



playdate.

The dating app for single parents

PLAYDATE

Playdate: The dating app for single parents

Introduction

In August 2023, We Are Marble joined forces with Playdate, the UK's pioneering single parent dating app. Despite its early successes, Playdate sought to elevate its market presence, enhance user experience, and secure additional funding. We Are Marble was enlisted to navigate these challenges, fueling Playdate's growth trajectory and reinforcing its leadership in the dating app industry.

Background

Playdate had already garnered acclaim as a transformative platform, earning recognition among the Top 100 UK startups, winning the Best Emerging Dating App 2023 award, and achieving impressive download numbers with consistent month-over-month growth. Playdate's mission to foster meaningful connections among single parents resonated deeply, fueling its rapid ascent in the market.

Challenge

Playdate faced several key challenges:

- **Securing Funding:** Playdate aimed to secure funding to enhance its technological infrastructure and scale operations effectively.
- **Enhancing User Experience:** Continuous improvement of the app's features and interface was crucial to maintain user engagement.
- **Monetisation Strategy:** Playdate sought innovative monetisation strategies to ensure sustainable revenue generation.
- **Navigating Investor Expectations:** Clear growth plans were needed to secure investor confidence and support.



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Our Approach

1. Financial Modelling: We developed a cash flow model to guide funding decisions and optimise resource allocation.
2. Innovative Monetisation: We explored diverse revenue streams aligned with Playdate's mission to become revenue generating at a faster rate
3. Roadmap for Growth: Strategic guidance and full financial modelling, guidance on approach and strategy to present business to investors outlined Playdate's path to securing multi-million-pound seed funding.

Background

- Diversified Revenue Streams: Innovative monetisation strategies laid the groundwork for sustainable growth.
- Investor Confidence: Clear growth plans secured multi-million-pound seed funding.
- Enhanced User Experience: Playdate's interface and features were significantly improved, reinforcing its user-centric approach.
- Market Leadership: Strategic marketing propelled Playdate to the forefront of the dating app market.
- Readied the business for a US launch including financial, tax and legal US teams available to resource for Playdate as needed
- We Are Marble continue to advise Playdate on business development strategy

