

'How To Build A Dating App' Podcast – Episode 4 Transcription

- Kate: [00:09](#) Hello and welcome to 'How to Build a Dating App'.
- Michael: [00:12](#) This podcast will chronicle our journey of building and launching a brand new dating app. Our aim for this podcast is to take you through the whole experience of what it takes to build a dating app from scratch and not just any dating app but one that we really hope can take on the big competitors in the market.
- Richard: [00:28](#) We're definitely going to be learning some lessons on the way since this is the first app of this scale that any of us have been involved with and none of us have worked in the dating industry or are experts in dating.
- Kate: [00:38](#) So to really help us delve into the current dating landscape and online dating trends we're going to be speaking with some of the leading dating industry experts, coaches and app developers to share their insights on the industry.
- Michael: [00:50](#) Our interview with John Kersaw continues now.
- Kate: [00:55](#) John Kershaw is the founder of a dating app called Bristlr, which connects those with beards to those who want to stroke beards. He's also the founder of M14 Industries, a platform which allows anyone in the world to have their own branded dating app. John, thanks for coming in and talking to us today.
- John: [01:09](#) It's my pleasure.
- Kate: [01:09](#) Great.
- Michael: [01:12](#) M14 Industries has been described as a WordPress for dating apps and previous clients include the dating app Spex, Grafted Love, Dating Inc, as well as Koob, the social network for book lovers and Buump which connects single mothers. Are you able to tell us anything about their journeys that those clients went on to bring their app to market both good and bad as I know some of them may not be available anymore that maybe beneficial to us in our journey?
- John: [01:39](#) So a few of those are quite interesting. So Spex was run by Charlie Lester who now has \$2 million in funding to run Lumen. Buump was more for ... yeah was kind of targeting new mums like more of a social network and they spent a while trying to figure out what they were doing. Buump turned out to be a bit of an MVP and they've now been awarded a grant to build Buump Active by Sport England. So they have funding for the next three years to build an app for new mums to keep them in

sport. So what often happens is you're really active, you have a kid, you stop being as active. And Sport England was like, this sucks, we should probably do something about this. And so they put out a fund and Buump, and Buump Active used Buump to be like, "Hey, we built this. We know what we're doing and we can build this app for kind of sporty mums to ... so it's like a mini social network." And then they've got funding for that.

John: [02:38](#) A few of the others used as an MVP and now are off doing their own thing. I can't remember all of that list but I'm sure some of them have just quietly gone. Some of them are still carrying on in their little way but it's kind ... we've got a nice selection of people that have used this in different ways and some of them have gone on to bigger successes and some kind of haven't and I think that kind of reflects our users quite nicely. The commonality between all of them is they used MVP as a way to test their idea and then because we don't break the bank they have enough to either go, oh, this idea isn't going to work in the future I have not bet the farm or you can use it as a stepping stone to something else or you can use it to prove like something or you can learn something from it.

John: [03:30](#) I think that's where you can learn from their stories is don't go all in from day one, you are guaranteed to fail. Your first idea is bad but you have to get that first idea out there and then it's what you change it into. I mean we are a perfect example of that. I made a dating app for people who like beards and now we're building social networks for a huge range of people. And it's more about being adaptable and learning than it is your initial idea.

Michael: [04:01](#) So with a niche dating app do you think that to have the type of success we want and the type that you've seen with Bristlr, we need to be thinking of a catchy PR angle, BuzzFeed style headline like you had like, Love Beards? Dating site Bristlr seeks to set up the furry-faced? That type of headline to gain mainstream attention. How much focus do you think we need to put into making our app an idea that is niche enough to go viral?

John: [04:28](#) I think going niche and going viral aren't necessarily all that connected. I think you can go fairly mainstream. I mean if you try to build an app that's literally for everyone no one has ever built that app. It doesn't exist. Like Facebook isn't for everyone. Facebook is for a fairly tight demographic and you have to kind of focus on that because otherwise you'll never be able to focus your marketing. Like we want to advertise our dating app. Good, who is it for? Everyone, everywhere.

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- John: [04:54](#) Whereas if you're like we want to target like let's say Bristlr just wants to launch in London we would put sassy beard related witty stuff up in Shoreditch Tube station. Like if you wanted to go for posh banker types you could put something in the financial times that more of a serious ... Like we interviewed a thousand rich people and found that this type of car is the best for arriving to your date at the golf course. I don't know how it works. But figuring out, if you can build the PR into your plan that works, but also what are your goals and why is it that you're building certain things. Because some people want to build an app because they're scratching their own itch.
- John: [05:38](#) Like if you are targeting a niche it's usually because you're in that niche and you're underserved and then you are a perfect person to come up with a solution for that. If you're approaching it from we want to just make a dating app and maybe make it profitable then you're going to have a much harder time because you can't pin anything on it. So if you're not sure what you want to do try and go as specific as possible and work out. Like are you the demographic for your app? If so, just look at yourself. If you can find a vague description of someone and you're like that's actually the person that we want then you can build it to that.
- John: [06:21](#) It depends on what your goals are and you can work backwards from that.
- Kate: [06:27](#) GQ recently named Instagram as the best dating app out there. What are your thoughts on that?
- John: [06:34](#) I mean it's not a dating app but I get GQ's point. Did they also include bars as the best dating apps out there because it's an app that everyone uses so of course people would use it for dating. They would be sliding in DMs. That happens. I think there's two things. One, Instagram is a great way to ... like lots of dates will come out of Instagram but Instagram is not a dating app so it doesn't have the safety. It doesn't have a lot of the stuff that a dating app can provide but it's massive so it probably works.
- John: [07:08](#) So I think ... I get the point. I'm like the pedant in me is just like, "It's not a dating app. How dare you?" But all of these popular apps you can use them for that kind of stuff. Like the fact that Facebook have brought out their own dating app feels almost redundant. I mean I'm not 100% sure why they're doing it yet because they're definitely doing it for some reason that we haven't quite figured out yet. Like people use Facebook for dating. I would say Facebook is a better dating app than

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Instagram because you can learn more about a person but Instagram probably-

- Kate: [07:44](#) It's very image-based.
- John: [07:46](#) Which probably actually fits into that kind of thing. So, they're right but I'm not happy about it.
- Kate: [07:52](#) Yeah. Well we found it interesting but also like it's a bit disheartening. Something a bit seedy about it.
- Michael: [07:59](#) Was strategically doing the stories and making it only visible to certain people almost like a-
- John: [08:06](#) There is a language to using Instagram. I think this is one of those instances where I think I'm too old. Like me four years ago would understand the whole, oh, they've viewed my story last night at this time. And I'm like, oh, really, that's significant for some reason that I don't fully understand. Yeah, there is this whole language of interaction that I think is fascinating.
- Kate: [08:28](#) It really is. I think if you look at yourself and the way even I use Instagram like I'm sure I do some of these things without realising.
- John: [08:39](#) My favourite is the classic feeling that only works when you're treating Instagram like a dating site which is when you're three years back in their feed and you accidentally like something. And you know that they know that the only reason you have liked that photo of them from three years ago is because you were scrolling down their timeline. And it's got these elements to it that I think are fascinating.
- Kate: [09:03](#) I had a guy - one of my sister's husband's friends - who liked a post of mine. It was from 140 weeks ago. It's like, oh my God what it was a picture of my mum. I didn't know how I feel about that.
- John: [09:18](#) But this is the beauty of when these social networks have these completely unintended side effects of that kind of thing. It's like when Facebook brought out we can probably put relationship status in there. And then we have this whole, it's complicated, and it's just like, whoa there is a whole can of worms and we didn't even know there was a can. Now there's like this whole thing.

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- Kate: [09:40](#) So true. Okay, you've mentioned before it there's a connection economy that matches people who want this but people who are also looking for that. Like Airbnb, Uber, can you expand on that a little bit and how that applies to dating apps if it does.
- John: [09:53](#) I guess these days it's probably more on demand. People expect certain things like Uber is less a taxi company now and more a logistics company. That's why Uber Eats happens. And now if you can't track your rider in the 10 minutes it takes for you to get your authentic Mexican food, you're furious about the whole thing and people are just expecting that because technology allows us to do that. It's allowing us to actually continuously raise the standard of what we expect and so it makes sense that reaches across all social facets including dating.
- John: [10:30](#) Like I want ... If I go to New York I would now expect to be able to quickly and easily meet other people in the startup community. I would expect to maybe go on some dates if I want to. I would expect to be able to get any kind of food I want from the entire of Manhattan delivered to my Air Bnb, which I expect to be clean and exactly like the pictures. Technology allows us to do this. I don't think it's a case of our generation being all demanding assholes. I think it's actually ...
- Kate: [11:02](#) It's like a mutual-
- John: [11:04](#) It's like everyone's happy with this. No one is just being an ass about it. And we can do all this stuff and I think it's less the connection economy and now like you're seeing the gig economy which I guess it connects workers with people who want to exploit workers, a cynic would say perhaps. But you're seeing more of this stuff kind of happen and that's just the way technology is going to go and technology allows much more granular connections between places and dating will just naturally follow and social media will just naturally follow.
- Richard: [11:40](#) So talking about our generation. Millennials I guess, Gen Z'ers, whatever you want to, they're two distinct generations but do you think those generations are looking for a simpler less cluttered app experience? I know you're talking about how apps are getting a bit sort of homogenous and looking the same and they have to look good and work well to keep their user base but Marie Kondo recently had a big thing, minimalism is very much this kind of, I wouldn't say flavour of the month but it's something that we're, our generations are embracing and getting away from keeping like fine China and stuff and do you think the dating apps are reflecting this and what needs to be

improved about dating apps and the user experience as a whole.

John: [12:30](#) I think making a nice clean feeling app is a challenge. I think if you can do it well and you can meet people's expectations you got a better app. If you can do with one button what would previously take three, your app is better. One thing that will drive this specific thing for our industry a lot more is the devices that we're using. With a phone, with a complicated interface, you have a million different ways that you can get information out and put information in. Our lives are moving to simpler interfaces.

John: [13:04](#) So if you tried to do a dating app through voice, it's not going to work because it's just like Siri, list me the nearest hundred people between these ages and this and this and this and your little speaker's just like, "Mike, he is quite handsome, he is 6'2". It just doesn't work. You can't do it like that. Whereas if you had a much simpler interface or one that's designed for voice suddenly you actually could get it to work and people are starting to design these things or with wearable tech and that kind of stuff.

John: [13:37](#) I think a lot of the complications we just don't need anymore. So another example if your search preferences. It used to be you had to be very specific with the 20 things that you like. Now, it just learns. You just use Tinder for half an hour and it's learned all that you can ever tell it about your preferences and it can kind of use its giant database of what people want and it can kind of figure this stuff out. So I think going simpler is actually just moving the design from being like being ... moving the pressure from you back to them.

John: [14:17](#) If you think about cars. Cars are getting fewer buttons but more functionality. Spaceships used to be like giant cockpits full of buttons and the new Space X one is a fancy Ipad. I mean obviously the rest of the rocket still pretty complicated. It is literally rocket science but like the way it works is just getting simpler but that means that we can do more as people. So the types of relationships that you get out of a dating app now is probably more complicated or more specific to what you want but the interface is simpler because you can concentrate on the more important things. And it kind of frees you up to do more of that kind of stuff. So what you'll find is like Millennials used to faffing around with a dozen buttons and settings to find our great person.

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- John: [15:04](#) A Gen Z person is like I care about this, this and this. This is what's actually important, computer go figure it out. And then it goes and figures it out and I think that's what we're going to see. I think I just massively over complicated that. Quite ironically.
- Kate: [15:21](#) It was a really interesting concept.
- Michael: [15:22](#) Yeah, and it included spaceships.
- John: [15:22](#) I like spaceships.
- Richard: [15:25](#) Makes things interesting. Yeah, exactly I was just going to ask more about the ... to learn a little bit more about the Open Gender Project that you're working on and how it can help the world of online dating.
- John: [15:38](#) So online dating has a slight problem that it thinks that there's only two genders and they are rigid and well formed and there is no deviation and that's fine and done and dusted and they have built their technology on this from day zero. And that's kind of worked fine but everyone sort of twigged that it's actually a lot more complex than that. It's a lot more complex than anything else. It's an organic thing. You can't simply put people in two lumps what people are looking for and who people are. These are not things that are yes/no questions.
- John: [16:17](#) And people have started to discover the language that they can use to describe these things. And dating apps are just woefully behind the time. The Open Gender Project was and I guess still is a way that we are trying to use our use of technology in an open way so I guess other people can get feedback. So the M14 platform can handle gender in a bunch of different ways. From very rigid to nonexistent. So Bristlr for a while was the largest dating app that didn't have gender. It was just whether you had a beard or not. If you're just going to divide people down a binary you might as well choose an important one like do you have a beard?
- John: [16:57](#) But a lot of people do have preferences. And you kind of have to factor a lot in. So the Open Gender Project is, will be a library of software that you can use to help you migrate from like your old system to an actual accurate system and is also a sort of vehicle for consultancy where I'm happy to sit down and talk to you. I'm not an expert on any of this but it is kind of relative and there's a lot of people in this industry who are basically like, I

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have not idea what's going on and I know that whatever I say will be incredibly offensive, can you help me please.

- John: [17:33](#) And I want to be like, "Okay, yes, I can help you." Obviously, I am not. I can't speak on behalf of everyone and everyone has their own obligation to research and learn and expand their knowledge. And that's kind of what the Open Gender Project is about is finding ways to accurately represent people in software in dating, which is kind of challenging.
- Richard: [17:59](#) I can imagine.
- Michael: [18:01](#) It's definitely something that we think we need to do to educate ourselves more on gender and sexuality and how that works with a dating app because it's not as simple man seeking man, woman seeking woman.
- John: [18:14](#) Most apps do stick with that because it's just the easiest way to do it and it's how most people from our generation like older have viewed the world in the West. But when you come to Gen Z, it turns out they got Wikipedia and they're like, oh, I feel like I've been misled in how this works. Can you please fix this? And it's kind of up to us to either be like here are the tools for you to fix this I'm so, so sorry. My bad. Can I buy you a pizza to make up for this. Or to be like, okay, we're actually going to do the handwork and try to fix this and we can't get there immediately and for that people are going to be angry and that's totally justified but if we say that our goal is to be a ... is to help people meet and we say here are the criteria that we will give you to meet. We have an obligation to make that accurate. And I think that's fair enough.
- Michael: [19:13](#) Definitely. What do we need to consider when it comes to the size of the app and database stores so e.g. service storage, security, GDPR, who owns the data of the app if it's built and if it's built for a third party such as M14. Also in that situation where a third party is involved who owns the brand?
- John: [19:34](#) So I need to preface this and say, I'm not a lawyer nor am I a GDPR expert. However, my general understanding of the law is, don't be a dick and you're probably fine.
- Richard: [19:47](#) That's the golden rule isn't it?
- John: [19:49](#) You would be amazed.
- Michael: [19:50](#) It's my golden rule!

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- John: [19:51](#) Like do you want to have people sign up so that you can then market to them. Because if you do, bit of a dick move, don't do that, or be very explicit and be like, hey, would you mind if I market to you. It has these benefits and they opt in. GDPR has a load of really good advice and suggestions of how you build stuff but ultimately you can get 90% the way there by going, "would a user be surprised by this?" So if you sign up to a dating app and then you start getting adverts for insurance you would be pretty surprised.
- John: [20:25](#) That is not cool. If you sign up for a dating app and you start getting messages about, hey, you've just received a new message, would you like to reply? That's kind of like, oh, fair enough that's fairly essential.
- Michael: [20:37](#) That's more of a system message I guess.
- John: [20:39](#) Yeah, exactly. So there's different things. GDPR is still not that well understood and until a bunch of people have been sued we won't know the interpretations of some of it but the Information Commissioners Office, the ICO, have got loads of great guidance of what you need to do to make sure that you're good. Currently, I would recommend that you build everything in the U.K. and until later in the year I would just focus on the U.K. because we don't know what, at the time of recording we don't know ... I guess we don't know if we'll have a country by the time like in a few years time.
- John: [21:19](#) We don't know what the future is around all that legislation but just don't be a dick, don't record more information than you need thinking you might need it later. Don't hold onto data. Don't sell data. Don't send data to people that are untrustworthy. It's these kinds of things and the temptation comes in those edge cases. Like, oh, is this marketing. Have they given me permission to do marketing and you can hire a lawyer and figure out how close to the line you can walk or you can be like the line is over there I will stand on the opposite side of the room and we're golden.
- Michael: [21:53](#) Yeah.
- John: [21:55](#) That would be what I would say. You don't need to worry too much about database side and stuff because thankfully we live in the future now and you can just be like magical cloud server just grow as I grow and the magical cloud server is like, sure thing. It will cost you a dollar and I'm like thanks very much.

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- Michael: [22:14](#) Because you guys use cloud.
- John: [22:16](#) All of our infrastructure is cloud. All of our infrastructure is moving to serverless which means that we have servers but I don't need to know about them. They just scale and grow and it's wonderful and it means that we can pass those savings on to our clients. So as we save money because we now only pay for the servers that we use rather than having to rent all of the servers and having to pay for 100% of them 100% of the time. We can start pass those savings on or as we're doing we can have more powerful infrastructure for the same price.
- Michael: [22:50](#) So server storage isn't something we necessarily need to worry about at this stage? Maybe any stage if it's now. It's more cloud based and less physical than it used to be.
- John: [22:59](#) And because you pay for what you need you don't need to buy 1000, like a terabyte of storage. Like we, our entire hosting cost for images at this point is like \$50 a month on Amazon. It's really cheap.
- Michael: [23:14](#) That's interesting. In 2016, M14 Industries acquired Double, which is the Tinder for double dates based in London and you discovered that it had similar churn rates as Bristlr. Can you explain how churn rates work with dating apps in general and what Bristlr's are currently?
- John: [23:32](#) Sure so we bought Double because they went on Dragon's Den and we went on Dragon's Den. And so that makes you best friends.
- Michael: [23:40](#) Is there a club? Is there a WhatsApp group?
- John: [23:44](#) If there is I haven't been invited. But now I'm paranoid. So we got churning and we ended up buying them and mostly because they have really interesting insights. They were a big successful app and they have really interesting metrics and that's why we bought them. Double sadly doesn't exist anymore. We were thinking of migrating them over to M14's technical stack but it would be really hard essentially and we don't have the resources and so we didn't do any PR on it and so it quieted down and then we agreed with the Double guys to kind of keep the lights on as long as we possibly could. And I think we kept it up for a year or two and we were like okay, time to quietly go out the back.

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- John: [24:29](#) And put out to pasture across the great rainbow bridge to where the apps live happily ever after. Great app store in the sky. But we learned a lot from their data on how these apps work and we found out that their churn rate is the rate at which people leave your app was identical to Bristlr's. So I probably can't go into specific numbers because I can't remember them but I can speak in general terms. So in general I think when Bristlr launched because this is when I was paying most attention to it.
- John: [25:00](#) If 100 people signed up on January 1st, by February 1st, 25 of them would remain. So it was a 75% churn rate. The way ... if you are a traditional dating website that would be a tragedy if you are a mobile app developer that is glorious. That is victory. Bristlr had a slightly weird skew where we had close to 40% churn rate in the first 45 seconds because of the way we did our PR people would be like Bristlr, that's hilarious, download the app, log in. Ha, good one, close the app, never come back. And we had a huge churn of people doing that.
- John: [25:39](#) So we had to kind of factor in when we talk to investors it's like no, no, no it's not because our app is awful or offensive or something it's because it's really funny. So churn rate we sort of factored in when we do our modelling of growth we go for day one churn, week one churn and month one churn and reoccurring months churn because we found that once you're here after a month, it's roughly the same. Like the same percentage of that sort of cohort of people will drop each month.
- John: [26:07](#) And yeah, it really depends on the app but if you still have 50% of your users that sign up on the first of the month active at the end of the month, you're doing really, really well. If you got none of them, you could be doing better. I think there's probably something wrong but ultimately the churn rate... You won't know until you start and you won't know what effects it until you start tweaking things but it's a really important metric to pay attention to because the churn rate is in the analogy of a bucket that you're filling with water the churn rate is the hole of the bottom.
- John: [26:41](#) So a leaky bucket is a good analogy of an app that you're pouring users in the top through Facebook ads or influencer marketing and they're constantly leaking out the bottom through getting bored or their phone breaks or they are just leaving your app and the goal is to make as much come in at the top as like come out the bottom and depending on how your churn rate that will give you your ceiling of the number of users.

So if 10% of your users leave every month and you're topping up 1000 users a month. You will never get more than ten to eleven thousand users because you're putting a thousand in but a thousand drop each month.

- John: [27:18](#) So if you can then shrink that to 5% you double the number of users you have. So it gets really kind of tricky and there's a dark art to understanding these metrics and a strong cup of coffee and a spreadsheet will take you a long way.
- Michael: [27:33](#) Is there a danger that you can get too obsessed with-
- John: [27:37](#) Absolutely.
- Michael: [27:38](#) Metrics like that.
- John: [27:39](#) Yes, two strong coffees. But if you get too obsessed with the metrics then you get misled. You think that is a perfect representation of your app. So I must work towards that. So we've had people who have put up a paywall for their app. So their app has gone from freemium to premium and if you're just looking at the metrics it would look tragic or if all these users have suddenly gone but it might look amazing because your revenue just went through the roof.
- John: [28:07](#) So you're getting these conflicting messages but you need to understand the context in which these metrics are being used and know that they are performance indicators not the be all and end all.
- John: [28:20](#) So I've got a question for you which is what for you is your next step now? I feel like I might have ruined some of your plans. But I'm curious what is your next step is.
- Michael: [28:33](#) Our next step I guess is to get into a room and talk about what we've heard and what we've discussed and I think it's probably cemented for me anyway that our initial thoughts are too grandiose and-
- Kate: [28:49](#) Too wide.
- Michael: [28:50](#) And too wide. Maybe we need to think more niche and if it's not niche then smaller scale in terms of-
- John: [28:58](#) More specific.

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- Michael: [28:59](#) More specific yeah, initially, which we kind of had an idea anyway, but you've helped us.
- Kate: [29:05](#) I think doing that given that we don't have any knowledge of this industry at all starting off so big is maybe too ambitious. Having said that.
- John: [29:16](#) It gives you a long way ... it gives you a lot to work with. If you had started really specific you don't have much wiggle room but because you're starting with a very almost generic thing you can focus in without losing anything.
- Michael: [29:28](#) We probably started thinking we're going to do a mainstream app that is going to-
- John: [29:32](#) We will replace Tinder.
- Michael: [29:34](#) Take on Bumble and Tinder... in our initial thoughts.
- Kate: [29:37](#) Because we looked at how does any successful because nothing is new these days. Just like a totally new invention is it. It's just making existing things better. So we looked at Tinder and Bumble and what do they not offer and we've started whittling down from there. We've looked mainly at the experience of actually being on a dating app is it conducive to someone even meeting someone is it creating meaningful conversations or relationships, friendships or whatever.
- Kate: [30:04](#) And of the limited experience that I have with my pool of friends and everything I didn't feel like that was the case. You didn't either. And Richard has more of a limited experience but you tended to agree with us as well. Is like what do people really get from dating apps? Is it creating relationships and it seems like there's some apps that are for very much a simple fact of hookups and are there for people actually looking for something more than that. And there has to be a bit of an in between or maybe there's something that can facilitate or there's a product or a feature that hasn't been developed yet or maybe Bumble, but I like to still think it's important but that could be the core of our business.
- John: [30:43](#) They might not think it's important because it's not important to their users. But just by saying that you've narrowed down your target audience massively to a fairly specific to people who people who would resonate with that sound because it's not that everyone who uses Tinder is unhappy. It's that there's probably a large chunk of people who use Tinder who are just

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like, I'm not getting what I want out of this. And it's finding those people, finding the messaging and then building your app to meet that need. But it seems like you're on the right path.

- Michael: [31:11](#) I think you've definitely given us things to think about anyway, it's a long path. But I like the idea of creating these landing pages with an email sign up and just putting the feelers out, maybe testing with different Facebook ads and things to test your messaging and your concepts to see wherever it's even viable to build and that is a low cost way of doing a little bit more research than we currently are at the moment. So real world research.
- John: [31:40](#) I do like saving money.
- Michael: [31:43](#) Exactly. So thank you for coming in. Have you got any ... Do you want to share your social media handles or how anybody can get in touch?
- John: [31:49](#) Probably not. It's just pictures of goats and me being upset about things.
- Kate: [31:54](#) Share them.
- John: [31:57](#) You can Google John Kershaw and like Twitter and I'll turn it off. I'm not that hard to find on the internet. Just Google me.
- Michael: [32:05](#) And M14 Industries.
- John: [32:06](#) M14 Industries. We don't do any. So you can find us at M14.industries and if you want to reach us you can just. We got a contact form. This is the problem! I can't do sales properly. You can just email me john@m14.industries. It's that simple.
- Michael: [32:25](#) And check out your Twitter for pictures of goats.
- John: [32:27](#) Important pictures of goats and updates about what I'm grumpy about this morning. Well thank you very much for having me.
- Kate: [32:35](#) Thank you so much for coming in.
- John: [32:36](#) My pleasure.
- Speaker 5: [32:38](#) Stay connected.
- Kate: [32:40](#) If you want to get in touch with any questions or feedback, you can find us on Facebook, Twitter, Instagram and SoundCloud.

‘How To Build A Dating App’ Podcast – Episode 4 Transcription

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