

Executive Overview

HeartLynk is a compatibility-first dating platform engineered around verified identity, intentional matching, and structural trust. HeartLynk is founded and led by Stewart Powell, a 45+ year software and systems engineering veteran.

Online dating has become engagement-optimized, swipe-driven, and increasingly vulnerable to identity fraud, bot infiltration, and AI-generated impersonation. Trust erosion is accelerating while user expectations around safety are rising.

HeartLynk embeds mandatory video-based identity verification and compatibility filtering directly into the core product architecture. HeartLynk is architected as a trust-layer platform within dating.

Initial launch: Alberta, Canada. Expansion: National scale following density validation.

Market Context

- Global online dating projected to exceed US\$11–13B by 2028
- 4M+ Canadian adults (18–45) actively use or have used dating platforms
- Rising identity fraud and generative AI impersonation risk
- Increasing regulatory scrutiny around user safety

Incumbents optimize for engagement velocity. Trust-first positioning remains structurally underdeveloped.

Trust and safety are emerging as structural constraints in online dating, creating opportunity for purpose-built platforms.

Structural Problem

Most platforms rely on:

- Static selfie verification
- Infinite swipe loops
- Opaque compatibility logic
- Minimal upfront identity confirmation

These mechanics incentivize volume over alignment, increase bot risk, reduce credibility, and contribute to user fatigue.

Engineered trust is the next durable competitive wedge in dating.

Product Strategy

1. Mandatory Guided Video Verification

- Real-time liveness confirmation
- Bot reduction
- Deepfake mitigation

- Baseline trust before matching
- 2. Compatibility-Driven Matching
 - Values alignment
 - Lifestyle compatibility
 - Declared relationship intent
 - Finite discovery (no infinite swipe loop)
- 3. Transparent Trust Signals
 - Verification status
 - Compatibility strength indicators
 - Intent clarity

Go-To-Market Strategy

Phase 1 – Alberta Launch (Calgary & Edmonton)

- Controlled user density build
- Safety-first positioning

Phase 2 – National Expansion

- Geographic density sequencing
- Retention optimisation
- Paid acquisition scaling post LTV:CAC validation

Density precedes scale.

Business Model

Freemium Core:

- Profile creation
- Mandatory verification
- Matching & messaging

Premium Subscription:

- Advanced compatibility analytics
- Enhanced visibility
- Expanded filtering
- Priority placement

In-App Revenue:

- Boost placements
- Spotlight positioning

Primary revenue driver: Recurring subscription.

Financial Framework

Seed Objectives:

- Finalize production-grade MVP
- Launch Alberta market
- Validate retention and premium conversion
- Establish safety metrics benchmark
- Prepare infrastructure for national scale

Initial Targets:

- 40,000–50,000 verified users within initial regional density phase
- 3–5% premium conversion baseline
- Break-even projected at 24–30 months

Capital Raise

Raising C\$600,000 Seed

Capital Allocation:

- ~40% Product & Engineering
- ~30% Growth & User Acquisition
- ~15% Trust & Safety Infrastructure
- ~15% Operating Runway

This raise funds Alberta launch, metric validation, and preparation for national scaling.

Vision

HeartLynk is building defensible dating infrastructure where:

- Identity is verified
- Intent is explicit
- Compatibility precedes engagement
- Trust is engineered

The next generation of dating platforms will be defined by safety, not swipes.

