

## 'How To Build A Dating App' Podcast – Season 1 Trailer Transcription

Host - Kate: [00:01](#) Hello and welcome to 'How To Build A Dating App'.

John Kershaw: [00:04](#) I created 'Bristlr' as complete joke, which subsequently went viral, and led me on this very strange journey that i've been on ever since.

*Music sting*

Hayley Quinn: [00:18](#) I got on board as a ghost writer, so I was writing their blogs for them. So I was a 23 year old woman pretending I was a 42 year old man living in New York!

*Music sting*

John Kershaw: [00:26](#) One of the features we built for fun in 'Bristlr' is called the Lothario Detector, and if someone sends the same copy pasted message to multiple people, we let them, and then we tell the other person exactly how many times they've copied and pasted that message to other people.

*Music sting*

Hayley Quinn: [00:49](#) Then, peak traffic window for online dating... Boxing Day through to V day. Clearly has gone home for Christmas, faced some really awkward questions by some insensitive relatives. Or been bored on Boxing Day and after watching Jurassic Park 3 and eating enough Ferrero Rocher... cracking out the dating app.

*Music sting*

John Kershaw: [01:06](#) And I think we've estimated that it's approximately for every £10,000 of investment we got... we created a child!

*Music sting*

Hayley Quinn: [01:15](#) Even the like... (laughs) ... the John Travolta, the top pick ... Even on a good day they still only get 40% average response rate. And these are the studs right. So your average guy out there is getting a 10% - 20% response rate, if that. Also most dating platforms, though not all, are male user heavy.

Host - Michael: [01:35](#) I like that John Travolta was your go-to reference for stud!

Hayley Quinn: [01:39](#) I know! I just thought about Grease. Hey Sandy!

*Music sting*

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John Kershaw: [01:44](#) One thing we do is if a guy uploads a photo of his \$\$\$#... It looks like the app is broken for them, and they get a very specific error message and they’re told to email me. And if I am bored or I am grumpy, I will reply to that email because they’re like “Oh I think the app is broken”. And then I can just vent.

*Music sting*

Hayley: [02:06](#) It’s about understanding it’s not so much about having 20 messages with her or with him. It’s about actually, the quality of that conversation and getting outside of that really small-talk dialogue.

Host - Michael: [02:18](#) A friend of mine always uses that whole... “Would you rather have the legs of a horse or the head of a shark?”. That kind of weird icebreaker thing.

Host - Kate: [02:25](#) Oh yeah that whole ‘thing’!

*Music sting*

Host - Richard: [02:28](#) Er so, at launch, did you re... de... eh... hmmm.

Host - Michael: [02:33](#) *(group laughter)* This is why we don’t let you do things!

Host - Richard: [02:36](#) I’m sorry I haven’t asked a question in so long, I don’t even know how to ask them! *(group laughter)*

John Kershaw: [02:40](#) I think you need to release an unedited version of this podcast. I think it would be great.