



concha

Talk before text

Concha Date  
Media Kit

# Say something...



Concha is a swipe-to-match dating app aimed at enhancing the online dating experience.

At the heart of Concha, is that the first contact you make with your match is a voice message, or an in-app phone call, allowing a more human connection.

Our key value proposition is communication. Concha is a platform which enables users to seek a more fulfilling experience than just endless-texting.

Through verbal communication, users will be able to understand if there is an actual connection with their match, or not, empowering them to make a better decision.



# The Team



Concha is a startup founded by three aspiring entrepreneurs, Sam, Ronnie and Zak.

The three were brought together by chance when Sam and Zak were talking about how difficult it is to actually speak with single people on dating apps. Zak dared Sam to dial a random number and try to connect with someone through conversation. Ronnie (who happened to be single), answered the call, and the idea took root.

The three instantly saw how exciting it can be to talk before text, and Concha was born.



# About Concha



The word Concha itself comes from the conch shell, which has been a symbol of talking and listening for many cultures throughout history.

Our value proposition is clear and is all about communication. Our users have to be on the same page; looking to find meaningful connection through conversation.

The app allows an in-app voice call, or voice message after a couple have matched. Only after a voice call has been made, will a text feature become available.

Users will receive 5 free voice messages per week, and 2 free voice calls per week to help them meet someone they vibe with. If they want more, subscriptions are available.



# Marketing



Hashtags

#Concha

#talkbeforetext

Key phrases

- Talk before text
- No more endless texting
- Hear their voice, fall in love
- Find love through conversation
- Be confident, find love Say something...

Key statements

- Download Concha now and use your voice to connect with confident singles today
- Join a dating app that promotes talking before texting.
- Find love through conversation Your time is valuable, get to know someone properly.

# App and Socials



Concha Date is available on the App Store and  
Google Play



Any posts can be shared and linked to our  
Instagram page at

@concha.date

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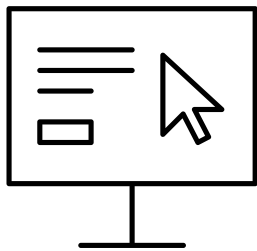
# Are you ready to join us?



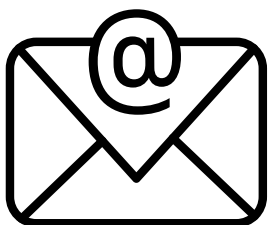
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hey@concha.date

