



AI-assisted matchmaking without endless swiping

Needle starts with conversation, builds more thoughtful profiles, and works in the background to surface meaningful matches.

Closed beta live

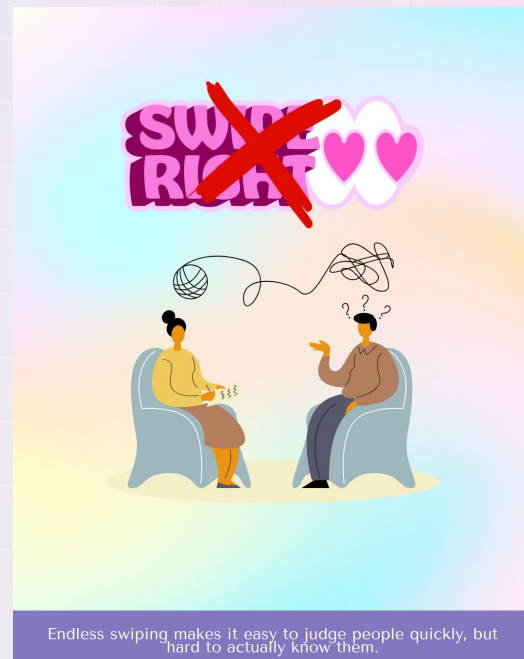
Founder: Joshua Fields



Dating apps optimise for engagement, not better introductions

Most products still ask users to judge people quickly, swipe often, and start conversations with very little context.

- People judge quickly from photos and short prompts
- Users spend hours swiping with little signal
- Many matches never turn into meaningful conversations
- Dating starts to feel repetitive, gamified, and draining



Market signal: a large category with a tired core experience

The opportunity is not proving online dating exists. It is proving a better interaction model can win user trust.

4.9M

UK adults used an online dating service in 2024

Ofcom, 2025

78%

of Gen Z respondents experienced dating-app exhaustion sometimes, often, or always

Forbes Health, 2025

\$6B+

global dating-app revenue in 2025, with 350M+ users worldwide

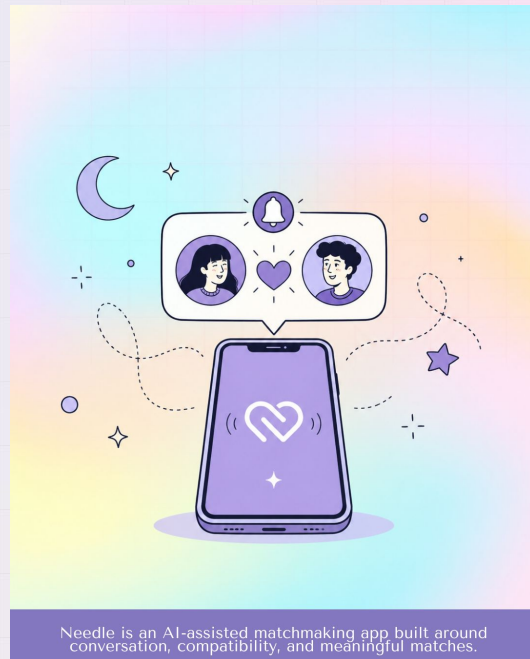
Business of Apps, 2026

Needle's bet: the next dating experience is less browsing, more AI-assisted understanding and background matchmaking.

Needle starts with understanding

Instead of asking users to write the perfect profile, Needle gets to know them through conversation and turns that into better matching context.

- Conversation-led onboarding captures nuance
- AI generates a more complete, human profile
- Matching runs quietly in the background
- Introductions explain why the fit could work
- A private coach helps when chats go stale

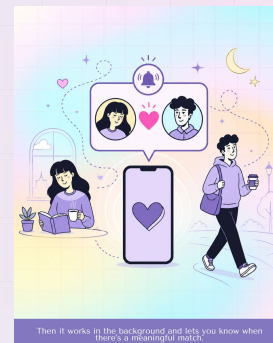


Needle is an AI-assisted matchmaking app built around conversation, compatibility, and meaningful matches.

Product flow

A closed-loop experience from profile creation to supported conversation.

- 1 **Talk to the matchmaker**
Needle asks questions about values, lifestyle, goals, and preferences
- 2 **Generate a profile**
The conversation becomes a richer profile users can review
- 3 **Work in the background**
Needle surfaces potential matches without endless browsing
- 4 **Explain the intro**
Users see why the match could make sense before connecting
- 5 **Support the chat**
A private coach helps keep the conversation moving if needed



Conversation → Profile → Match → Conversation → Coach

The key product idea is that the user does the deep work once, then Needle helps them find and understand better introductions over time.

Why now

AI has changed what a dating product can understand and explain.

LLMs capture nuance

Needle can reason over relationship intent, communication style, values, and user context, not just filters.

Users are tired of swiping

Dating apps are high engagement, but many users want less screen time and more intentional introductions.

Trust needs explanation

AI matching becomes more credible when users can see why an introduction may work.

Needle is built around conversation, explainability, and background matching.

Progress: closed beta is live

Needle is no longer just an idea. The first working version is live and ready for controlled user validation.

BUILT AND RUNNING

- Conversation onboarding
- AI profile generation
- Compatibility matching
- Messaging + private coach
- Email notifications
- Feedback, analytics, monitoring, and beta access control

CURRENT VALIDATION FOCUS

- Do users complete onboarding?
- Do generated profiles feel accurate?
- Do match explanations build trust?
- Do conversations start and continue?
- Which cohorts produce the strongest density?

Live at join-needle.com

North Star: Meaningful Introduction Rate

Needle works if introductions lead to real conversations — not just more matches.

NORTH STAR METRIC

Meaningful intro rate

% of mutual matches that become a meaningful conversation signal within 7 days.

Mutual matches → meaningful connection signals



1

20+ messages

Sustained conversation within 7 days

2

Contact exchanged

Users move beyond the app

3

Worthwhile match

User reports the intro felt useful

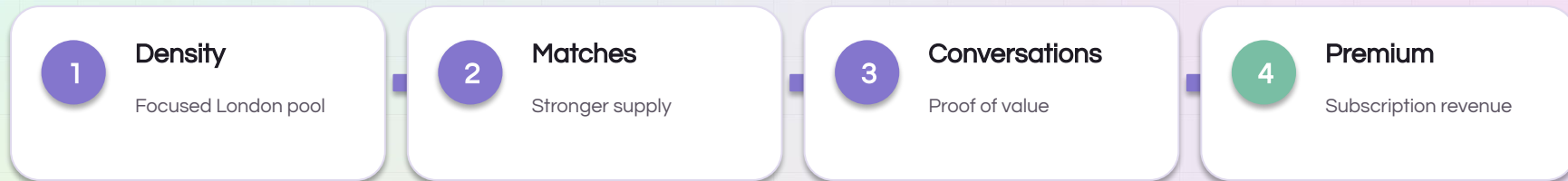
First cohort validation stack

Onboarding completion • Profile accuracy • Mutual match acceptance • First-message rate •
Conversation continuation

Commercial plan:

Build density first

Dating only monetises once there is enough density for matching to work. Needle's MVP is already built, so early capital is primarily for distribution, not product development.



Use of early capital

- London-focused acquisition and creator/content tests
- University, alumni, and closed-loop community campaigns
- Referral loops and early growth/commercial support

Freemium subscription model

- Free profile creation and limited introductions
- Premium for more active matching and deeper insights
- Extended private coach support for engaged users

More density → more matches → more meaningful conversations → stronger premium conversion



The dating app that doesn't make you swipe

Closed beta is live. The next step is focused validation: onboarding completion, profile quality, match quality, message starts, and meaningful connection signals.

join-needle.com

Sources used in deck: Ofcom (2025), Forbes Health/OnePoll (2025), Business of Apps (2026).



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