

The Code.™

Matches Backed by Science™

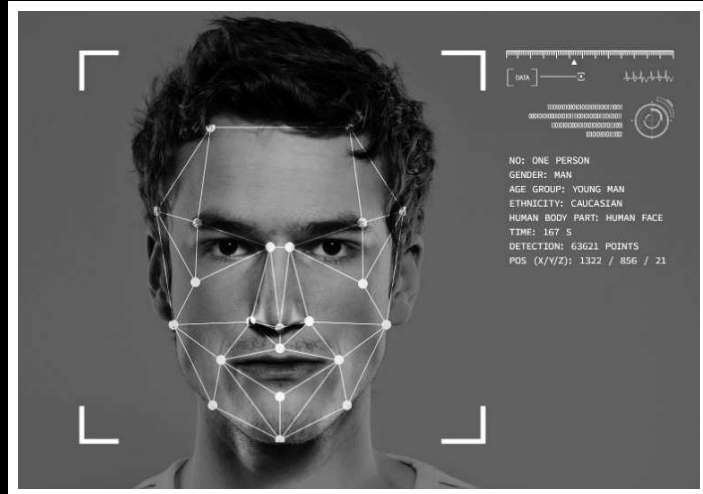
# What We Do

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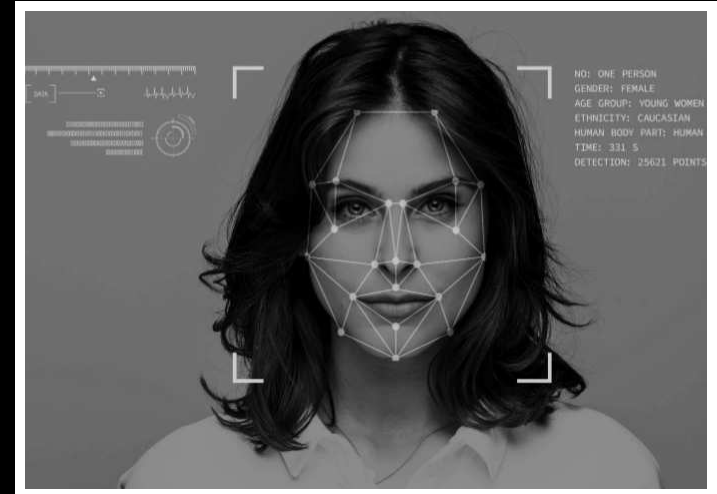
We are biologically coded for how we choose our romantic partners.

Anthropologists say that your brain will know within seconds of seeing someone whether you want to date them, sleep with them, or both.

The Code. Dating App makes your chances of meeting someone you are attracted to... exponentially greater.



The Code.™  
Matches Backed by Science™



A blue DNA double helix structure is shown against a grey background. The helix is rendered with a textured, almost metallic appearance. Overlaid on the center of the helix is white text. The text is arranged in two lines: the first line reads "Matches based on science" and the second line reads "instead of random possibility". The text is in a clean, sans-serif font. The entire scene is framed by a thin white border.

Matches based on science  
instead of random possibility

# How it Works

A Dating App that finds your “type” using:

**Facial  
Recognition  
Technology**

**Biometrics**

**Artificial  
Intelligence**

We curate matches of couples who are drawn to each other by nature, using a patented algorithm that’s based on:

**Anthropology**

**Evolutionary  
Biology**

**Neurophysiology**

# The Problem

The current dating app model is **TIRED** and **INEFFICIENT**.

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There has been no recent innovation since Tinder's "swiping" in 2012 and Bumble's "women go first" in 2014.

**Dating Apps yield poor results, relying on:**

- Limited match success
- Inefficient and time-consuming swiping
- User frustration

**Resulting in:**

- The random deployment of user profiles
- Pseudo photo front-loading
- Contrived and ineffective "compatibility" data

# The Solution

The existing apps address the quantity problem.

We are addressing the quality problem.

Science tells us that attraction is not random. When it comes to sexual desire, there are biological and evolutionary reasons influencing our selections.

Science does the matching for you.

With The Code.™, no more random data dumps of user profiles that yield a low possibility of matching.

Efficiency- no more swiping to eternity to find a match.



# The Technology

1

Snap your real-time photo in The Code's Selfie Booth™ and upload for facial recognition scanning

2

A facial recognition vector mask gathers your biometrics

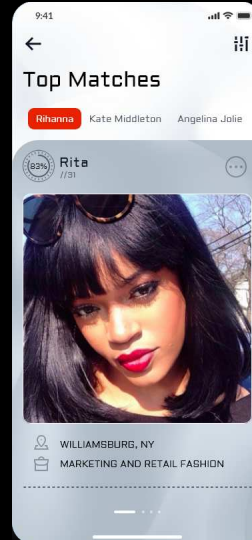
3

Receive a download of your facial landscape revealing how your biometrics have been sorted and categorized to attract other users



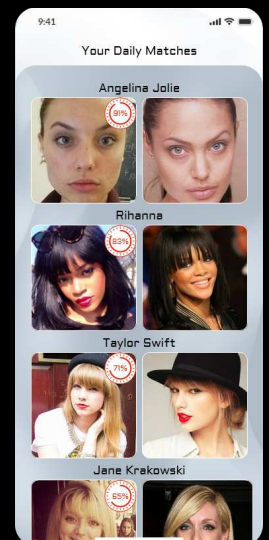
4

Then, select your "type" from the familiar faces in our database



5

Receive profiles of members who match your "biological code" for sexual attraction



# The Code.™, A Dating App Disruptor

Why are we convinced using biometric data to make matches will win over the market of the 36 million US online daters?

Because in nature, **sexual attraction** always calls the shots.



# Revenue Model for The Code.

\$40

Subscription rate  
(Avg. user sub.=6 mos.)

\$9

App download fee to  
enter the community and  
receive personalized  
facial biometrics scan.

Up  
charges:

- o Style team
- o Selfie frames
- o Dating horoscopes

Example:

30K users at \$40 mo. = \$1.2M /month

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1.2M X 6 months (avg. sub.) = \$7.2M

30K users at \$9= \$270,000 upload fees



# Competitive Advantage

First to market to use facial recognition technology and AI algorithm to calculate and predict physical attraction

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Higher user engagement and interactivity due to gamification of FRT, providing users with famous face lookalikes

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Efficiency and innovation in the dating space- no more hours of endless swiping

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More effective matching algorithm for customer satisfaction

# The Digital Elephant in the Room

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Public perception about FRT privacy invasions in the areas of law enforcement and surveillance as technology applications develop

Politicization of FRT with respect to civil rights

Pulling users away from “known” dating apps to the next shiny object

# The Team



**Charles Sankowich**

Founder & CEO

Lifestyle and Social Connections Entrepreneur  
CEO/Co-founder of Friendthem, a mobile app allowing a one-click connection to multiple social media accounts. Charles owned the Wells Fargo Estate in Monroe, NY, converting it into a spa and conference center that he later sold to the Disney family. Co-owner of restaurant/night club 3 yrs.voted #1 dating spot in the Hamptons. Former Commodities Trader on the NY Mercantile Exchange. Graduate of UC Berkeley.



**Stacy Schneider**

Co-Founder

Attorney, TV Legal Analyst, and former COO of mobile media/ad platform, Slam Ad.com.  
Author and Commentator on CNN, Fox News, Fox Business News, HLN, and Court TV. Columnist for the Huffington Post and The Observer. Stacy has defended criminal cases involving the use of facial recognition technology and studied genetics and biology at the University of Michigan. Graduate of Cornell University.

They sell dating.  
We sell sexual  
attraction.

(mic drop)

TheCodeDating.com

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