



# Saturday.

Redefining Human Connection.

Where Serendipity Meets Location.

# The Silent Epidemic

**60%**

Americans report  
regular loneliness

=



**15  
Cigarettes  
a Day**

Loneliness is no longer just a feeling; it is a measurable health risk.

We are facing a public health crisis.

# The Social Paradox

We are more connected than ever, yet more alone.



**Toxic Scroll-Fests:** Platforms that amplify isolation and FOMO.



**The Disconnect:** Apps designed to keep you ON screen, not OUT the door.



**The Result:** Digital saturation meets physical isolation.



# Meet Saturday

Seamless Connections. Unforgettable Moments.



## The Bridge to IRL

AI-powered technology designed to get you OFF the phone and INTO your life. Whether it's a weekday coffee or a weekend hike, make life extraordinary.

Solution

# The Secret Sauce: Vibe Check Score

AI-Powered Compatibility before you meet.



Our proprietary algorithm predicts who you'll click with before you commit to a hangout. **AI-enhanced profiles provide instant ice-breakers.**

# How It Works: AI-Driven Serendipity



## 1. Find Your Tribe

Filter by College Alumni, Hobbies, or use 'For You' recommendations.

## 2. Hangout Heaven

See who is within 5 miles.  
Receive Smart Push Notifications when friends are nearby.

## 3. Safe Connections

'Your Rules' privacy settings ensure you control who sees your location.

# Viral Growth & Marketing Playbook

**Target:** Gen Z & Digital Natives


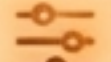

**Strategy:**

- **“Lost Connections” Hooks:** Leveraging curiosity to drive downloads.
- **FOMO Reversal:** Positioning Saturday as the cure for missing out.
- **Campus Ambassadors:** Direct integration with alumni networks.
- **Influencer Tribes:** Empowering creators to build communities IRL.






# Monetization Strategy

## Subscription Model

-  Premium Groups (Influencer Access)
-  Advanced Vibe Filters
-  Enhanced Visibility & Status

## Local Economy (B2B)

-  Local Deals & Recommendations
-  Contextual Suggestions
-  Partnerships with bars, cafes, and event spaces

# Disrupting a \$100B+ Industry

**The Intersection of  
AI & Real Connection**

The Loneliness Economy  
is exploding.

## **Why Now?**

Post-pandemic cultural  
shift toward in-person  
interaction + AI maturity.

**26%  
CAGR**



Solution

# The Track Record

We have scaled to 120 Million users before. We are doing it again.



**Cliff Lerner, CEO**

- Scaled Snap Interactive to 100M+ users
- Board of Bumble Inc. (Acquired for \$3B)
- Author: "Explosive Growth"



**Darrell Lerner, Co-Founder**

- Exited AllPaws to PetSmart
- Scaled previous ventures to \$100M revenue
- Expert in rapid user expansion





# The Vision

To replace social isolation with  
effortless, real-world connection.

We aren't just building an app. We are building the  
infrastructure for a less lonely world.

# Join the Movement



Download Saturday

Cliff & Darrell Lerner  
[Insert Email Address]  
[Insert Website URL]

## 10X Your Social Life.