

# Dating in China

A mind blowing barren field

# Three things to cover

- Dating in China - stats
- Leftover women phenomenon
- AI Matchmaking

# 2RedBeans



Q Zhao, Founder and CEO.

Ph.D in EE, UCSD. Staff Scientist in Broadcom. Business Insider: 13 Badass Immigrant Technologist



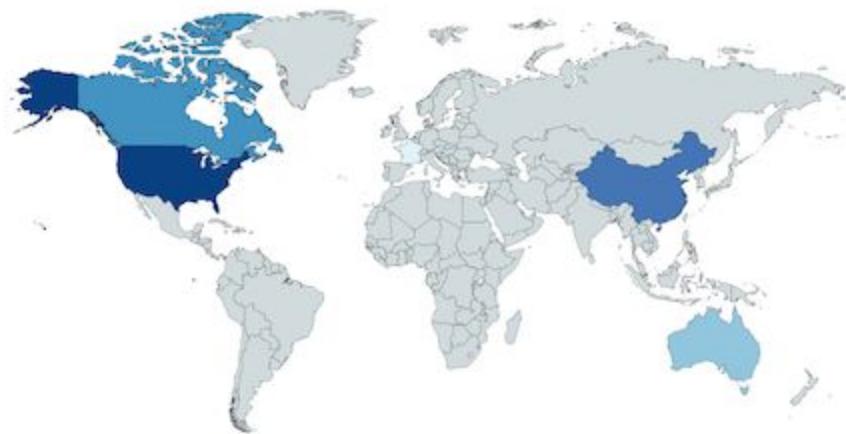
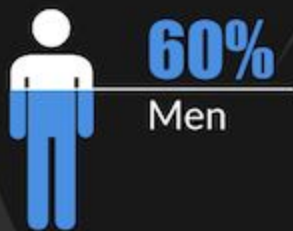
Will Bunker, Investor and advisor.

Match.com founder. Serial entrepreneur. 2RedBeans investor and advisor.



Incubated and invested by Stanford StartX together with TEEC Angel, etc.

# Users



**66%**  
North America

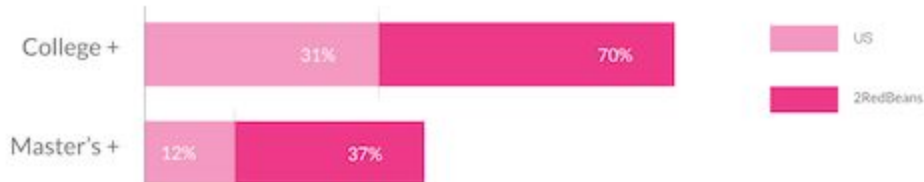
**10%**  
China

**30%**  
YoY Growth

## Education

**College Degree**

70%



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# Population & Market Size Comparison

	China	US
Population	1.4 billion	326 million
# of singles	300 million	120 million
Online market 2017	US\$588 million	US\$3 billion
Offline market 2017	~ US\$900 million	US\$2.8 billion

# Main dating apps

Total: 0.5% of monthly mobile devices uses dating apps. (19-36% in the US)

Baihe 0.16%

Shiji Jiayuan 0.13%

Zhenai 0.10%

YouYuan 0.07%

FindMyLove 0.01%

163friend 0.01%

# Valuation comparison

百合 65.34亿CNY = USD 1Billion

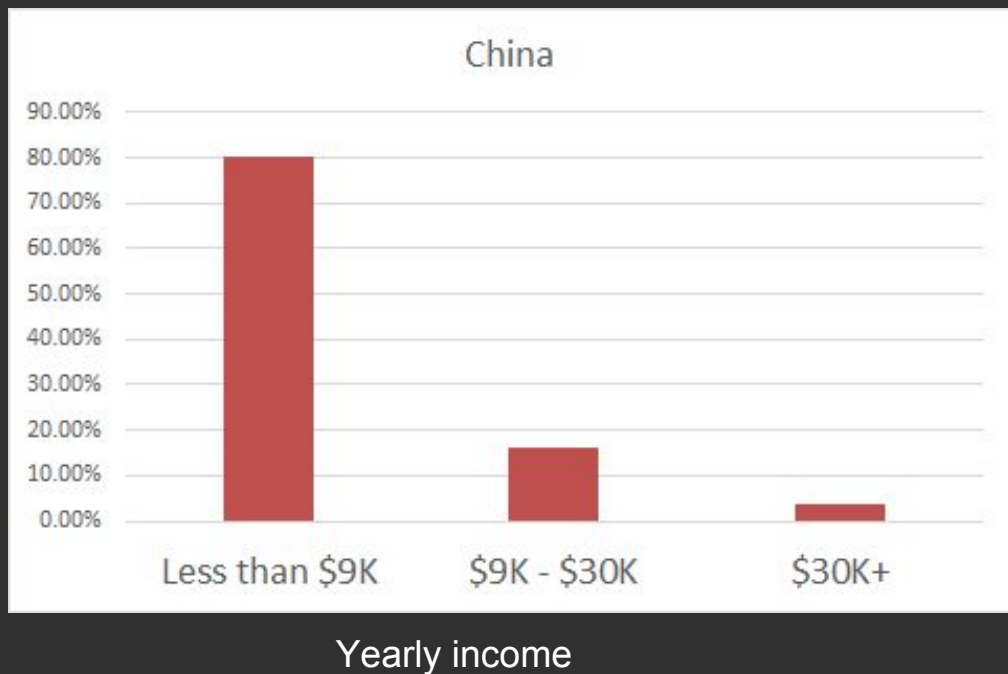
珍愛 27.5亿CNY = USD 400Million

有缘 search 50亿CNY = USD 735Million

Match Group: USD 14.4Billion



# Demographic on income



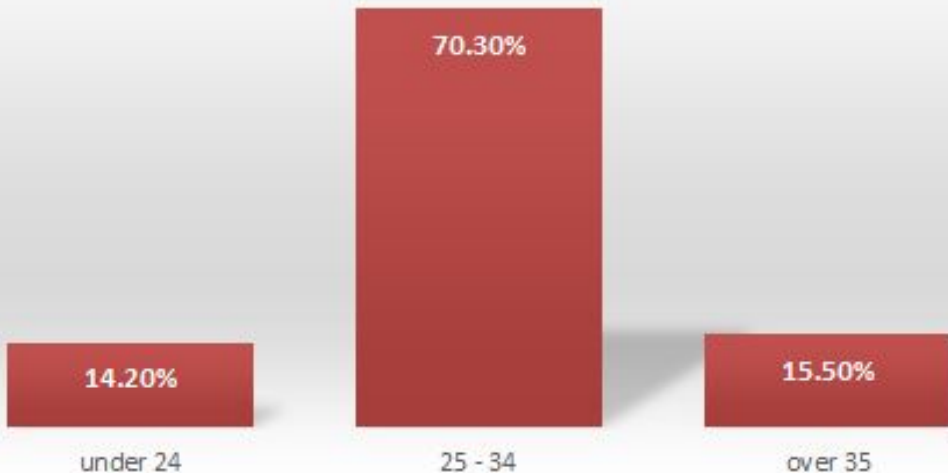
Middle class:

Population: > 37% and increasing

Online dating users: < 20%

# Demographic based on age

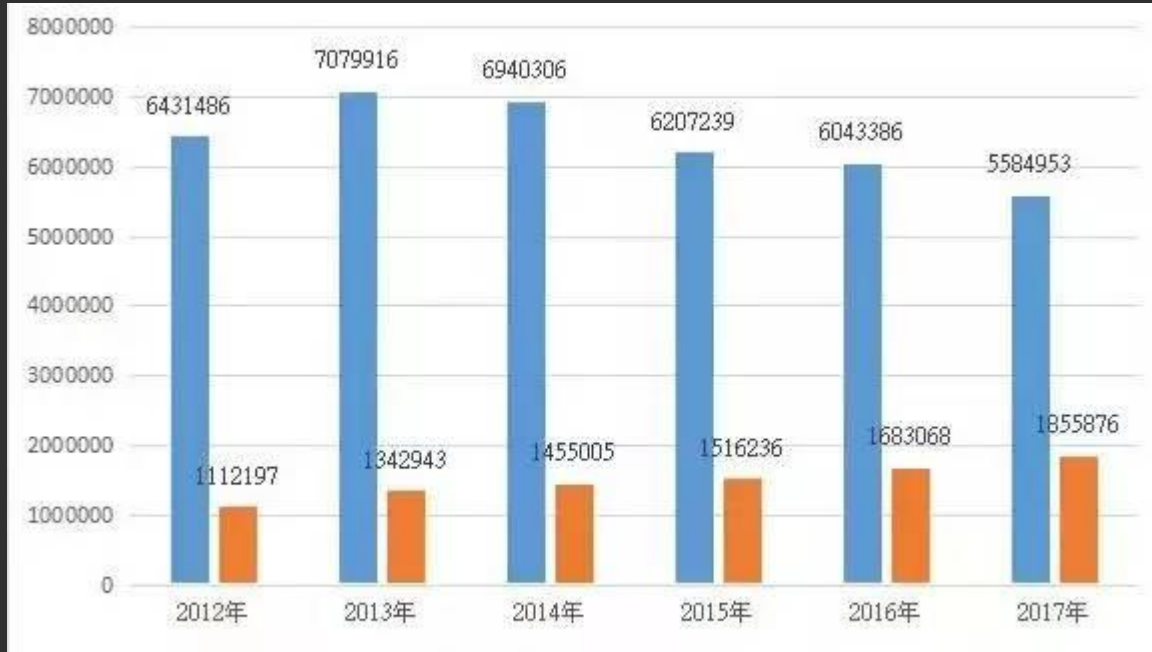
Use of online dating in China, by age group



**38.4%** of singles are above 35.

**15.5%** of people over 35 are using online dating

# Marriages and Divorces

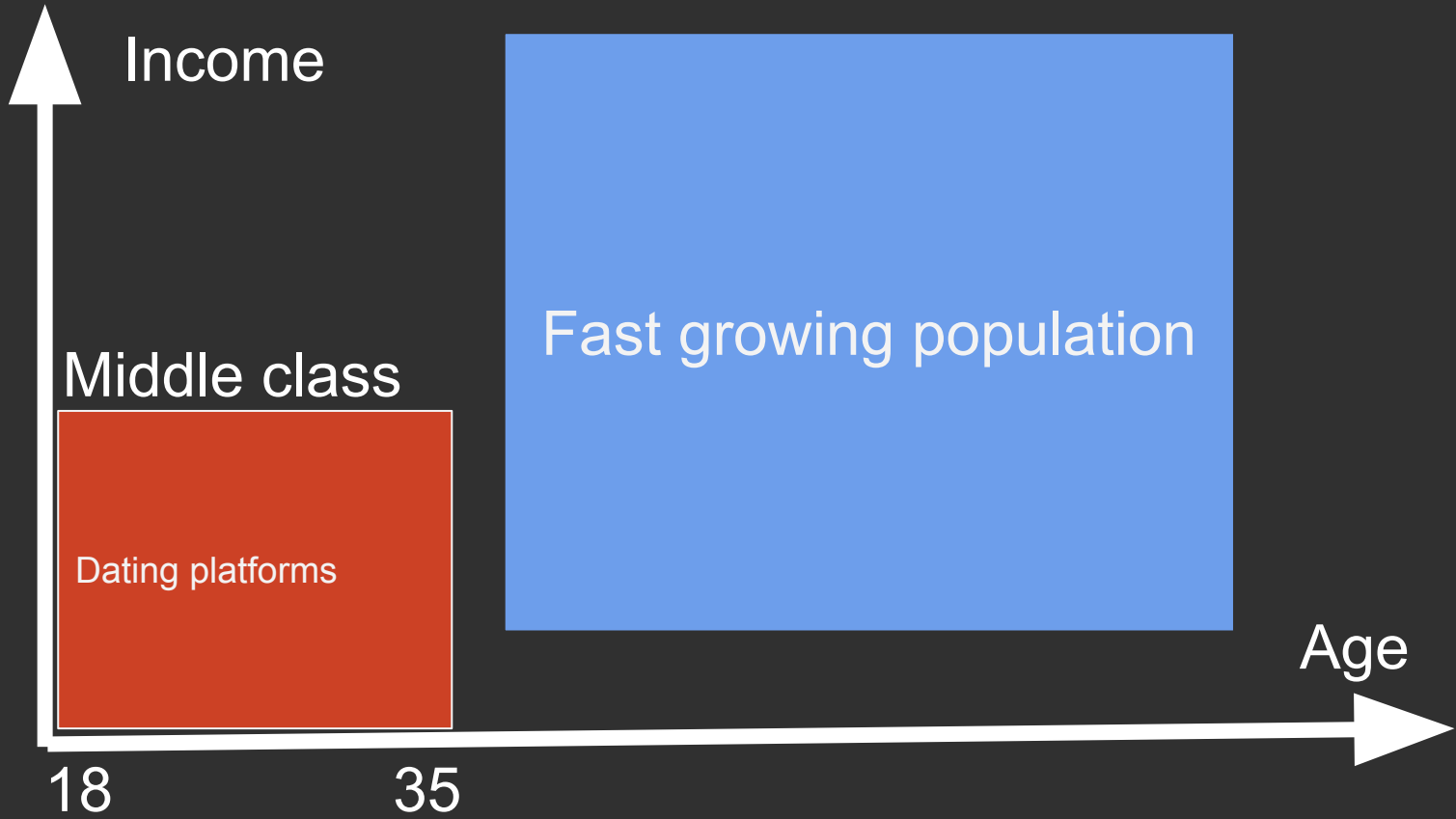


Divorce rate is increasing

Marriage rate is decreasing

Total divorce rate is 3%.

Big cities: 45%



# Lack of Variety

Elite/Affluent/Highly Educated

Seniors

Divorced

Religion based

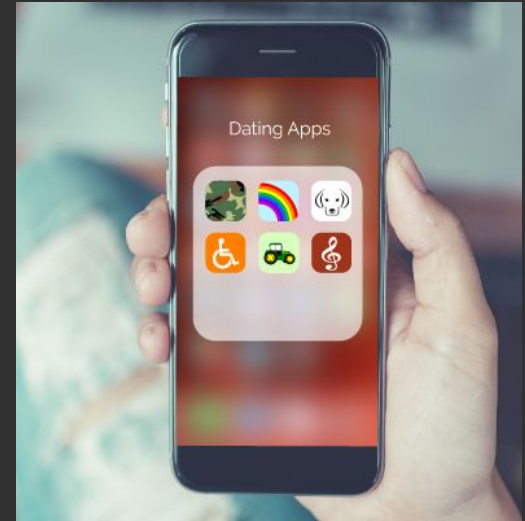
Dog lovers

Interest based

Special needs

Sugar daddy

Ashley Madison



# Business model of dating industry

## China

Online + offline mingled together.

- Online **36%**
- Offline **64%** (actual number is much bigger)

## US

Online and offline are very much separated.

# Mobile percentage

## 98% Of Chinese Internet Users Are Mobile

Number of internet users in China (millions)



Internet users: **>800 Million**

Mobile: **98%**

Among which,  
Android **73.24%** (2018/12)

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# Leftover woman phenomenon

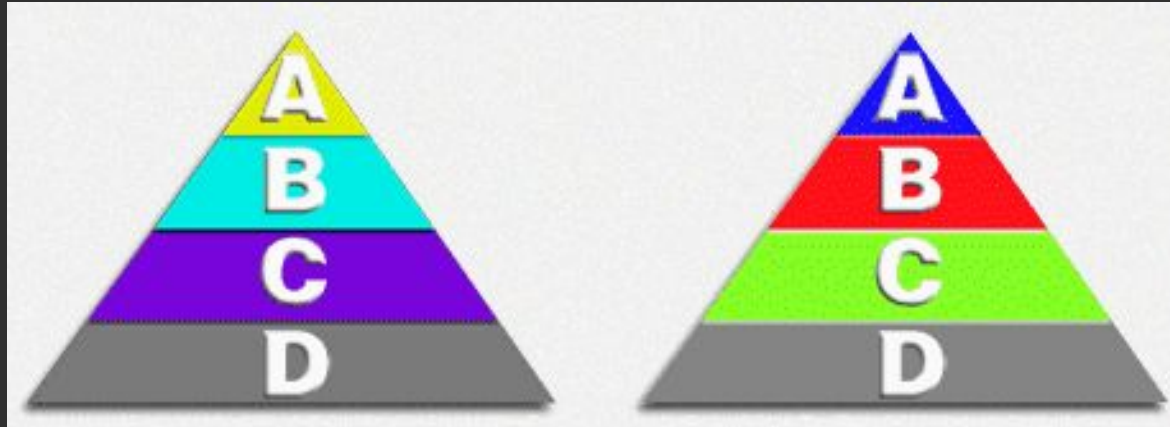
Marry-up mentality

Incompetence is a virtue

Fast growing economy in the past 20 years

17 million more single men than women

# Leftover woman phenomenon



MALE

FEMALE

Who is left behind

Women on the top

Men on the bottom

# Things that decrease her desirability

Successful career or business owner

Highly educated (MS or Ph.D. The higher the worse)

With an independent mind

35+

Divorced

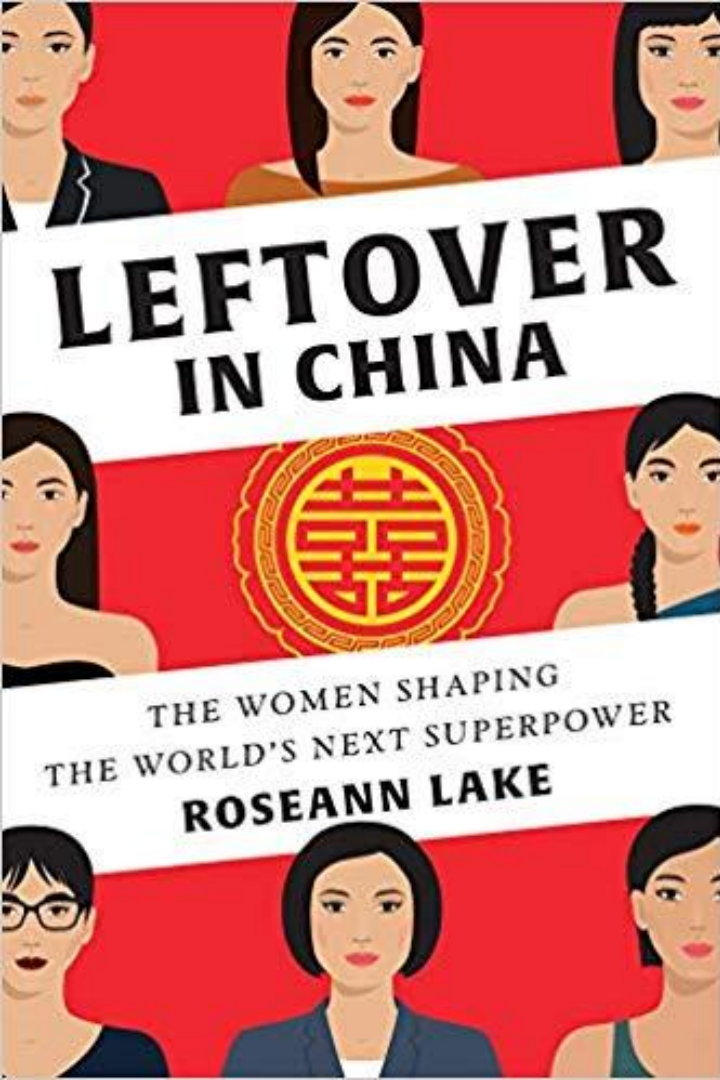
Has kid(s)

# What makes it harder for her

Ashamed to admit being divorced (afraid of being seen as a failure)

Ready to sacrifice for her kids

Idea of dating is weird



# Leftover in China - The women shaping the world's next superpower

---- Roseann Lake

# X-Culture Solution for this social problem

Successful Chinese women X Successful western men

China is an amazing place!



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Matchmaking is  
**SUPER COMPLICATED.**

How much can AI help?

**EVERYTHING!**

# AI-assisted matchmaking

Step 1. Human matchmaker

Step 2. Machine match + correction by human matchmaker

Step 3. Machine match (as good as a human matchmaker)

Step 4. Machine match (better than a human matchmaker)

# What 2RedBeans is doing right now.

## Data collection

- Biological data
  - Social data
  - Personality data
- 
- Close the loop: Good match?

# What 2RedBeans is doing right now.

Research tests that helps to figure out people's preferences

- Deal breakers / personalities
- Ranking of the importance of preferences

# Thank you!

Q Zhao

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