



2021

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# THE MILA PRESS KIT



# ABOUT MILA

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Mila was founded in March 2020 in Los Angeles, CA. It is scheduled to launch in the United States by May 2021 and globally shortly thereafter. Mila is a modern twist on matchmaking and online dating: Curating matches based on compatibility. Mila's vision is to connect compatible people all over the world.



# ABOUT MILA



## *Imagine...*



*You are a 27 year old single man / woman climbing your career ladder, exploring your hobbies, surrounded by wonderful friends and family – in essence, **LIVING YOUR LIFE**, but are still searching for that someone who you can be fully comfortable with, in your own skin. The “meeting people at bars” or via friends hasn’t seemed to work so far and thus you’ve succumbed to the dating apps.*



*You’re on the dating apps now, mindlessly swiping playing the game just like others. You’re swiping based on checkboxes and well, mostly just the first photo of the prospect all in about 20 seconds. You match with some, you don’t match with some. (ironically, you always seem to think that the prospect looked better while swiping than after matching).*



*You carry forward, going on dates with some or completely ghosting others. Ultimately, you unfortunately realize after a few dates that even though there might be attraction or a checkbox checked, you are just not compatible. And there the seemingly downward spiral begins.*



## **Well...**



**Not for long!** Mila has been launched to provide a new perspective on how to decide whether to like or dislike a potential match. Mila is here to change the dating landscape. The proprietary algorithm, aka magical star genies, are hard at work in the background acting as a personal concierge service. They not only suggest potential matches based on your preferences but also on your value system and your inner personality only to curate the perfect match for you.

*Everyone deserves a love story; our mission is to help you write yours on Mila.*





# FOUNDERS NOTE



We started Mila last year to solve the gamification and downwards spiral of dating apps. After spending weeks on numerous dating apps to swipe through and find “The One” to a few more weeks to juggle through multiple conversations with different matches, we felt exhausted. Not only that, after a little while of talking to each other or after going on a date or two – we either mutually “ghosted” or realized that we didn’t get along at all. We started to feel that we wasted all this time only to go back to the drawing board. Sometimes it just felt like we were swiping away on spam / bot profiles – they didn’t even look real!

So we set out to build Mila. Instead of swiping purely based on looks, our app provides a detailed compatibility breakdown so you can make an intelligent decision on who you want to spend time nurturing a relationship with. The users on Mila are also verified so they can sit back and relax and not worry about the “too good to be true” profiles.

# MANAGEMENT BIOS



**Shreya Wadhvani**  
Co-Founder & Chief Advisor



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<https://www.linkedin.com/in/shreya-wadhvani-60465398/>

Shreya is one of the co-founders at Mila, and just loves playing Cupid! In fact, she's played matchmaker to many of her friends. Being a victim of the mindless swiping, she has now adopted a "dating beyond the checkbox" model to ensure she seeks out compatibility and comfort with her prospective matches. Aside from her secondary career as a love doctor, Shreya has been a management consultant at top organizations. She has an engineering degree from University of Michigan and is very active in the South Asian-American community.



**Shamini Wadhvani**  
Co-Founder & Chief Advisor



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Shamini is the other co-founder at Mila and ironically introduced Shreya to the world of dating apps! Shamini didn't see much materialize on her end either, but has mastered the art of Human Computer Interaction at Carnegie Mellon University and envisioned / designed the Mila App product! When she is not at the helm of creative, UI and UX design at Mila, she spends her time dabbling in the stock market.

# KEY FEATURES



## INTELLIGENT MATCHING

No more ghosting. No more wasted time and energy.



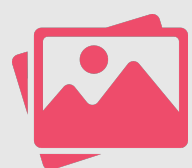
Mila wants its users to spend time making meaningful connections with those that have a higher likelihood of compatibility as opposed to a swipe that may lead nowhere.



All you need to enter are your birth details to factor into our smart algorithm:

- Date of Birth
- Place of Birth
- Time of Birth\*

\*if not accurate, the compatibility score can vary by +/-1%



## DETAILED COMPATIBILITY PREDICTIONS

Once you match with someone, you can see how your compatibility fares on different levels!

- Personality and Values
- Physical Attraction
- Emotional Compatibility
- Health and Wellness

## REAL CONVERSATIONS

Spend time having meaningful conversations over the boring small talk!

Users can answer some of the “This or That?” questions on their profile to get the conversation started!

Mila also puts out a “Question of the Week” that will display on the user’s profiles and will serve as a fun conversation starter! (i.e Are you more of a Big City or Small Town person?)

Mila allows for safe and secure in-app messaging, phone-calls and even video chatting (best for these socially distant times)

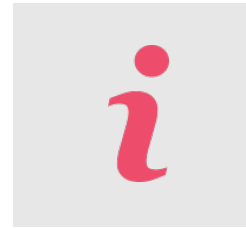
## REAL PEOPLE

There are no fake accounts on Mila!

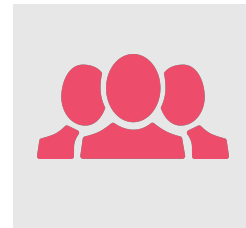
Users are verified via their photos or social media accounts (if linked). Mila also vets out suspicious users so you are not wasting time with the wrong people thereby prioritizing your safety.

For more details on our mobile application, please visit [www.milaapp.com](http://www.milaapp.com) or our FAQs page: [www.milaapp.com/FAQs](http://www.milaapp.com/FAQs)

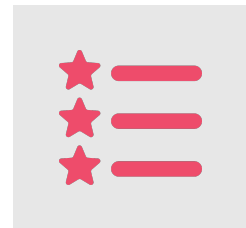
# CONTACT



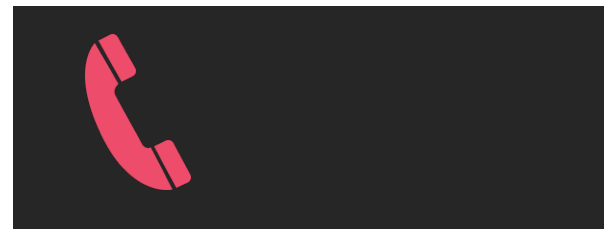
**Fascinated by our app?**



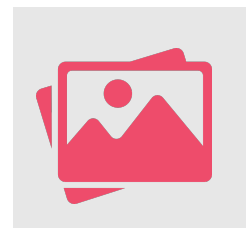
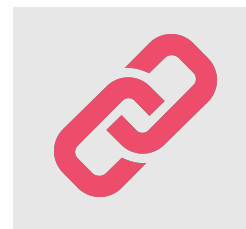
**Got any ideas for collaboration?**



**Writing a piece about Mila?**



**Need a quote?**



If you are a member of the press looking to get connected with someone from our team, please email us at [press@milaapp.com](mailto:press@milaapp.com)



For press inquiries, please contact [rwadhvani@milaapp.com](mailto:rwadhvani@milaapp.com)



# LINKS



<https://www.milaapp.com>



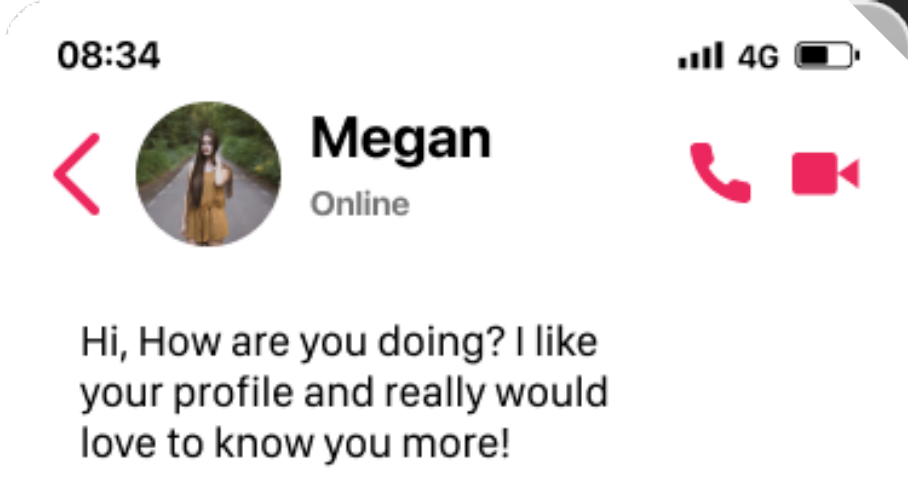
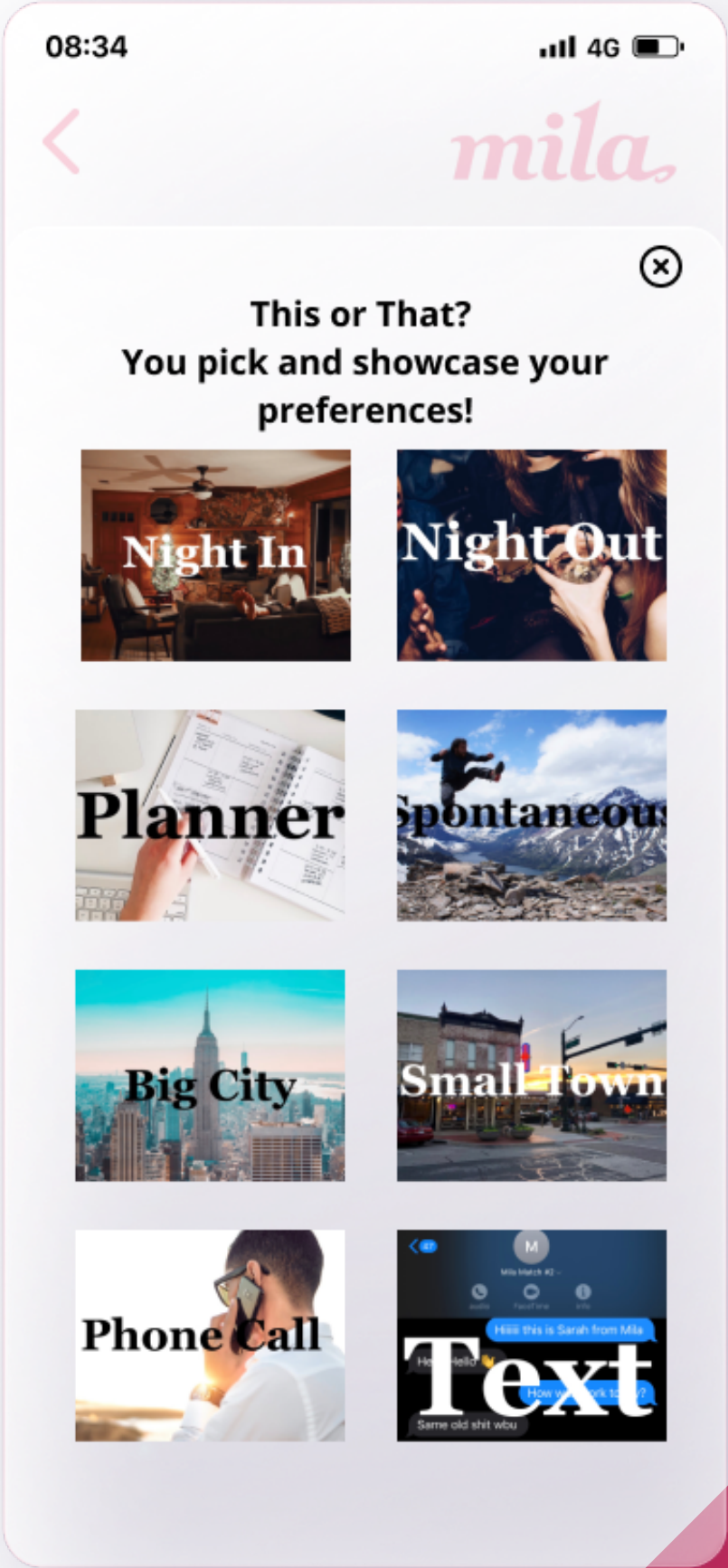
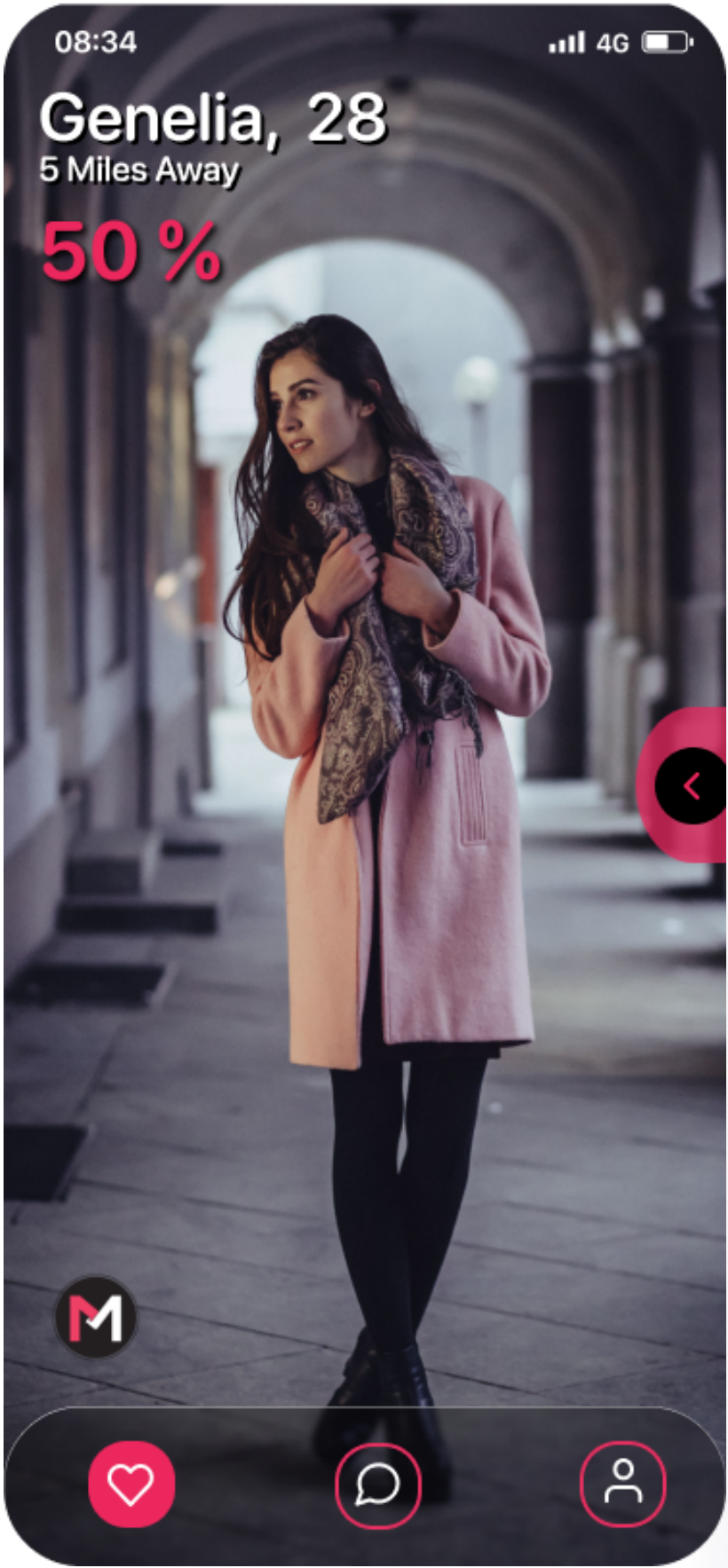
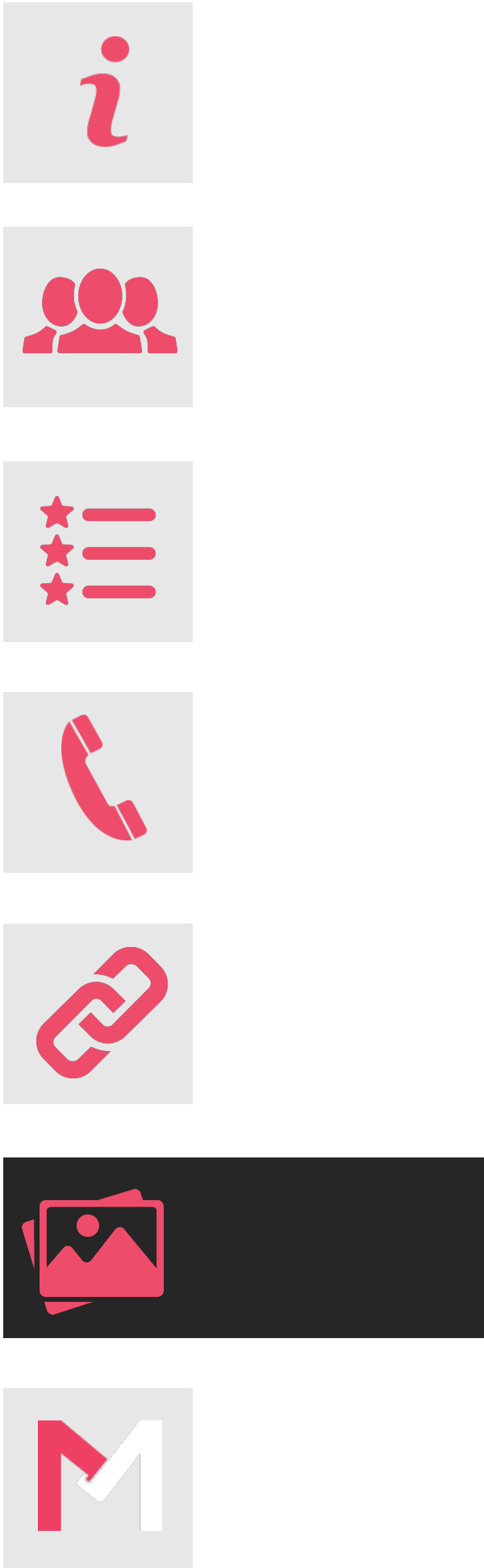
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[https://www.instagram.com/mila\\_app/](https://www.instagram.com/mila_app/)



# IMAGES



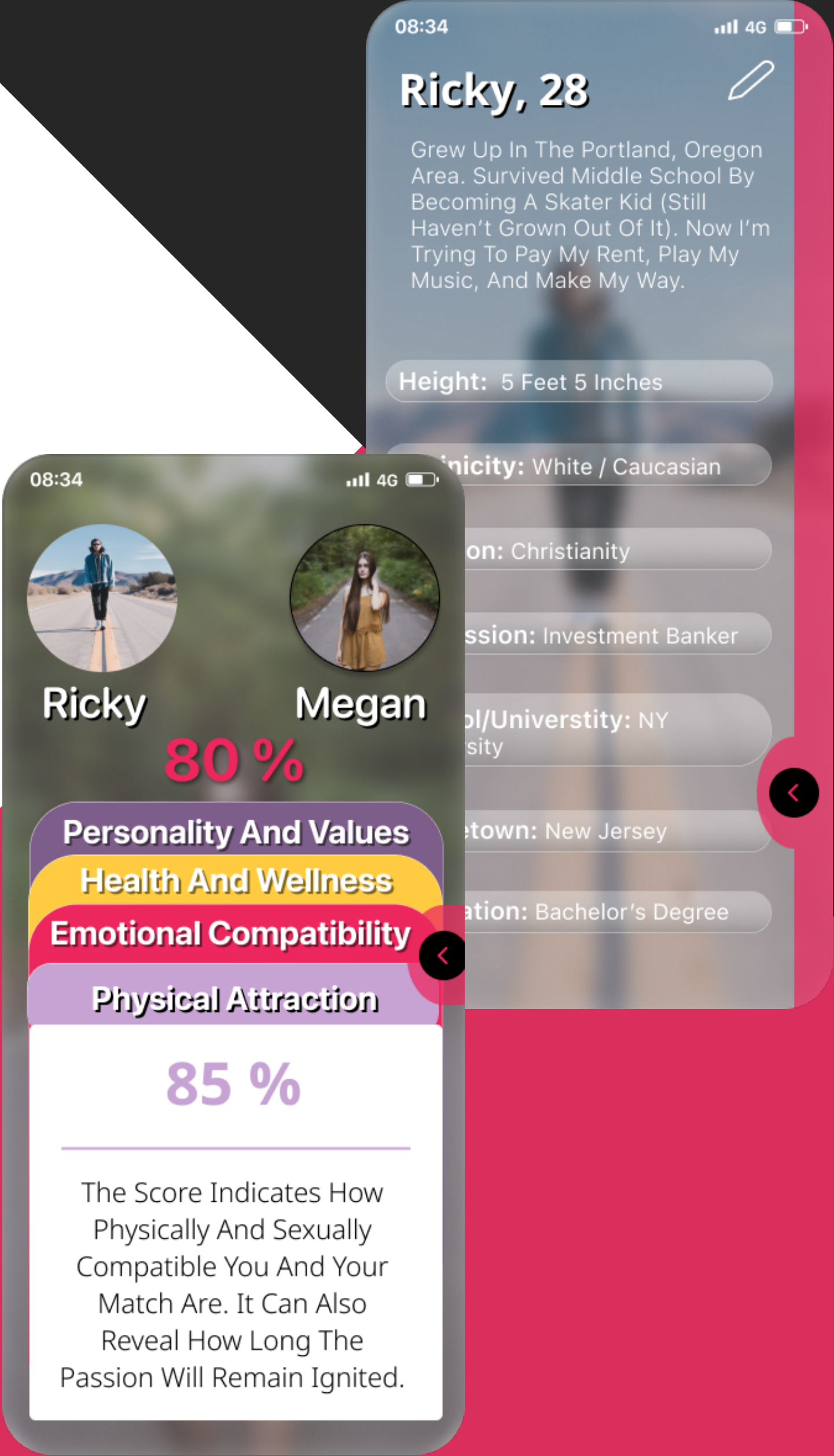
Hi, I am doing good. How about yourself? Same here I would like to know u as well!

Doing good as well, Thanks!

Loved your hiking photo. Where was that taken?

Thanks, Those were take at the Yosemite valley area.

Type Something





# LOGOS

