

the  
Setup

#LetsGetDating

**Press Kit**



## Welcome to The Setup

We're an interactive, dating entertainment platform that's changing the conversation around dating and making it a better experience for everyone. We want to show people that the entire process of dating can be fun and encourage people to get out and get dating.

Beginning September 2017, you can watch the Setup web-series online where we document real-life dates, reality-TV style. **Download the app** to participate in the Setup community where you can pair-up potential daters and follow their dating journey.

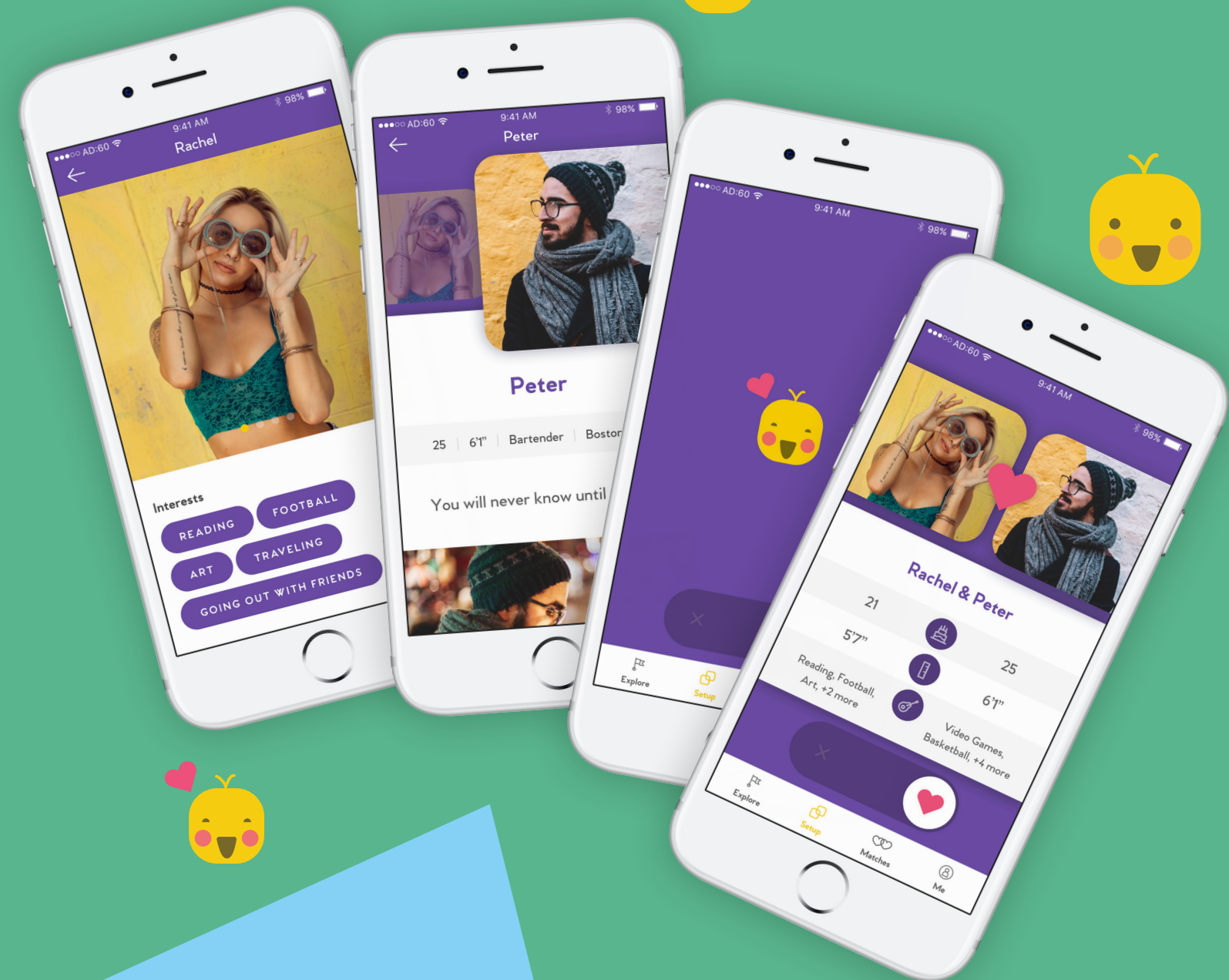


## The App

Our “setups” are what set us apart. It’s our app community that “swipes right” for daters; not the daters themselves. This encourages people to burst their dating bubble and meet people they otherwise may not have considered for themselves. Setups will only be shown to daters within the app once a critical threshold of users “swipe right” for the couple. This helps ensure a wide range of people really believe the couple is a good fit.

Married or otherwise not single? We need you (and all of your married, dating or single friends) too! Set up our daters with matches you think are a good fit. Studies have shown that people get an inherent joy out of matchmaking. All app users can set up daters through matching games, earn points for their matches, and ultimately follow your “setups” through their dating journey. Your setups can give feedback on their dates, upload photos and more.

It’s interactive, so you can be part of what makes dating better: whether you’re dating or not. You can even apply to be a part of the web-series directly through the app.







## The Web-Series

The Setup is an online web-series documenting real life dates, reality-TV style. Anyone that's single and a legal US resident age 18-28 can apply to be cast on The Setup web-series via our website or directly through the app. The Setup follows a couple and documents their entire dating journey, good or bad, from the time two daters are reviewing each other's online profiles in the app, all the way through the end of their first date.

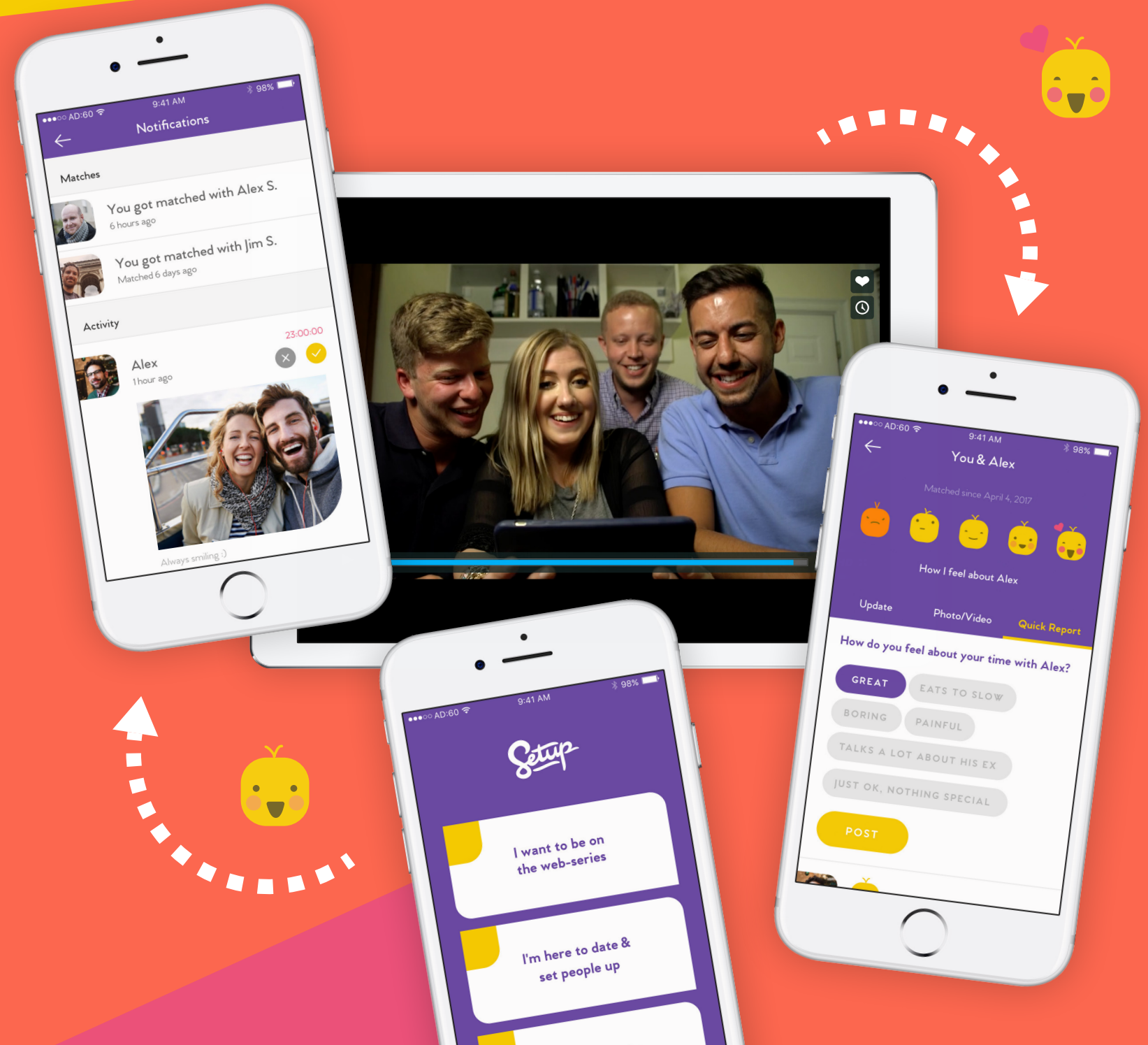
The Setup can be viewed via our website at [www.thesetup.tv](http://www.thesetup.tv) or directly on The Setup's YouTube channel. Each story is broken down in 2 - 4 episodes and follows a single couple's dating journey. Each episode is roughly 3 minutes long, made for easy, quick viewing anywhere.



## An interactive dating entertainment platform

The Setup web-series and app are interactive and connected to each other. Watch the web-series online or directly in-app. Follow the web-series cast and their real life dates through exclusive in-app content. Apply via the app to be cast on the web-series.

Keep up to date on the current celebrity dating gossip. Get tips and expert advice on how to make your dates go more smoothly. The Setup is all this and more. Ready to get out and get dating? **#LetsGetDating**







## Resources

Download the Press Kit package which includes:

App and Web Series logos

App Screens

Photography

[Download Now](#)

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