

Personal intelligence for the relationships that shape us.

Wonder builds a living, revisable model of the individual. Dating is the first application.

Dating asks people to choose before they understand.

Profiles compress the person. Preferences describe aspiration. Real compatibility emerges partly in interaction—after the decision to meet.

88%

felt disappointed at
least sometimes

46%

describe online dating
as negative

The missing layer is not more discovery. It is better interpretation before, during, and after choice.

The individual—not the profile—is the starting point.

WONDER

TO: WALTER

Someone you are beginning to care about becomes noticeably quieter for three days. What do you notice first?

- What may have changed for them
- Whether their feelings changed
- My impulse to pull back too
- The need to ask directly

01 · UNDERSTAND

Structured signals create a first model.

WONDER

YOUR MODEL: PROFOUND

The Architect

Archetype shorthand: a pattern to inspect, not a model

ONE WORD

You build coherence.

Psychopaths complexity into systems, decisions, and direction.

RELATIONSHIP

Depth without engulfment.

Closeness works best when individuality and directness remain intact.

TRIGGER PHRASE: EARTHQUAKE

Independence may be part value, part armor.

Wonder sees tension between self-sufficiency and the importance of being chosen and understood.

Confidence: developing → needs interaction: evidence

You can control risk. Your Wonder changes as evidence changes.

02 · MIRROR

Inspect, challenge, and correct.

WONDER

YOUR INTRODUCTION

We found someone.

Adrian

Gender: Male

KEY WONDER OF KNOWLEDGE FOR

Matched agency, comparative analysis, and a shared preference for direct communication.

Warm understanding: both people may default to control when uncertainty rises.

WHAT WONDER IS TELLING

EARLY ATTRACTION

Proven: 11/10/2020

INTEREST: INFORMATION

Shown: 10/1/2020

CONFLICT: CHASE

Shown: 10/1/2020

Explore this person. Not for me.

Compatibility/chemistry introduction: it does not provide chemistry or outcomes.

03 · CHOOSE

See why an opportunity exists.

WONDER

YOUR CURRENT STATUS

The Architect

Wonder gets more precise as you reflect, write, and interact.

KNOWLEDGE

See the pattern

Review what Wonder sees, challenge it, and revise it.

Open Mirror →

WONDER

Journal + Wonder AI

Turn lived experience into new evidence and context.

Open reflecting →

INTRODUCTIONS

Fewer. Better.

Real people Wonder can explain—not just words.

View introductions →

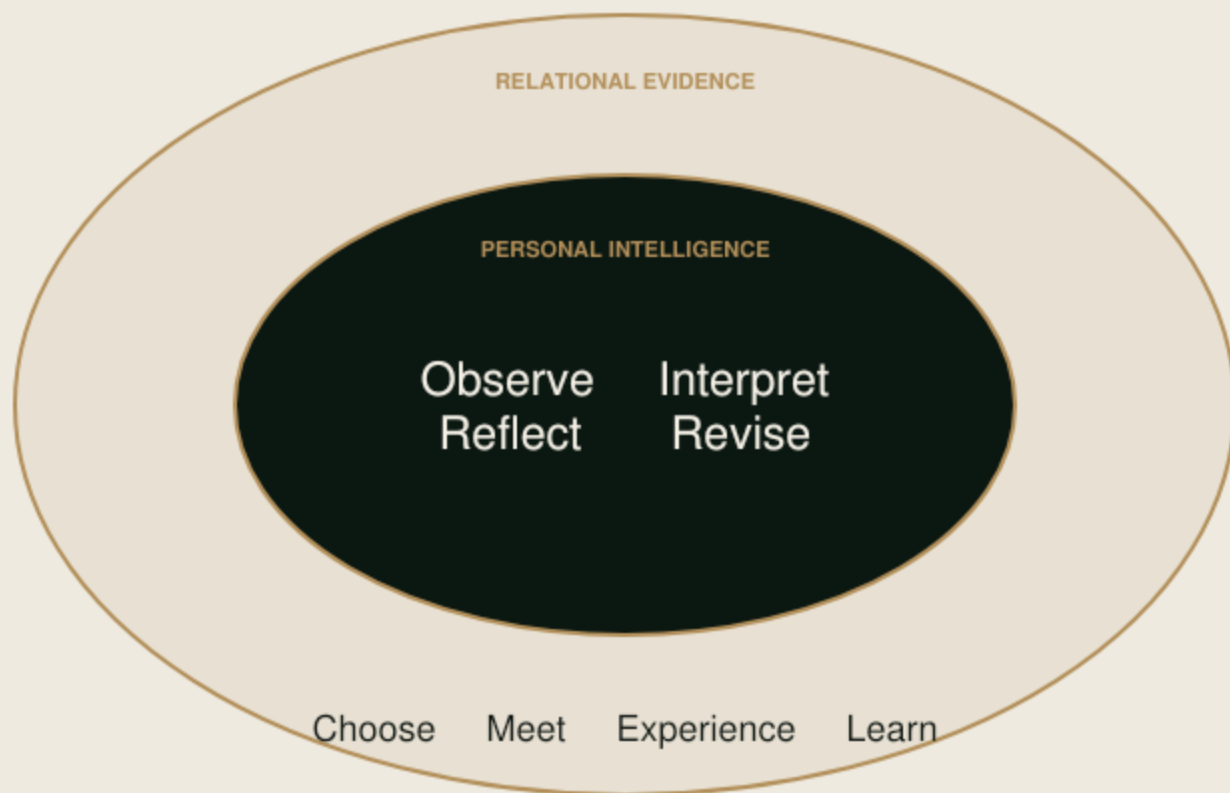
Your relationship with Wonder continues beyond modeling—and beyond dating.

04 · LEARN

Real interaction revises the model.

No feed. No chemistry claim. No simulated certainty.

Self-understanding is the durable product. Dating is the first learning loop.

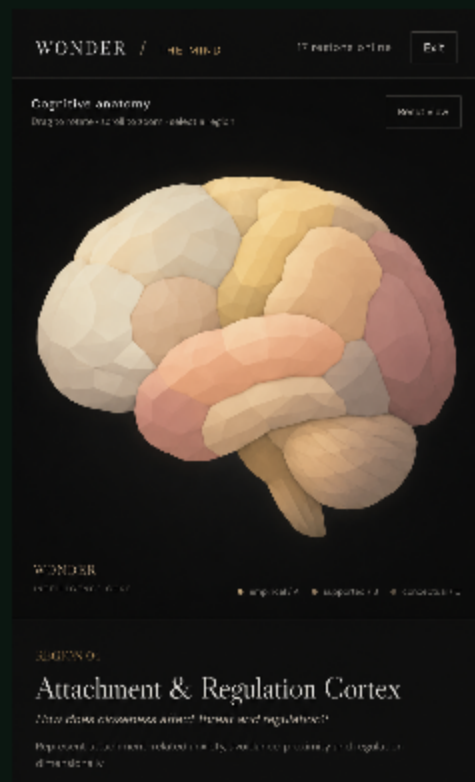


The personal model creates value before a match. Dating supplies high-signal outcomes that make the model more accurate.

A relationship does not end the product; it changes the evidence available to it.

THE MODEL SERVES THE PERSON ACROSS
RELATIONSHIP STATUS.

A governed interpretation system—not a chatbot with memory.



01

Persistent schema

Self · other · dyad · development · change

02

Claim-level provenance

Facts · behavior · inference · uncertainty

03

Challenge + consent

Alternatives · permissions · policy limits

04

Outcome calibration

Confidence rises, falls, or stays unknown

Foundation models are replaceable infrastructure. The governed learning system and user relationship are the product.

Internal visualization of reasoning domains—not a neurological or diagnostic map

The dating category is moving from engagement volume toward outcome quality.

–5%

Match payers in 2025; revenue approximately flat.

–11.5%

Bumble paying users in 2025; app revenue –9.6%.

+22%

Hinge Q2 2026 revenue; global MAU +13%.

>280×

Decline in GPT-3.5-level inference cost, 2022–2024.

Incumbent pressure, intentional-product growth, and sustained AI economics create an opening. They do not prove demand for Wonder.

Intentional Dallas daters who already invest in understanding themselves.

25–38 · DALLAS

Relationship-oriented · dissatisfied with volume apps · reflective onboarding · therapy, coaching, journaling, wellness, or structured growth · willing to pay for better judgment

QUALIFIES

Intentional + reflective

Committed intent · minimum viable understanding · bounded uncertainty · mutual consent · reciprocal supply

20–50 ALPHA



300–500 BETA



3,000 DALLAS



SECOND CITY

A functional end-to-end MVP exists. Consumer pull and system lift remain to be proven.

IMPLEMENTED

System exists

Assessment · Mirror · member home · introduction · feedback · accounts · Wonder Mind v1

ALPHA MEASURES

Activation + trust

Completion · first useful Mirror · correction · return · disclosure · burden · safety · willingness to pay

SEED EVIDENCE

Independent behavior

Standalone retention · baseline lift · timely bilateral dates · paid conversion · repeat · referral · margin

EVIDENCE LADDER

Invited → started → profile → Mirror → meaningful → consent → offer → bilateral yes → date → second-date intent → pay / repeat / refer / graduate

Monetization expands only after each layer earns the next.

ENTRY · MVP**CORE · FREE**

Initial Mirror · correction rights ·
match eligibility

INITIAL MONETIZATION**INTRODUCTIONS**

First pricing test ·
\$19–\$29/member after bilateral
yes

RECURRING VALUE**INDIVIDUAL**

Planned experiment · only after
repeated-use value

RELATIONSHIP EXPANSION**COUPLE**

Future hypothesis ·
relationship-stage intelligence

CAC DEFINITIONS

Applicant · activated member · payer · bilateral introduction · unique pair · completed date

Density before scale. Preference cells before registrations.

PEOPLE

Admitted → activated → eligible → offered → paid → reflected → retained / referred

UNIQUE PAIRS

Candidate pair → bilateral preview → bilateral yes → paid reveal → conversation → date → second-date intent

≥ 8

reciprocal candidates / member

0.80–1.25

cell supply balance

$\geq 80\%$

viable opportunity / 30 days

≤ 21 days

median first opportunity

Others optimize a stage. Wonder learns across person, choice, and relationship.

HINGE	Profile discovery	No public persistent model	Limited feedback
SITCH	Curated setups	Matchmaking profile	Setup feedback
OVERTONE	Deep matchmaking	Dater understanding	Meeting guidance
ROSEBUD	AI reflection	Journal memory	No introductions
PAIRED	Couple exercises	Couple history	After formation
WONDER	Personal intelligence	Inspectable + correctable	Outcomes revise claims

Underwrite dating first. Earn expansion through retained personal intelligence.

≈23M

U.S. annual online daters

44%

long-term partner is a major reason

\$3.5B

Match LTM revenue; category validation

\$6.8T

wellness context—not Wonder TAM

DALLAS PROOF



FIVE-CITY DENSITY



U.S. NETWORK



GLOBAL PERSONAL INTELLIGENCE

A product founder turned an original behavioral thesis into a working system.



Molly Mulholland

FOUNDER & CEO · PRODUCT ARCHITECT

Created Wonder's interpretation system and translated a first-principles thesis into a functioning product, governed architecture, and disciplined market plan.

MOLLY OWNS

Product thesis · ontology · UX · brand · customer learning · company direction

ORIGINAL INSIGHT

Interpretation—not inventory

INTEGRATED EXECUTION

Thesis to functioning product

EPISTEMIC JUDGMENT

Precision under uncertainty

FOUNDING CTO OWNS

Production architecture · ML systems · privacy · security · reliability

\$2.5M to validate five conditions for scale over approximately 18 months.

01

Return

Complete + return to
personal intelligence

02

Better

Introductions feel
meaningfully better

03

Loop

Accept · meet · reflect ·
contribute feedback

04

Density

Acquire a dense first
market efficiently

05

Production

Trust + scale readiness

POST-FINANCING OBJECTIVES

Independent alpha + liquidity beta · return + willingness to pay + baseline lift · $\geq 3,000$ activated Dallas members · balanced cells + time gates · contribution payback · second-city replication · independent architecture + trust review