

# Blind Dating

*Personality first. Photos later.*

**Blind Dating is the first dating app to gate photos behind real conversation.** Profiles lead with personality, not faces. Photos stay blurred until two people build enough genuine connection in conversation — measured by message depth, engagement, and consistency over time — that they **both** vote to reveal. The reveal is mutual and simultaneous, never one-way.

Built and bootstrapped by a solo founder. Launching **iOS in June 2026**. Early-access waitlist live now at [blinddating.app/early-access](https://blinddating.app/early-access).

## WHY THIS MATTERS RIGHT NOW

The cultural moment for a dating-app reset is documented and quantified.

- **78% of dating-app users report burnout** — 80% of women, 79% of Gen Z. (Forbes Health 2024)
- **Bumble stock is down 90%+ from its 2021 peak**, erasing ~\$13B in market cap. Bumble laid off 30% of staff in 2025. Match Group cut 13% of its workforce, citing declining Gen Z usage. (Bumble & Match Group SEC filings)
- **Over half of Gen Z reports burnout 'often or always'** — the highest rate of any age group. Many are explicitly returning to in-person dating. (Forbes Health July 2025)

The problem is structural, not cosmetic. Photo-first feeds shallow swiping. Shallow swiping commoditizes attraction. Commoditized attraction kills retention. Every major app has tried features on top of the same broken foundation. Nobody has rebuilt the foundation.

## WHAT'S DIFFERENT ABOUT BLIND DATING

	Hinge / Bumble / Tinder	Blind Dating
Profile leads with	Photos	Personality + voice
Photo reveal	Immediate, one-way	Gated by mutual connection score
Compatibility signal	Manual swipe	Big Five + values matching
What gets rewarded	Volume of swipes	Depth of conversation
Catfish defense	Verification badge	Months of consistent behavior
Pricing	Auto-renewing subs	One-time access passes

## HOW IT WORKS

1. **Sign up.** Five-minute personality quiz (Big Five) and a short values set — kids, religion, ambition, money, lifestyle.
2. **Match on substance.** Personality compatibility + values alignment. Profiles show name, bio, personality summary — photo blurred.
3. **Talk for real.** Six vibe tiers: Just Met → Warming Up → Something Here → Vibing → Almost There → Ready. Depth and consistency move the score; one-word replies don't.
4. **Reveal when it's mutual.** Both people hit Ready, both vote yes. Photos reveal simultaneously. Either no → conversation continues, no penalty.

## TRACTION & STATUS

- **Launch:** iOS, June 2026 (Android to follow)
- **Pricing:** \$6.99 / 30 days or \$29.99 / 6 months — one-time access passes, no auto-renewal
- **Early access:** [blinddating.app/early-access](#) — waitlist live
- **Built by:** One founder. Bootstrapped. No outside funding.
- **Stack:** React Native, Supabase, RevenueCat

## WHAT EARLY SIGNUPS ARE SAYING

From the waitlist signup form — when asked their biggest frustration with current dating apps:

*“So many fake people.”*

— anonymous signup, early-access form, May 2026

## FOUNDER

**David Samwel** — Founder, Blind Dating LLC (Illinois). David is a Distinguished Solutions Engineer at a major California enterprise software company. He's been with his wife for nearly 20 years and has never used a dating app — which is exactly why he noticed what they were getting wrong. After a decade of watching friends burn out on swipe culture, he built the app he wished existed for them.

*“Every dating app today asks the same question first: ‘Do you find this person attractive?’ That's the wrong question. The right one is: ‘Could this person actually be the right one for you?’ Blind Dating is built to ask the right question first — and let attraction follow naturally, the way it does in real life.”*

— David Samwel, Founder

## PRESS CONTACT

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*Available on request:* founder interview, app demo (TestFlight build), screenshots, logo assets, anonymized aggregate waitlist data.

## BACKGROUND — ANTICIPATED QUESTIONS

**Q:** How is this different from Boo, Hinge's Most Compatible, or older personality-based apps like eHarmony?

**A:** Those apps all surface photos immediately. Blind Dating is the only one that **gates the photo reveal behind a mutual conversation milestone**. Big Five matching exists elsewhere; the photo-gating mechanic is the moat.

**Q:** Why one-time access passes instead of subscriptions?

**A:** Auto-renewing subscriptions are a primary driver of the burnout users report. We're betting that a transparent one-time price builds trust and reduces the cancellation friction that's hurting Match and Bumble's retention numbers.

**Q:** How do you measure 'real conversation' algorithmically?

**A:** A weighted engagement score combines message length, question-to-statement ratio, response latency, conversation continuity over time, and reciprocity. One-word replies and ghost-and-return patterns are explicitly down-weighted. The score must cross a threshold for both people to unlock the reveal vote.

**Q:** What's the safety model? How do you handle catfishing without verified photos?

**A:** Personality consistency over weeks of conversation is itself a strong identity signal. Photos are still real — users must upload genuine photos — and report/block tools work the same as other apps. Once revealed, photo verification works like any other platform.

**Q:** Funding? Team? Investors?

**A:** Solo founder. Bootstrapped. No outside capital. Blind Dating LLC, Illinois. Open to talking with investors after launch but not raising now.