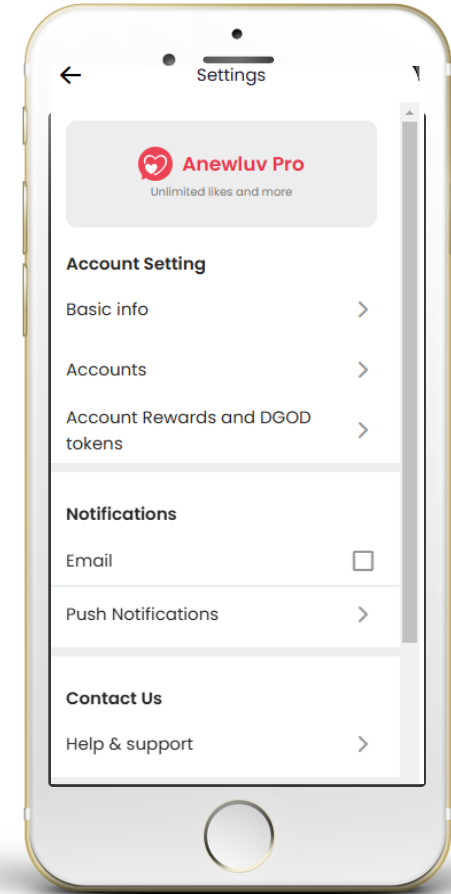
Search , Account Management (Live!)



Home Screen

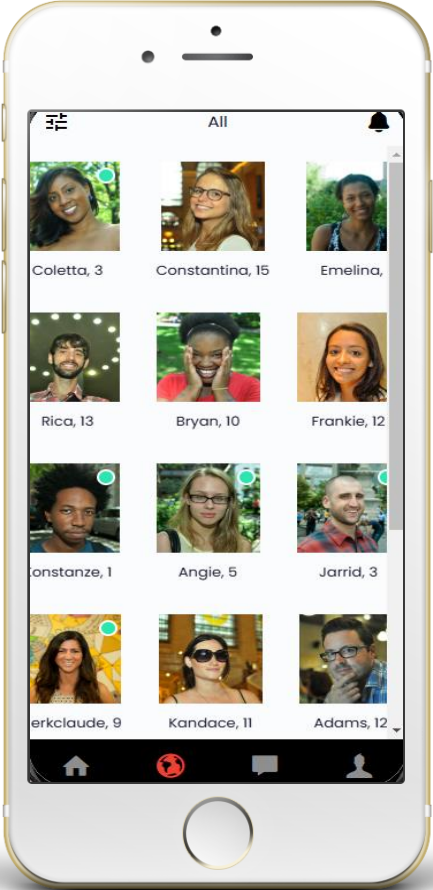


Edit Profile

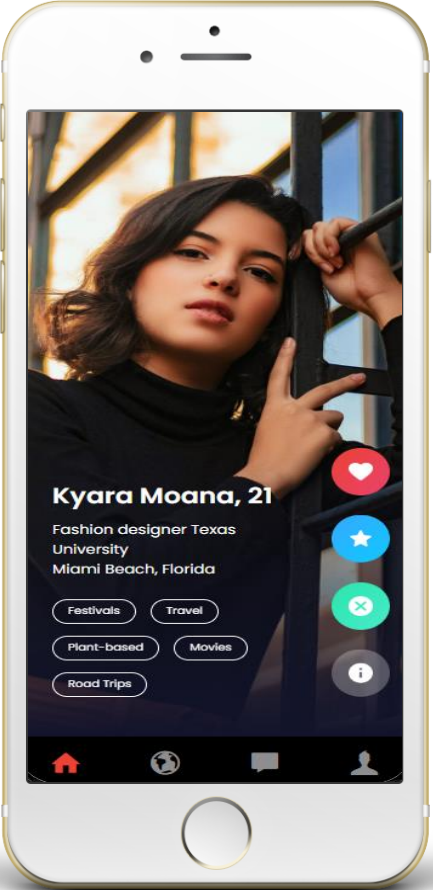


Settings

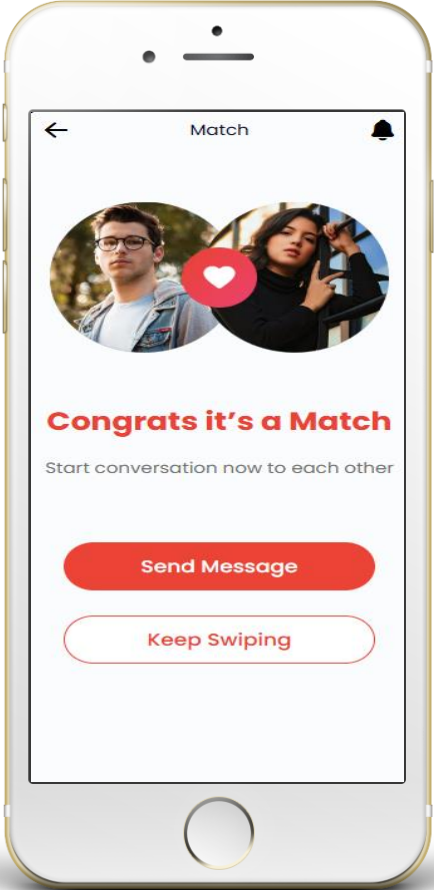
Search , Messaging, Matches (Live!)



Locale Search

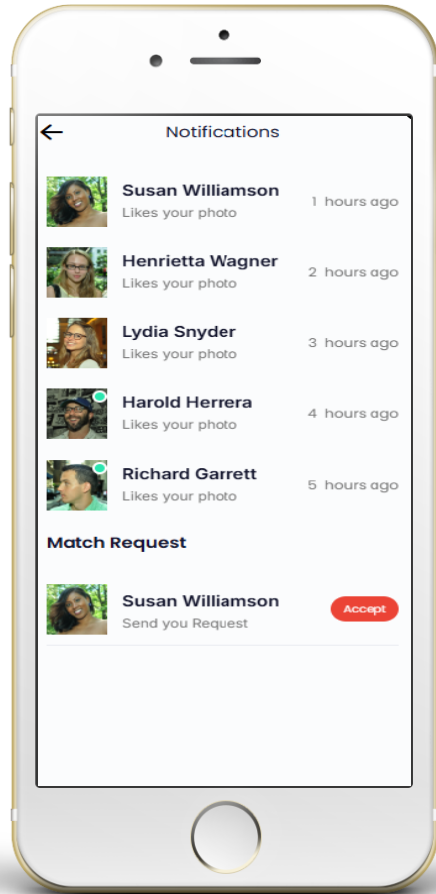


Matches

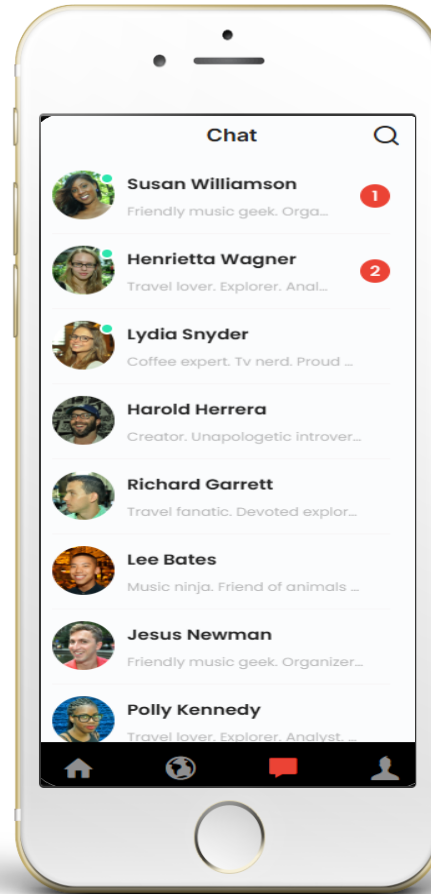


Match Selection

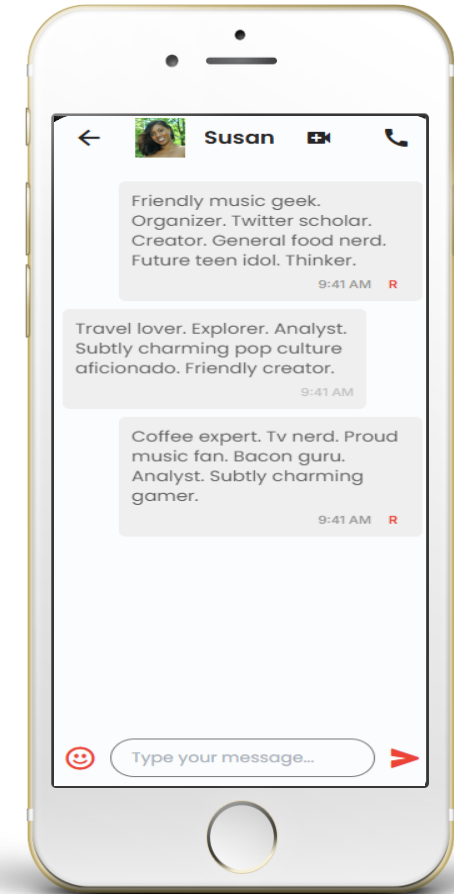
Notifications, Communications, Messaging (Live!)



Notifications

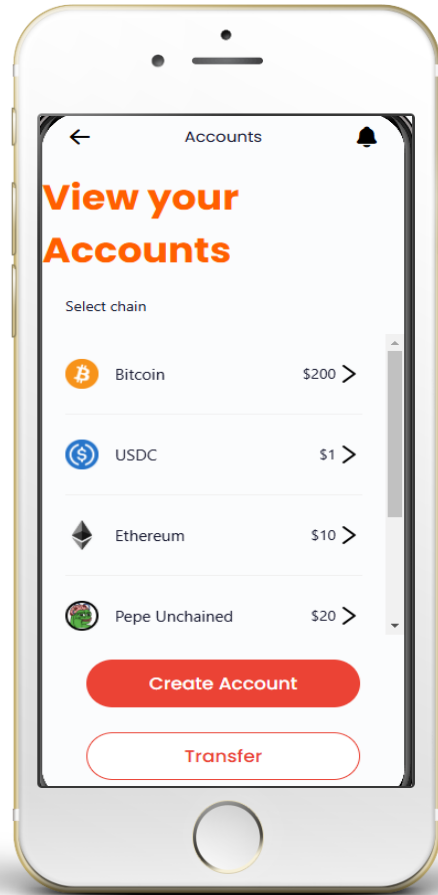


Messages

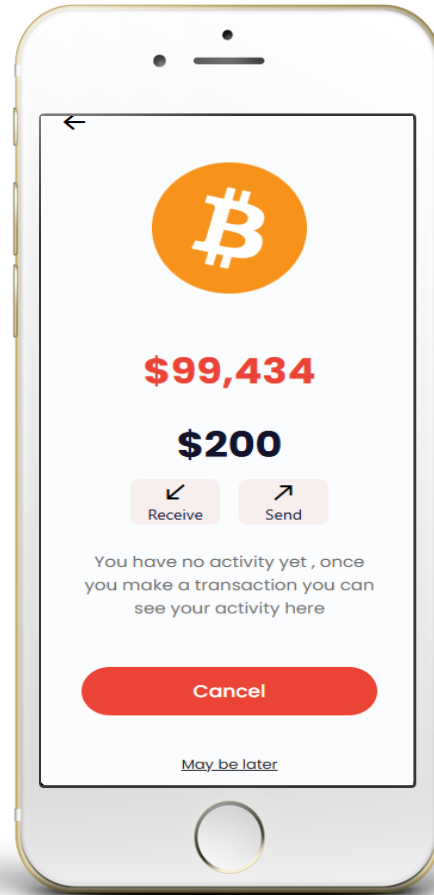


Chat

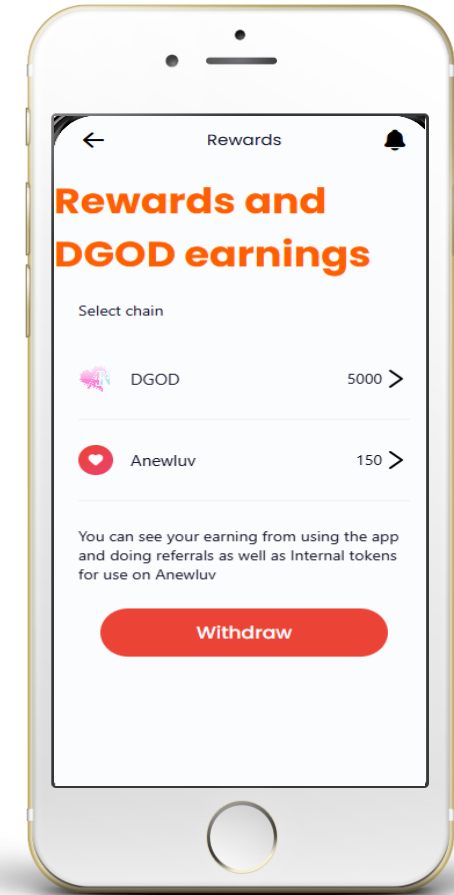
Accounts , Rewards , Wallet App(In progress)



Accounts



Account Selected



Rewards

Team Structure

A new way to engage with customers from across the globe.

Team Organization and Structure

Resources required

Current Team Assets

- API Development Architect – Core Team
- Mobile and Desktop Design and Asset Developer – Core Team
- Web/Mobile application Developer Draftbit – Core Team
- Azure Management and Infrastructure Engineer

Assets needed for Phase 1

- Senior Front-End Developer with API integration with Draftbit/React Native - Contractor
- Block chain Infrastructure developer-Contractor
- Front End Graphic Design Contractor or full time Asset.
- Marketing and SEO expert – Core Team

Assets Needed for Phase 2-3

- Block Chain Developer for Crypto NFT and reward Token Integration -Partner
- Full time Sales and Marketing team
- Accounting and Financial
- Full time Mobile and Web front end developers/testers
- Devops Engineering Team

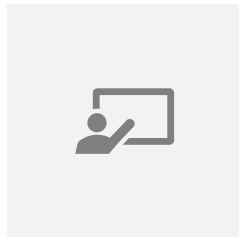
A group of five business professionals (three men and two women) are gathered around a table in a modern office setting, looking at documents and discussing them. The scene is dimly lit, with light coming from large windows in the background.

Financials

A new way to engage with customers
from across the globe.

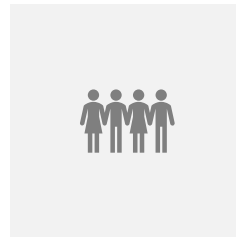
Business Model

Anewluv will use a three-pronged strategy to capture a large portion online dating market.



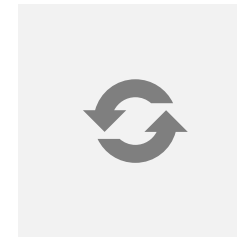
Integration

Integrating multiple forms of payment, traditional and digital into our subscription and token trading model. By doing this we separate ourselves from the competition



Safety

Using our API and data systems we ensure that our users are who they say there are. With phone, email integration and AI systems to parse messages and well as human Intelligence



Tokenization and Advertising

By Tokenizing assets within our mobile and desktop ecosystems we will create new ways to monetize our userbase. Custom internal marketing campaigns remove the middleman

Market Opportunity Option 1



\$2B

- Overall Online dating revenues in the U.S. alone is an over 2-billion-dollar industry and worldwide online dating is expected to grow over 10 billion dollars, up from the current six billion dollars' today
- <http://www.pewresearch.org/fact-tank/2016/02/29/5-facts-about-online-dating/>
- <https://blockonomi.com/nft-market-cap-315-million/>



\$6B + .5B

- 17% of all American adults use online dating applications up from 15% in 2018 these numbers are expected to rise with the development of more user friendly and social dating applications as the usage rate among 18-24-year-olds continues to skyrocket.
- By advertising to our members and leveraging Digital assets within our app ,allowing members to pay via cryptocurrencies our size of the pot is much larger

Market Opportunity Option 2

\$3B

Opportunity to Build

As we leverage our digital token and market that and other product such as gifts , toys etc. to our users we can become large players on the NFT space

\$2B

Freedom to Invent

Creating new ways to leverage our platform we can generate income though subscriptions and advertising as well as in app purchases

\$1B

Few Competitors

Currently there are no competitors in the Space with our unique set of ideas

How do we compare with our competitors?

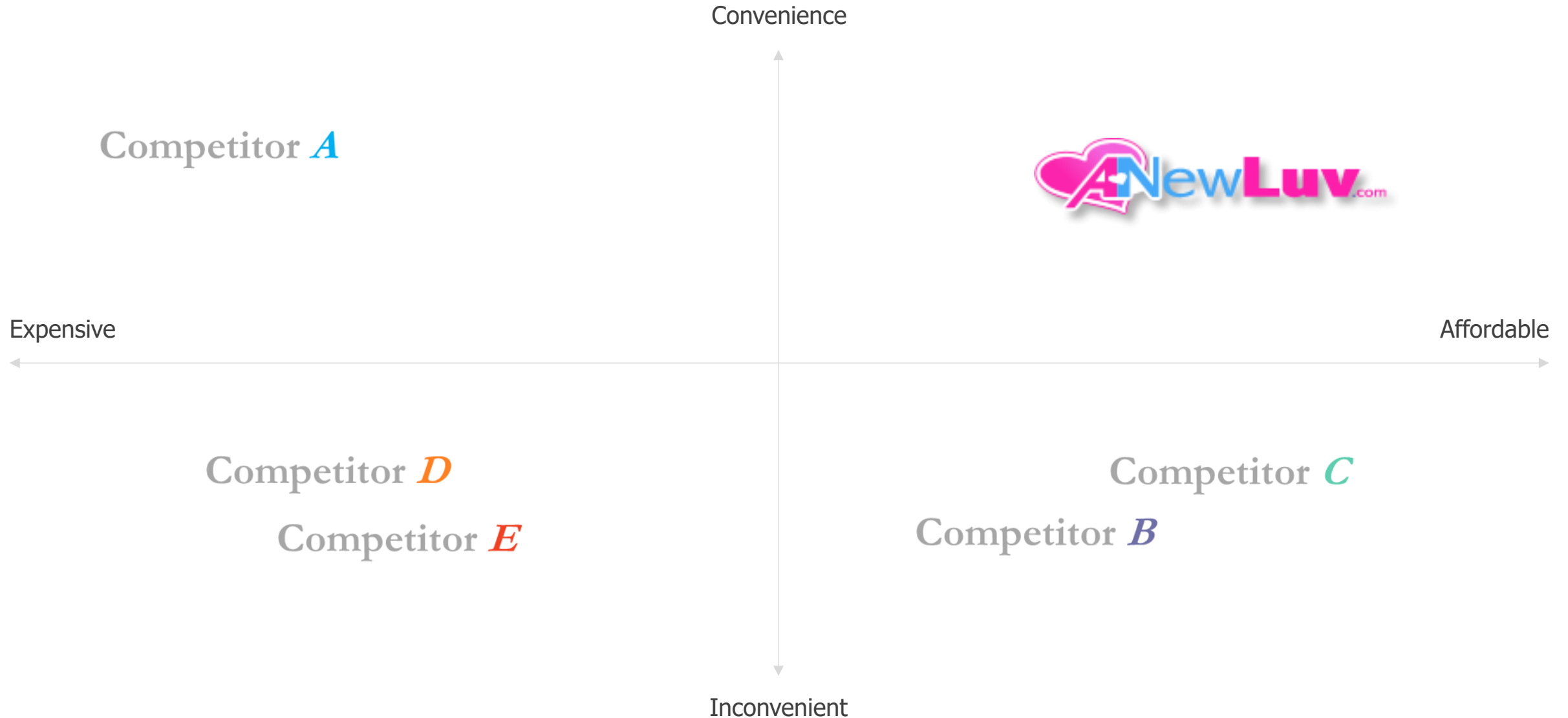
AnewLuv

- Small , flexible and Innovative, tiny burn rate
 - We will provide full transparency and revenue sharing with our investors , on the NFT front, Anewluv in app token releases as well as our normal subscription model.
 - Lower footprint, we will use AI and virtual tools to reduce the cost footprint to conduct all business. No inflated management teams.
 - profit sharing through leaderboards for referrals , site loyalty and site and app usage.
 - Integration with multiple blockchains to introduce new ways to earn and pay for services and fund accounts.

Match, eHarmony, Tinder, PlentyOfFish


- Slow to Change lack of Digital Innovation
 - Yes, you could buy stock in these behemoths as you would in any other company but with their large overhead, massive CEO and Upper management pay scales what is the real percentage of revenue that actually flows to the non-institutional owners? Less than 12%.
 - Organizations are large and unwieldy slow to change and adapt to the new normal which shows in the fact very few of our competitors have invested in digital technologies and payments.
 - Higher point of entry for customers : With in app purchases , pay walls and high monthly fees , we feel we can rebalance the market from a payments point.

Competition Metrics



Initial Price Differentiation

Anewluv will have a lower burn rate and thus can undercut the entire subscription pricing model ! See our full 5 year business plan for details on Premium memberships which are charged at a higher cost.

Subscription		POF	Match.com	Tinder	eHarmony	TBA
Free Access with limits	Free Limited Access-Adds	Free Limited Access-Adds	No Free Access	Free Limited Access-Adds	No Free Access	
Weekly Recurring	\$5.99					
Monthly Recurring	\$11.99	\$12.99	\$29.99	\$29.99	\$59.99	
3 Month Recurring	\$8.99	\$9.80				
6 month Recurring	\$9.99					
Yearly Recurring	\$6.99	\$5.99				

Growth Strategy

How will we scale in the future

Phase 1 December, 2020

- Launch of redesigned Web Front end using existing JavaScript frameworks or Angular Material
- Launch of payment processor integration using SQAURE into Anewluv API system.
- Soft Launch of Mobile application for Android and IOS using flutter

Phase 2 October, 2021

- SEO and social media advertising blitz in Q2
- MVP launch and marketing of mobile application.
- Start development of Digital NFT token system
- -Create deals with social media influencers to promote our product and grow our reach.

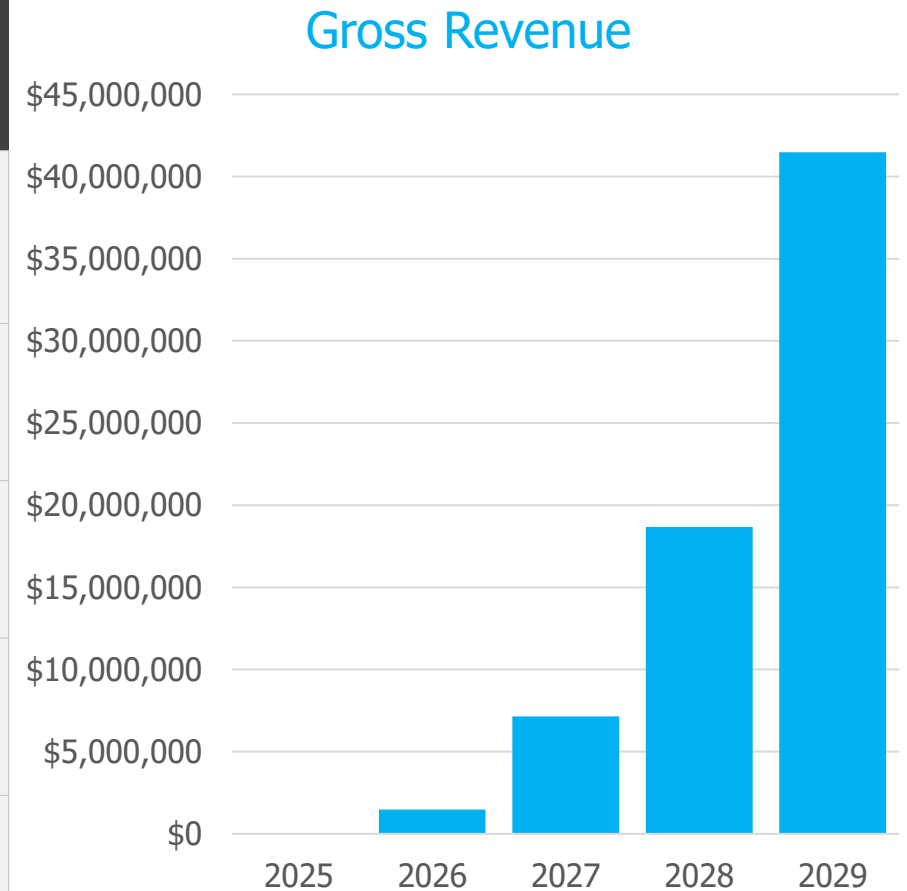
Phase 3 Month, Year

- Expansion into different and newer markets, Asian, European, African specific and market tailored applications
- Grow our development team with additional programmers and marketing as well as in-house SEO and advertising team.
- Implement data monetization plan internal add revenue.

Traction - this does not factor in premium membership

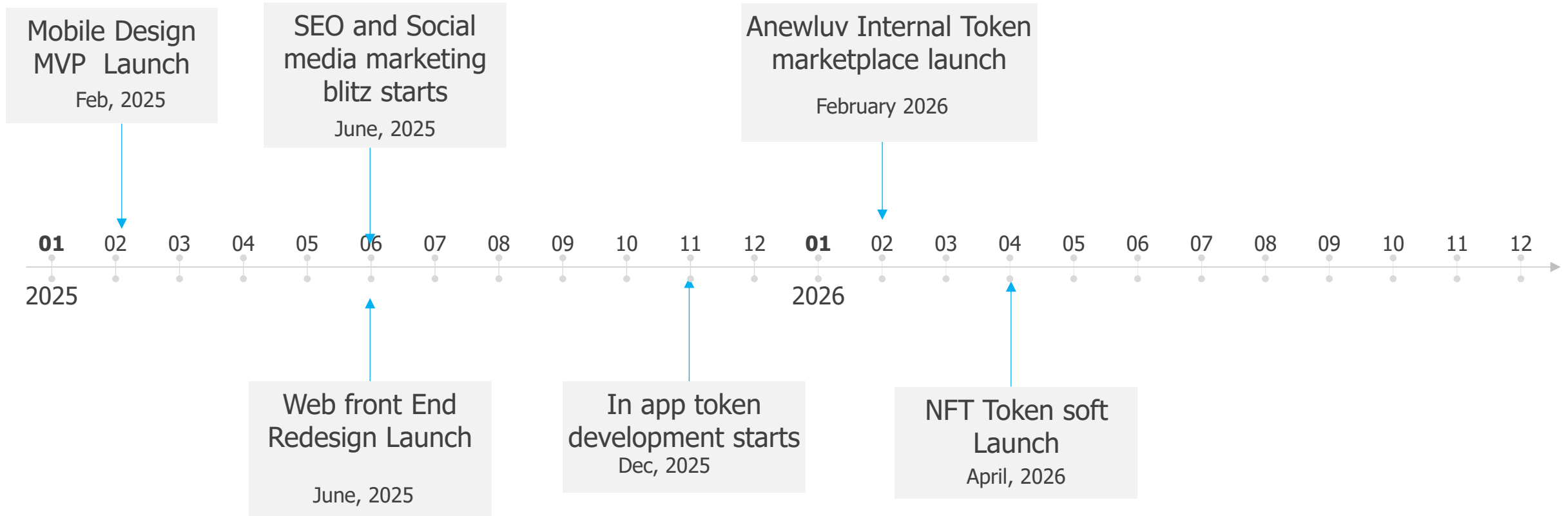
User Revenue is based on a 25% subscription rate at 3 months. Free user Advert revenue is based on the standard 3 million add impression per 100k users. CTR is .02% Impressions are sold at \$.20. Token sales start in year 3 , projections are 30% of users will spend a minimum of \$20 a year on in-app tokens and assets.

	Users	Free User Add Rev	Paid User Rev non premium	Token Sales	Company Gross Revenue
2025	15000	\$20,000	\$200,000	TBD	\$0
2026	120000	\$43,200	\$1,438,800	TBD	\$1,482,000
2027	375000	\$405,000	\$4,496,250	\$2,250,000	\$7,151,250
2028	975000	\$1,140,000	\$11,690,250	\$5,850,000	\$18,680,250
2029	2175000	\$2,349,000	\$26,078,250	\$13,050,000	\$41,477,250



Timeline

Our two-year action plan , 2025 work will be completed on API and Crypto payments integration



Financials Spend (conservative estimates)

	Year 1 (2025)	Year 2(2026)	Year 3(2027)
Users	20000	400,000	1,600,000
Sales and Add revenue	500,000	1,000,000	2,000,000
Average Price per Sale or aggregated add clicks	\$45(22,500,000)	\$35(35,000,000)	\$55(110,000,000)
Projected Revenue @ 15% of expected earnings	\$3,375,000	\$5,250,000	\$16,500,000
• Cost of Revenue	\$500,000	\$800,000	\$1,600,000
Gross Profit	\$2,875,000	\$4,450,000	\$14,900,000
Expenses			
• Sales & Marketing	\$300,000	\$600,000	\$1,800,000
• Customer Service	\$125,000	\$200,000	\$500,000
• Product Development	\$562,500	\$400,000	\$1,000,000
• Research	\$281,000	\$500,000	\$1,200,000
Total Expenses	\$1,268,000	\$1,700,000	\$4,500,000
EBIT	+1,607,000	+2,750,000	+10,400,000

- As you can see from the previous slide even at a very conservative outlook: (15%) of projections we stand to make a year over year profit of near 2x in the first phase 2025-2026 and then 25x when we go parabolic during the third phase
- When we then also factor in the token sales and in app purchases , ICO earnings and trading fees from our in Dapp swap tools we can start to project in the 50x of initial investment capital



Outlook

Anewluv is a new and freshly innovative entrant into the online dating space. We have strong and dedicated team with decades of experience deploying large scale applications. Our motto : Find a new love on Anewluv !!

Team



Gavin Purcell

Python API/Technical Lead

Gavin has worked as a Python and API developer And AI expert for multiple product teams and Is a great resource in merging blockchain and AI technologies



Kelly Davis

Design

Kelly has extensive skills in front end design and doubles as the creative manager. He is also an Alum of St Cloud State University. Kelly also works as the Lead Designer.



Ola Lawal

CTO

Ola is currently doing triple duty as the Azure Architect and Database Designer and Mobile and Front end Product Manager. After our First funding round we will conduct a round of interviews to fill the Product Manager and Senior Mobile Dev Roles

2025 Funding Budget



Contractors

Miscellaneous contracting hires ,
from developers to accounting
and marketing SEO temps



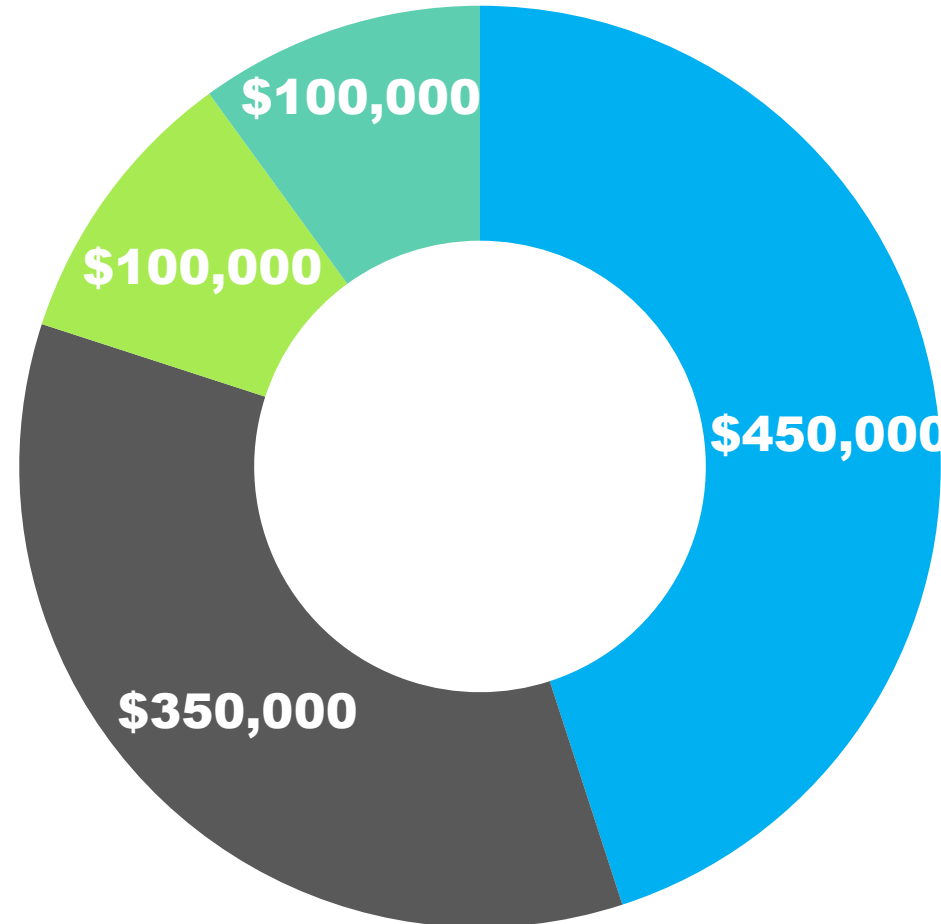
Network Infrastructure

Azure hosting monthly costs,
laptops and testing equipment
for QA and developers



Marketing

SEO marketing , social media
and Google AdWords daily
advertising spend



Software Development

Provides primary funding for 1
design resource , 1 flutter
developer and an Angular or
Knockout developer as well as
funding for the primary
development Team of Ola
Lawal and Kelly Davis

- The online dating space is currently dominated by three major players: Match Group owners of: Match.com, OkCupid, PlentyOfFish Tinder, Spark Networks owners of Jdate.com, ChristianMingle.com among others.
- For a combined market cap of over 3 billion and projected to grow to around 6 billion by 2024
- Anewluv intends to crash the party by providing a full suite of additional services for previous underserved digital currency markets and users without access to traditional fiat currencies credit etc.
- Providing personalized and stable mobile and web applications , we intend to tackle to huge issue of fake user profiles catfishing and other issues that have plagued the space for decades.




Summary

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Thank You

 Ola Lawal

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 Ola_lawal@yahoo.com

 <https://www.anewluv.biz/>