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# HOWABOUTWE.COM FACTSHEET

HowAboutWe.com is a new kind of dating site that makes it fun and easy to go on awesome dates. **Just say “How about we...” and fill in the dots with a date you want to go on.** You can respond to other people’s dates and people will respond to yours. HowAboutWe is all about going online to get offline.

## THE MODERN WAY TO DATE

By focusing on the actual date, HowAboutWe totally flips the script on traditional online dating. Our activity-based approach to online dating is all about making the online part easier so you can get to the dating part faster. The HowAboutWe way is more fun, more natural, and more effective way to meet new people and go on great dates.

## THE BACKGROUND

HowAboutWe launched in April 2010 by co-founders Aaron Schildkrout and Brian Schechter.

Best friends since kindergarten, Aaron and Brian, both 32, grew up down the street from one another outside of Boston. They spent their 20s teaching high school -- Brian in DC, Aaron in Boston -- leading meditation retreats and living around the world. Once they turned 30 (and were both single), they decided it was time to get to work on their next big project: a new way to use the web to go on awesome dates. Dissatisfied by the available online dating options, the elements of their perfect dating site became: make it fun, make it easy, and make it feel natural. They built HowAboutWe as the dating site to match the ethos of today’s generation.

Aaron and Brian have since been dubbed the new dating experts by The New York Times, GQ, Cosmopolitan, Gawker, Crushable, Guest of a Guest, Time Out New York and more.

## UNIQUE INSIGHTS FOR JOURNALISTS

Using insights gleaned from our users and the date ideas posted on the site, HowAboutWe is able to offer an insightful look at the dating habits of metropolitan singles. We can pinpoint local trends, such as the hottest date spots and most popular activities, and paint an accurate portrait of today’s dating scene in real-time. Want to know more? Just ask.

## A QUICK TOUR OF HOWABOUTWE.COM:

**Your Homepage:** Browse dates from your matches, which can be sorted by gender, age and location.

Find a date you want to go on, check out their profile, message and go out.

**Search Dates:** Filter all your potential dates by category, location, day of the week and more.

**Date Ideas:** Browse featured dates, nearby dates or most popular dates. See people who like what you like, or say “I want to do this!” and let your matches know you’re into a date idea.

**The Date Report:** HowAboutWe’s companion blog, The Date Report, features smart, edgy real-talk about modern dating. Check-in multiple times a day for the latest in expert advice, personal stories, fun tips, dating analysis and more.

## TIMELINE:

- November, 2009: Incorporated and began development
- February, 2010: Raised a seed round of \$385K
- April, 2010: Launched beta version of HowAboutWe in New York City
- September, 2010: Raised a \$3.2M Series A round, led by RRE Ventures and joined by a broad syndicate of institutional investors and individuals
- December, 2010: Began national expansion
- June, 2011: Launched iPhone application

## STATISTICS:

- Average user age: 29-35
- 98% of users have a bachelor degree or higher
- Over 300,000 dates proposed on the site since launch
- HowAboutWe is a paid service with membership rates ranging from \$8 to \$28 per month

## NOTEWORTHY PRESS:

- Wall Street Journal, Our boroughs Ourselves, June 30, 2011
- Inc. magazine: Best Industries 2011, April 11, 2011
- Washington Post: The Science of the First Date, Feb. 3, 2011
- GQ: Verge Q+A: HowAboutWe Reinvent Internet Dating, July 6, 2010
- Mashable: Spark of Genius Award, Nov. 30, 2010
- New York Times: The Ritual of the First Date, Circa 2010, July 2, 2010

Please visit [www.howaboutwe.com/press](http://www.howaboutwe.com/press) for more information.

The screenshot shows the HowAboutWe homepage. At the top is a dark navigation bar with the logo "howaboutwe..." and links for "SEARCH DATES", "DATE IDEAS", "PLAY", and "BLOG". On the right of the navigation bar are icons for a menu, a speech bubble with a "3" notification, a glasses icon with a "2" notification, and a profile picture of "Teddy". Below the navigation bar is a search bar with the placeholder text "How about we... describe your date idea here". Underneath the search bar are tabs for "DATES", "PEOPLE", and "TRENDING", along with an "Advanced Search" link. The "DATES" tab is selected. Below the tabs are filters for "Newest", "Nearby", and "Saved". The main content area displays date ideas from other users. The first idea is from "magenta13" (26, F, Straight, New York, NY) with the text "How about we... take a Sunday afternoon tour of the Brooklyn Brewery and sample some of their tasty beers." and a "posted today" timestamp. Below the text are "Message" and "I'm intrigued" buttons. The second idea is from "designonel..." (33, F, Straight, New York, NY) with the text "How about we... check out Brooklyn Night Bazaar at Dekalb Market." and a "posted today" timestamp. Below the text are "Message" and "I'm intrigued" buttons. On the right side of the page is a "DATES WE LIKE" section with a Facebook icon. It features a quote: "How about we... sample unique flavors like Black Sesame, Red Bean, or Zen Butter at the Chinatown Ice Cream Factory." Below the quote is a photo of a cup of yellow ice cream. Under the photo, it says "38 people want to do this" and shows a row of six profile pictures. Below the profile pictures are "Repost" and "Next" buttons. At the bottom of the page is a "YOUR VISITORS" section with a row of profile pictures and the "AWW" logo.

The HowAboutWe Homepage: Your personalized homepage will display date ideas from people who match your interests.