



Date Right Stuff

A dating app for the right wing

Pitch Deck

User bias against Conservatives

Politics governs relationships & how we spend our time and money.

71% **31%**

of Democrats of Republicans
wouldn't go on a date with
someone with opposing views¹

24% **9%**

of Democrats of Republicans
would cut someone off on social
media over politics²

69% **30%**

of Democrats of Republicans
have concerns about having
someone with an opposing view of
Trump join the family³

"Take a stand by adding 'Pro-Choice' to your profile to show potential matches you support reproductive rights."



"You should not go out with me if you're unsure of what you want, you're emotionally unavailable, you want a hookup, or are a Trumper"

Helen, 37

"If you voted for Trump please swipe left and examine your moral compass."

Mariette, 40

"Vaccinated!
They/she pronouns,
genderqueer, Queer (date
folks of all genders). 🏳️
Into: graphic novels,
working out, dark nail
polish, dog cuddles, horror
movies, intersectional
feminism.

**Not into: conservatives,
asparagus.** Swipe left if
you're a republican piece
of asparagus."

Masha, 31

"Trump supporters
Need Not apply 🗲️
PRO health care for
ALL
Anti-guns 👍"

Kelly, 36

"I'm looking for someone
with progressive values.
The only thing less
attractive than a
republican is someone
who is 'apolitical'"

Sara, 29

"Looking for social
liberal who doesn't
listen to Andrew Tate.
Equality, Pro-Choice,
BLM, +Socially Liberal
ONLY"

Gloria, 28

"Vaccinated. No Trump voters, please."

Melissa, 37

"trump-ers need not apply"

Johanna, 34

"NOT interested in dating a
trump supporter or anti
vaxxer"

Lisa, 23

"Hey there, did we just
match? What would be
super hot is if you make a
donation to National
Network of Abortion
Funds, Center for
Reproductive Rights or
Planned Parenthood"

Molly, 30

"Dislikes: Trump and any
scum who voted for him.
Can't believe this is even
a thing but MUST be
vaccinated. "

Kelly, 23

1. 2020 presidential choice factors into youth romance, friendship and work, Axios (Dec. 7, 2021); 2. Cox & Jones, "Merry Christmas" vs. "Happy Holidays": Republicans and Democrats are Polar Opposites, PPRI (Dec. 19, 2016); 3. Cox et al, Socially Distant: How Our Divided Social Networks Explain Our Politics, AEI (Sept. 30, 2020).

Politics is the new religion

Missing the mark in today's environment: Many value-system driven apps exist but none have successfully honed in on the holistic conservative market.



47m

Total Addressable Market Size (US)¹

26m

Total Addressable (Single, Republican) Men

21m

Total Addressable (Single, Republican) Women

1. *Unmarried and Single Americans Week: September 18-24, 2022*, U.S. Census Bureau; Saad, *U.S. Political Ideology Steady; Conservatives, Moderates Tie*, Gallup (Jan. 17, 2022).

Conservatives crave community



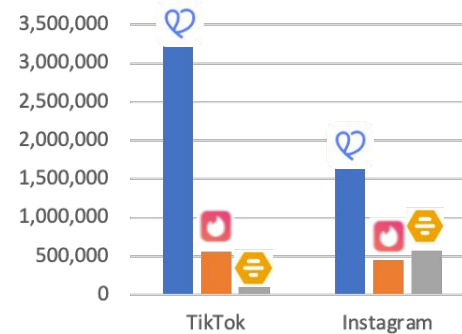
Public Sq membership grew from **385k to 1.2m** in 6 months post \$10m raise¹



Conservative boycott of Bud Light resulted in a **\$395m loss** in 4 months²



Conservative boycott of Target resulted in **Target's first sales drop in 6 years**³



Right Stuff social media has grown to **over 5 million followers** dwarfing Tinder and Bumble

The increased growth rate of Right Stuff social media channels proves that Conservatives are seeking a community on social media platforms where they've previously been censored and even excluded

1. PublicSq. Reports Second Quarter 2023 Financial Results, Business Wire (Aug. 9, 2023); 2. Toh, Bud Light controversy cost parent company about \$395 million in lost US sales, CNN (Aug. 3, 2023); 3. Pichii, Target's sales slump for first time in 6 years. Executives blame "strong reaction" to Pride merch, CBS (Aug. 16, 2023).

Date Right Stuff right now (iOS & Android October 25, 2025)

456k

Total
Downloads

59:41

Male-to-Female
Ratio

7k

Daily Active
Users

1.5k

Premium Users

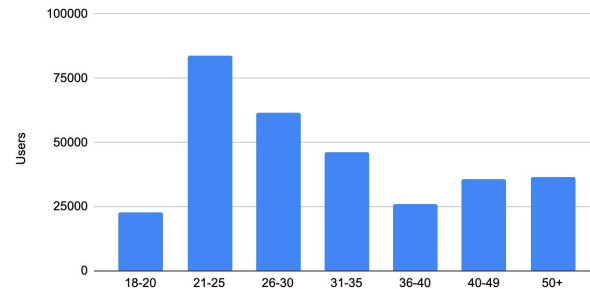
200+

Engagements /
Marriages

898k

Active Matches

Date Right Stuff Age groups




Age Groups *Oct. 2025

Influencer CEO



The War Against the Shadow Government with John McEntee

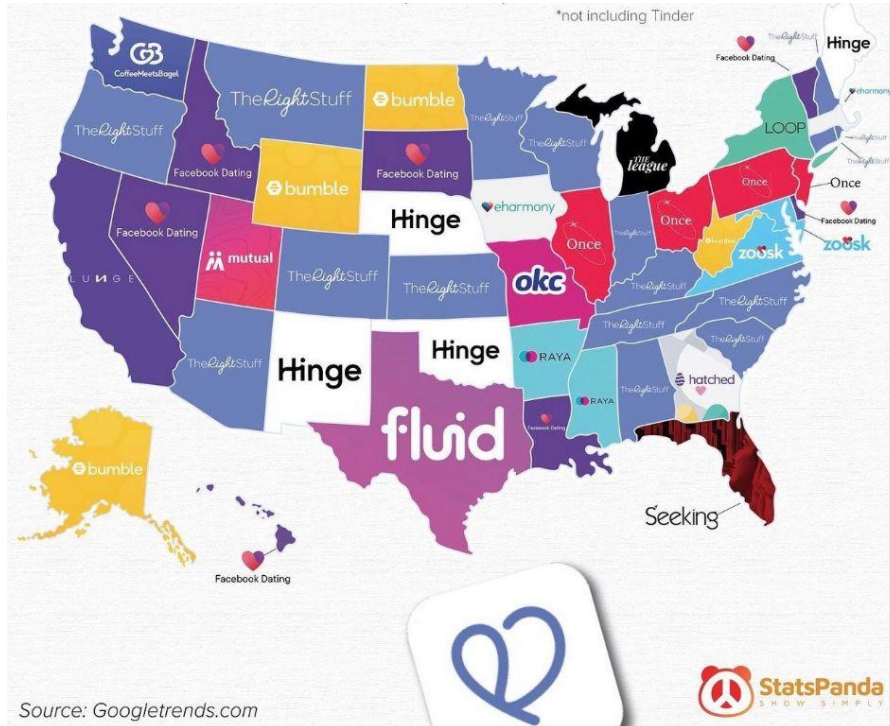
July 27, 2023 · 39 min · The Charlie Kirk Show



Ep. 1586 Oct. 4 2022

John McEntee discusses the launch of his new conservative dating app, The Right Stuff.

Brand awareness



AXIOS

Peter Thiel backs conservative dating app
The Right Stuff

THE DAILY WIRE

Conservative Dating App Goes Viral
Poking Fun at Men in Women's Sports

USA TODAY

OnPolitics: Dating app influencer John
McEntee to help staff the next GOP
administration

The Most Popular Dating App in Each State (in 2023)