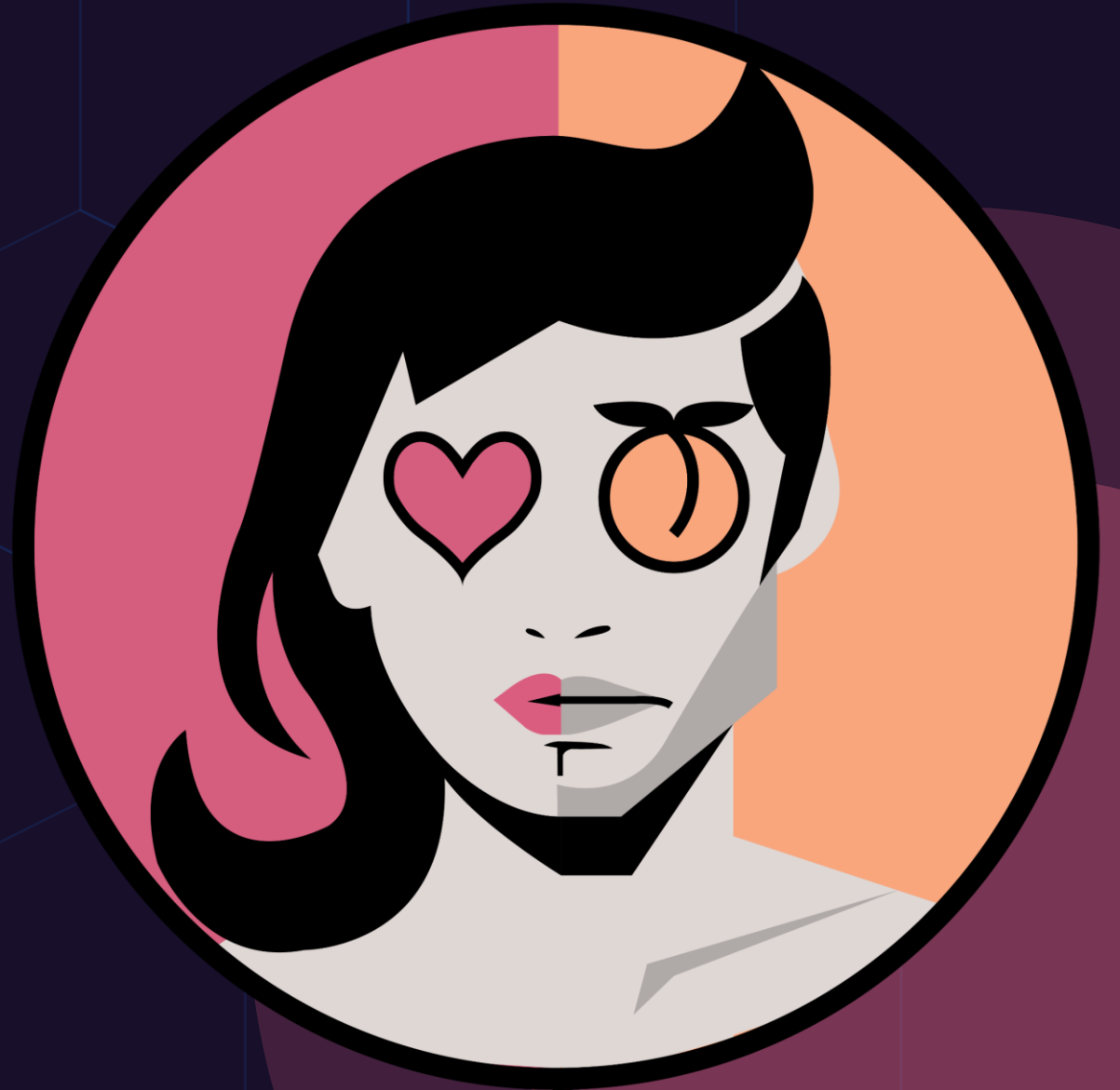# AI-BACH.COM

EXECUTIVE SUMMARY

BACH positions itself as the ultimate dating app on the market, combining conversational AI and a crypto token ($BACH) to provide a fully automated dating experience, including physical affinity analysis via facial detection.

KEY MESSAGE:

"Tinder invented the swipe, Bumble put women in control… BACH completely eliminates wasted time and reinvents dating.

With BACH, your AI Persona talks, filters, and selects on your behalf. Thousands of simultaneous conversations with other AI Personae instantly analyze what would have taken you months: deep affinities, value compatibility, and physical attraction through advanced facial detection.

No more swiping, waiting for replies, or dealing with ghosting. You only step in at the key moment: the perfect match.

Welcome to the era of smart dating. 🚀"

With BACH, the user no longer spends hours swiping or handling multiple often-fruitless conversations, nor do they experience the anxiety of ghosting. The AI automatically chats with thousands of AI Personae linked to potential profiles, analyzing deep compatibility (values, interests) and visual compatibility (thanks to facial detection). The user only receives highly relevant matches with more than 99% compatibility and simply has to "close" the date.

The online dating market is massive (over $10 billion a year worldwide), yet some established platforms like Tinder and Bumble are showing slowed or declining active user bases due to ghosting, excessive time spent swiping, and a lack of innovation. BACH addresses this obsolescence with a unique value proposition:

|	
Total conversation automation by AI.	Facial detection to retain only physically compatible profiles.
Crypto mechanics (burn + redistribution) to reward the community.	Freemium: free access to basic features, with premium features paid in $BACH (Top Soulmate Boost, AI upgrades, etc.).

The business model, based on purchases in $BACH, redistributes 25% of revenues to token holders, burns 50% (enhancing token scarcity), and keeps 25% for the platform.

MARKET RESEARCH
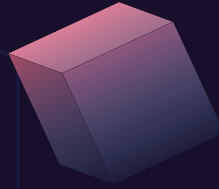
THE ONLINE DATING MARKET: GLOBAL DATA

Market size: Approximately $10 billion worldwide in 2023, with average annual growth of 8-10%.

Estimated total number of users: Over 400 million people around the world use or have used dating apps regularly, with a significant portion on Tinder, Bumble, Hinge, etc.

Global conversion rate: On average, between 10% and 15% of users opt for paid features (freemium → premium).

Current problem: Several flagship apps are seeing their active user numbers decrease or stagnate (e.g. Tinder reportedly lost part of its regular user base in recent years).

COMPARISON WITH TINDER AND BUMBLE

Criteria	Tinder	Bumble	BACH
Business model	- Freemium + Gold/Plus subscriptions- In-app purchases (Boost, Super Like)	- Freemium (Bumble Boost, Premium)- In-app purchases (Spotlight, SuperSwipe)	- Freemium (basic for free)- Premium features paid in $BACH- Tokenomics (25% fee switch, 50% burn)
User experience	- Manual swipe + manual chat	- Manual swipe (women-first approach) + manual chat	- Conversational AI handling all discussions- Integrated facial detection (visual compatibility)
Common issues	- High ghosting- Infinite swiping- Frustrating monetization- Decline/stagnation in active user numbers	- "Women-first" is appreciated, but ghosting and wasted time still occur- User base fatigue	- No ghosting: everything is automated- No time wasted swiping- Ultra-targeted matches (99% affinity)
Number of users	~75M/month (with a downward/stagnating trend)	~40M/month (growth slowing)	Expected growth (innovative AI + Crypto concept)
Technologies	- Algorithmic matching (socio-demo basis)	- Algorithmic matching + security focus	- LLM AI + Facial detection + Web3 Blockchain/Token

CURRENT ISSUES
(TINDER, BUMBLE, ETC.)

Time wasted: weeks of conversation before a potential date, often resulting in discovering incompatibility (interests, personality, etc.).

Major fatigue with manual swiping (seen as outdated).
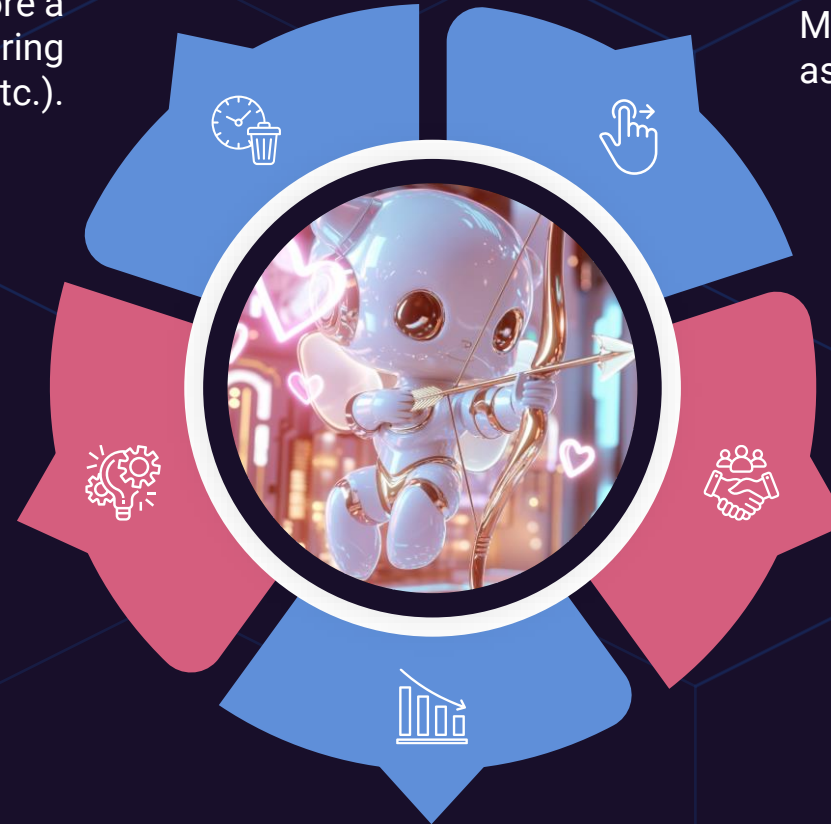
Lack of innovation (identical mechanics for years).

High ghosting due to a lack of genuine engagement.

Decline or stagnation in active user numbers (weakening of legacy apps).

HOW BACH SOLVES THESE PROBLEMS

Complete automation: AI manages up to 95% of the entire conversation, from initial contact to in-depth interactions, leaving you to step in only at the decisive moment.

Face Detection: AI recognizes your visual preferences and immediately filters out physically incompatible profiles.

Time saved: you only receive profiles that the AI has thoroughly analyzed and validated, assessing deep psychological compatibility, values, appearance, shared emotions, as well as common interests and connection points. The AI automatically replicates the mutual discovery process, as if you had already spent months getting to know each other.

Incentive-driven crypto distribution: The $BACH token economy encourages community involvement and boosts retention.

STRATEGY & POSITIONING

"NEXT GEN DATING" POSITIONING

BACH represents the 3.0 generation of online dating, following Tinder's "swipe" and Bumble's "women-first" model.

KEY MESSAGE

"Tinder invented swiping, Bumble innovated with the 'women-first' approach, BACH completely eliminates wasted time and frustration by delegating conversations and physical analysis to AI. You only step in at the decisive moment to finalize the meet-up."

MAIN TARGET AUDIENCES

Millennials and Gen Z tired of conventional apps.

Crypto users looking for a concrete use case.

Tech/AI early adopters wanting to explore "automated dating."

SWOT ANALYSIS

Internal (BACH)

Strengths (Internal to BACH)

▸ AI automation (text + facial detection)- Tokenomics (burn + redistribution)- Freemium + Premium in $BACH- Media partnership with Ambre_ai (521k IA followers)

Weaknesses (Internal to BACH)

▸ Requires crypto adoption- Technical complexity (LLM, face detection)

External (Market)
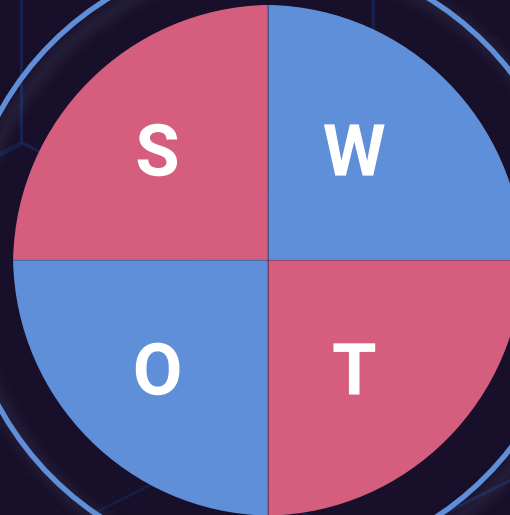
Opportunities (External to Market)

▸ Dating market (> $10B/year)- Fatigue with traditional apps- AI/crypto innovation sought by investors

Threats (External to Market)

▸ Variable crypto regulations- Other apps could try to copy (but restructuring would be long and costly)

S **W** **O** **T**

BUSINESS MODEL
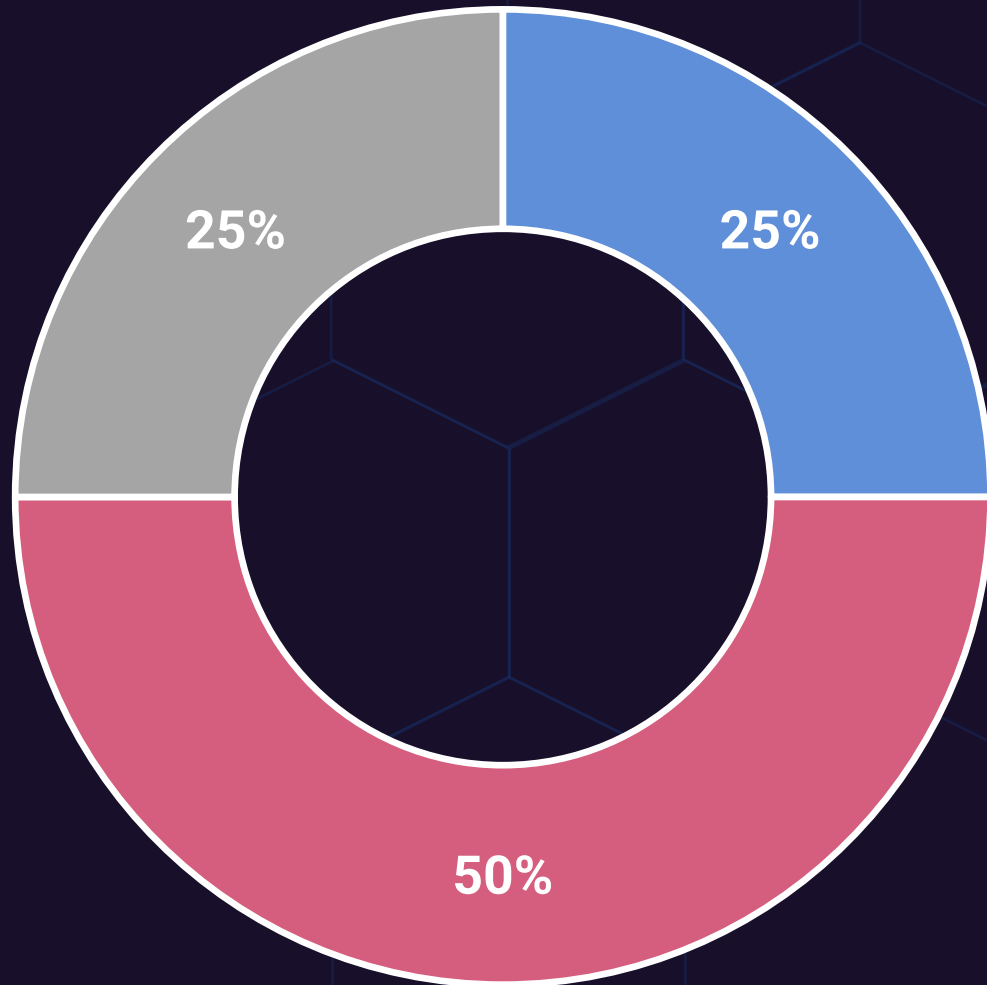# & TOKENOMICS

FREEMIUM + PREMIUM IN $BACH

Freemium: Free sign-up and basic features.

Premium: Advanced features (Top Soulmate Boost, faster AI, customized Personae), exclusively via $BACH.

REVENUE DISTRIBUTION

25%

25%

50%

Retained by the company (development, servers, marketing).

Burned to increase token scarcity.

Redistributed to token holders (fee switch).

MONETIZATION & COMPETITIVE ADVANTAGE

High willingness to spend: gamification (leaderboards, AI upgrades, etc.).

Scarcity effect (token burn) and redistribution encourage the community to hold onto their $BACH.

FINANCIAL PROJECTIONS

Two scenarios:

Optimistic Scenario: strong adoption, rapid growth.

Pessimistic Scenario: slower adoption, better cost management.

OPTIMISTIC SCENARIO

Assumptions

Viral launch, effective marketing, strong adoption in both crypto and mainstream markets.

Exponential growth driven by AI+Crypto+Dating innovation.

Year (from launch)	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Active users (cumulative)	0.5M (~0.13% of market*)	2.5M (~0.63% of market*)	7M (~1.75% of market*)	15M (~3.75% of market*)
Premium conversion rate	5%	8%	12%	15%
Paying users	25k	200k	840k	2.25M
Monthly spend/payer	$15	$20	$20	$25
Annual revenue	$4.5M	$48M	$201.6M	$675M

*Based on an estimated 400 million dating app users worldwide.

OPTIMISTIC SCENARIO

Revenue Distribution (tokenomics)

25% retained, 50% burned, 25% redistributed.

	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Annual revenue	$4.5M	$48M	$201.6M	$675M
25% Retained (Treasury)	$1.125M	$12M	$50.4M	$168.75M
50% Burn	$2.25M	$24M	$100.8M	$337.5M
25% Redistribution (Fee Switch)	$1.125M	$12M	$50.4M	$168.75M

Expenses & Operational Costs (Annual)

Categories	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
R&D (AI, Face detection) & App Development	$0.2M	$1.0M	$2.0M	$3.0M
Infrastructure & IT (servers)	$0.2M	$1.0M	$2.0M	$3.0M
Marketing & User Acquisition	$0.3M	$2.0M	$5.0M	$10.0M
General expenses	$0.1M	$0.5M	$1.0M	$2.0M
Staff costs (salaries, etc.)	$0.1M	$0.8M	$1.5M	$3.0M
Total Expenses	$0.9M	$5.3M	$11.5M	$21.0M

OPTIMISTIC SCENARIO

Simplified EBITDA (25% of Revenue – Total Expenses)

Year	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Revenue retained (25%)	$1.125M	$12.0M	$50.4M	$168.75M
Total Expenses	$0.9M	$5.3M	$11.5M	$21.0M
EBITDA	+$0.225M	+$6.7M	+$38.9M	+$147.75M

01. **N (2026):** Positive EBITDA in the first year ($0.225M).

02. **N+1 (2027) and beyond:** Very positive EBITDA, exponential growth.

PESSIMISTIC SCENARIO

Assumptions

Slower adoption, stronger competition.

Lower conversion rates and lower user spending.

Adjusted costs: further reduced for positive EBITDA starting from N+1 (2027).

Year (from launch)	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Active users (cumulative)	0.3M (~0.075% of market*)	1.0M (~0.25% of market*)	2.5M (~0.63% of market*)	5M (~1.25% of market*)
Premium conversion rate	3%	5%	7%	10%
Paying users	9k	50k	175k	500k
Monthly spend/payer	$10	$12	$15	$15
Annual revenue	$1.08M	$7.2M	$31.5M	$90M

*Based on an estimated 400 million dating app users worldwide.

PESSIMISTIC SCENARIO

Revenue Distribution (tokenomics)

25% retained, 50% burned, 25% redistributed.

	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Annual Revenue	$1.08M	$7.2M	$31.5M	$90M
25% Retained (Treasury)	$0.27M	$1.8M	$7.875M	$22.5M
50% Burn	$0.54M	$3.6M	$15.75M	$45M
25% Redistribution	$0.27M	$1.8M	$7.875M	$22.5M

Expenses & Operational Costs (Annual)

Categories	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
R&D (AI, Face detection) & App Development	$0.2M	$0.3M	$0.7M	$2.0M
Infrastructure & IT (servers)	$0.1M	$0.2M	$0.5M	$1.5M
Marketing & User Acquisition	$0.25M	$0.5M	$1.6M	$4.0M
General expenses	$0.1M	$0.2M	$0.4M	$1.0M
Staff costs (salaries, etc.)	$0.15M	$0.3M	$0.8M	$1.5M
Total Expenses	$0.8M	$1.5M	$4.0M	$10.0M

PESSIMISTIC SCENARIO

Simplified EBITDA (25% of Revenue – Total Expenses)

Year	N (2026)	N+1 (2027)	N+2 (2028)	N+3 (2029)
Revenue retained (25%)	$0.27M	$1.8M	$7.875M	$22.5M
Total Expenses	$0.8M	$1.5M	$4.0M	$10.0M
EBITDA	-$0.53M	+$0.3M	+$3.875M	+$12.5M

01. **N (2026):** Small loss (-$0.53M), given the slow initial adoption.

02. **N+1 (2027):** Positive EBITDA (+$0.3M).

03. **N+2 (2028) and N+3 (2029):** Confirmed growth, comfortable margin.

Even in this "pessimistic" scenario, reduced costs and gradually increasing paying users lead to medium-term profitability.

MARKETING & GROWTH STRATEGY

BACH adopts an aggressive, targeted approach to emerge quickly, combining crypto marketing with traditional marketing.

KEY PHASES

Q1 2025 – Launch & $BACH Airdrop

- Airdrop to build an initial community (Telegram, Twitter, Discord).
- Crypto and general influencers (Ambre_ai + AI/Tech KOLs).
- Telegram Ads campaigns in crypto channels.
- CEX/DEX (mid-tier) listings.

Q2-Q3 2025 – Alpha / Beta Technical Stage

- Technical MVP (AI backend + Flutter frontend).
- Influencer partnerships (YouTube, TikTok, Instagram) to tease the upcoming revolutionary AI+Crypto app.
- Regular AMAs on Telegram, Twitter Spaces, Discord.

Q4 2025 – Official Launch & Offensive

- Advertising: Facebook Ads, TikTok Ads, Instagram Ads, crypto media ads.
- Launch events (webinars, contests, live sessions).
- Highlight facial detection and 100% autonomous AI Personae.

2026 – Internationalization & Expansion

- Multilingual translations (key markets: US, Europe, Asia).
- Partnerships with other Web3 ecosystems (NFT, dApps).
- IRL events (crypto conferences, Tech fairs).

ADVERTISING & GROWTH CHANNELS

Major influencers (Lifestyle, Dating, Crypto, AI).

Telegram Ads campaigns in well-known crypto channels.

Referral program (rewards in $BACH).

Press coverage: articles in Cointelegraph, TechCrunch, Forbes, etc.

RISK ANALYSIS & MITIGATION MEASURES

Legal / Regulatory Risk (Crypto)

▸ Measure: audits, transparency, KYC/AML compliance.

Technical Risk

▸ Scalability of AI (thousands of simultaneous conversations).

▸ Measure: microservices architecture, cloud partnerships, real-time monitoring.

Competitive Risk

▸ Large incumbents (Tinder/Bumble) could try to emulate BACH.

▸ Measure: Their shift toward AI + crypto would be long and costly. BACH holds a first-mover advantage and a clearly differentiated value proposition.

Adoption Risk

▸ Crypto barrier for the mainstream public.

▸ Measure: user-friendly interface, tutorials (buying $BACH via credit card), responsive customer support.

Overall, BACH maintains a technological edge and a concept that is not easily replicated by traditional players in the short term.

CONCLUSION

BACH revolutionizes online dating by integrating AI automation (conversation + facial detection) and crypto tokenomics. The major problems (ghosting, wasted time, lack of compatibility) are solved by a system in which AI handles all the preliminary filtering, presenting users with 99%-validated matches only.

The market is huge but experiencing a slowdown for the historical leaders (Tinder, Bumble). BACH's offering is disruptive and sharply differentiated. Financial forecasts—both optimistic and pessimistic—indicate potential for medium-term profitability, thanks to its unique tech positioning and cost management tailored to each scenario.

"Join the BACH revolution and help shape the future of online dating."

2025 FUNDRAISING ROUND

FUNDRAISING GOAL

Goal: $1 million for a 40% equity stake in the BACH foundation.

Minimum Ticket Size: $50K, allocated as follows:

70% equity

30% $BACH (15-month vesting, with monthly unlock)

JUSTIFICATION FOR THE FUNDRAISE

BACH targets a valuation based on the projected market cap of the $BACH token, anticipating exponential growth.

40% equity for $1M, underpinned by a projected $BACH token valuation of $10M by the end of May 2025.

The funds will accelerate development and global deployment while strengthening liquidity and credibility for $BACH.

INVESTMENT ALLOCATION

App Development (40%)

▸ Strengthening the technical team (front/back developers, AI engineers).

▸ Continuous improvements to the matching algorithm and facial detection.

▸ Ongoing optimization of user experience (UX/UI) and quality testing (QA).

▸ Development and integration of blockchain-based features.

Marketing & Acquisition to Promote $BACH (35%)

▸ Advertising campaigns (Facebook Ads, TikTok, Instagram, YouTube Ads, Google Ads).

▸ Partnerships with influencers (crypto, lifestyle, dating, AI).

▸ Launch events and PR (press releases, crypto/tech/lifestyle media).

▸ Telegram Ads campaigns (targeting crypto communities on specialized channels).

▸ Collaboration with other Web3 projects (DeFi protocols, NFT, dApps).

▸ Setting up a referral program to encourage $BACH adoption.

Allocation Investissements 1M$
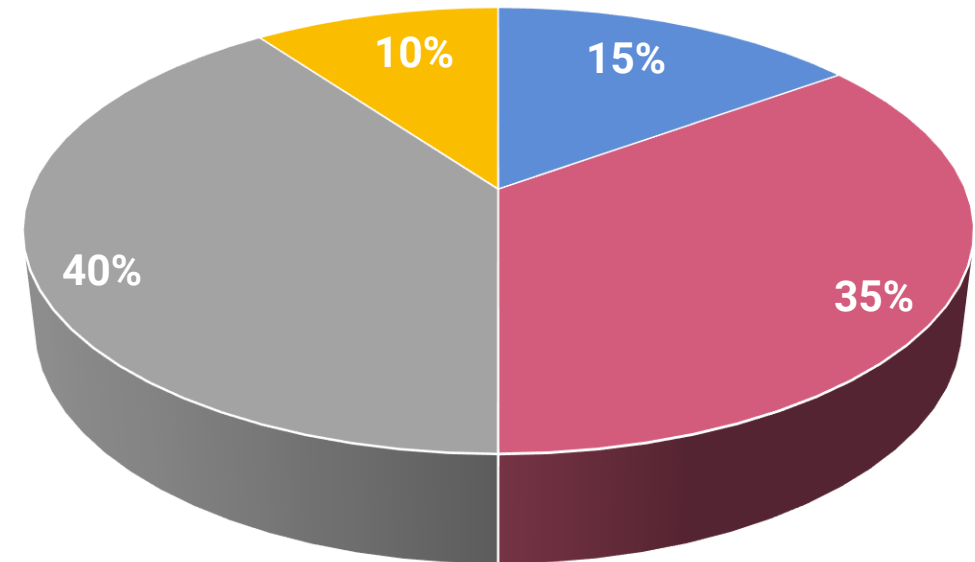
15%
10%
40%
35%

- ■ Infrastructure & Servers
- ■ Marketing & Acquisition
- ■ App Development
- ■ Others

Of the $1 million raised, the breakdown is:

INVESTMENT ALLOCATION

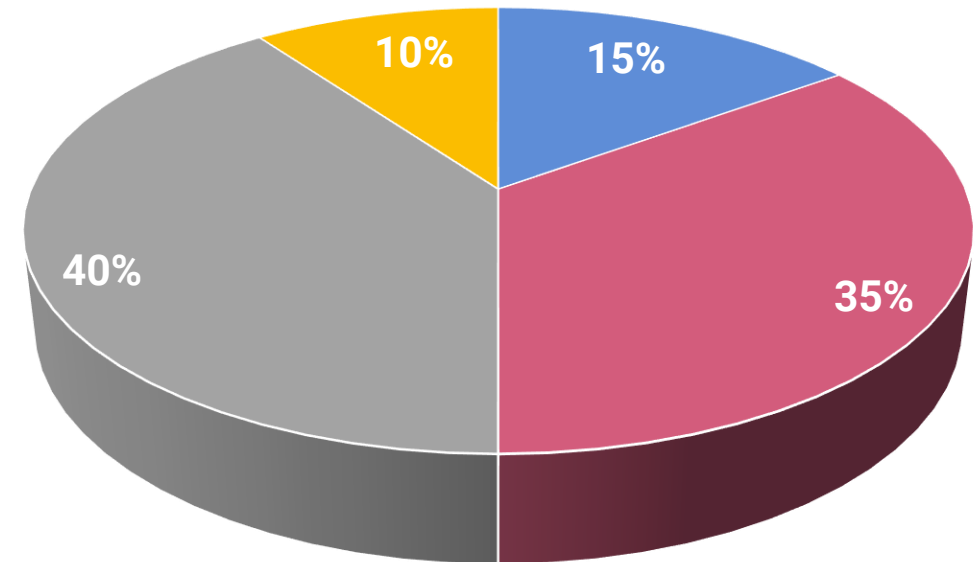## Infrastructure & Servers (15%)

▸ Scalable cloud hosting (microservices, AI).

▸ Monitoring and security tools (anti-fraud, anti-bot, data protection).

Others (Administrative costs, support, etc.) (10%)

▸ Legal fees, regulatory compliance (audit, KYC/AML).

▸ Customer support and technical support.

▸ Maintenance, updates, and platform improvements.
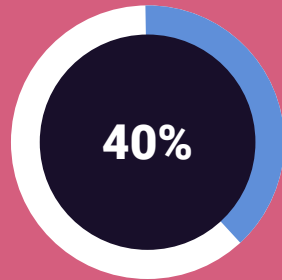
Allocation Investissements 1M$

- Infrastructure & Servers
- Marketing & Acquisition
- App Development
- Others

Of the $1 million raised, the breakdown is:
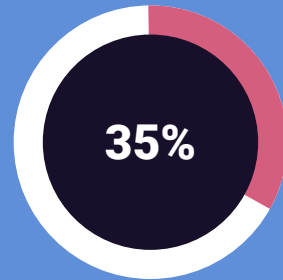
COST BREAKDOWN BY SERVICE

App Development

40%

- AI & Face Detection Engineering: ~15%
- Mobile & Web Development: ~15%
- Testing & QA: ~5%
- UX/UI Design & User Experience: ~5%
- Blockchain & Smart Contract Integration: ~5%

Marketing & Acquisition

35%

- Influencers & Partnerships (crypto, AI, lifestyle, dating): ~15%
- Ads Campaigns (Facebook, TikTok, Instagram, YouTube, Google, Crypto channels): ~10%
- Events, PR, press releases (crypto & tech media): ~5%
- User referral & incentive programs: ~3%
- Targeted Telegram Ads: ~2%
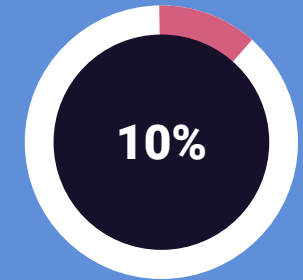- Collaboration with other Web3 projects (DeFi, dApps, NFT): ~2%

Infrastructure & Servers
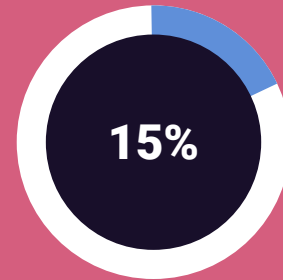
15%

- High-availability cloud hosting: ~10%
- Security, Monitoring, Anti-fraud & Data protection: ~5%

Administrative and Support Expenses

10%

- Legal and compliance (audit, KYC/AML): ~4%
- Customer support and after-sales service: ~3%
- Miscellaneous/Contingencies: ~3%

This allocation covers all crucial needs for the rapid and efficient deployment of BACH, ensuring infrastructure security and amplifying the platform's global visibility.