

My Icebreaker Launch Marketing Plan & Budget

Connecting People Who Are Already Sharing the Same Space

Concept

My Icebreaker is a location-based social networking app that helps people connect with someone they've seen in real life but don't know.

The app works by allowing users in the same location to create an avatar representing someone they'd like to connect with. If two people create matching avatars of each other, the app reveals the connection and enables them to chat.

Tagline

"See them. Match them. Meet them."

Alternative:

- "The social network for missed connections."
 - "Turn eye contact into real connections."
 - "Because some conversations never start."
-

Market Opportunity

People regularly encounter others they want to connect with at:

- Bars
- Clubs
- Restaurants
- Concerts
- Events
- Cafés
- Universities
- Airports
- Gyms
- Shopping centres
- Conferences
- Sporting events

But they rarely have an easy, non-intrusive way to make contact. My Icebreaker solves this problem.

Launch Goals

Year 1 - Users

- 100,000 downloads
- 40,000 registered users
- 20,000 monthly active users



- CAC under AUD \$4
- Referral rate above 30%
- Retention above 35%

Revenue

- Premium subscriptions
- Business partnerships

Target Audience

Primary Audience - Ages 18–35

- University students
- Young professionals
- Digital nomads
- Singles
- Event attendees

Secondary Audience - Ages 35–55

- Professionals
- Conference attendees
- Travellers
- Networking groups

Positioning -Not Another Dating App

Position as:

“A real-world connection platform.”

The app is useful for:

- Friendship
- Networking
- Dating
- Business
- Travel

Marketing Strategy

Phase 1 – Pre-Launch Goal: 2 million impressions

- 3 Months Before Launch
- Budget: AUD \$30,000
- Build a Waitlist
- Launch landing page.

Offer:

- Invite 5 friends = Early Access
- Invite 20 friends = Premium Membership
-
- Invite 50 friends = Founder Badge

Viral Teaser Campaign - TikTok and Instagram Reels. Examples:

“Have you ever seen someone at a café and wished you knew their name?”

“Ever made eye contact at the gym and never saw them again?”

“Imagine if they were looking for you too.”

Goal: 20,000 waitlist signups

Budget: AUD \$10,000

Phase 2 – University Domination

Universities are ideal because:

- High density
- Repeat encounters
- Social environment

Campus Ambassador Program - 50 ambassadors

Pay: AUD \$500/month

3 months

Cost: AUD \$75,000

Can be reduced to 25 ambassadors initially.

Responsibilities:

- Social media content
- On-campus promotion
- Referral growth

Launch Events Pop-up booths

Locations:

- UQ

- QUT
- Griffith
- UNSW
- Sydney Uni

Budget: AUD \$15,000

Phase 3 – Influencer Campaign

TikTok Influencers - Focus:

- Dating creator
- Lifestyle creators
- Campus creators

50 influencers 5k–100k followers

Average spend: \$1,500 each

Budget: AUD \$75,000

Expected Reach: 5–10 million views

Micro-Influencer Program =100 creators

Free premium memberships Performance bonuses

Budget AUD \$25,000

Total Budget: AUD \$100,000

Phase 4 – Paid Ads

TikTok Ads Budget: AUD \$120,000

Target:18–35

Interests:

- Dating
- Socialising
- Universities
- Events

Instagram Ads Budget: AUD \$70,000

Focus:

- Video ads
- Stories
- Reels

Google Ads Budget AUD \$30,000

Keywords:

- Meet people nearby
- Missed connections
- Networking apps
- Make friends nearby

Reddit Advertising Budget AUD \$30,000

Target:

- r/brisbane
- r/sydney
- r/melbourne
- social and dating communities

Public Relations Budget: AUD \$30,000

Target Media:

- Tech publications
- Startup media
- Business media

Story Angle:

“Australian startup creates real-world social network for people who cross paths every day.”

Total Budget: AUD \$250,000

The strongest growth engine.

Invite 1 friend:

1. Premium features

Invite 5:

- One month premium

Invite 20:

- Six months premium

Invite 50:

- Lifetime founder status

Referral Program Budget: AUD \$100,000

Strategic Partnerships With:

- Universities



- Airports
- Shopping Centres
- Gyms
- Festivals
- Conferences
- Co-working Spaces

Budget: AUD \$50,000

Location-Based Launch Events, run events where users can actively connect.

Budget: AUD \$75,000

Examples:

- Coffee Connection Day
- Everyone in participating cafés receives:
- “Who here would you like to meet?”
- Airport Connection Challenge
- People waiting at terminals connect anonymously.
- University Match Week
- Largest avatar matching event.

App Store Optimisation

Budget: AUD \$15,000

Focus:

- Keywords
- Ratings
- Review campaigns
- Screenshots
- Videos

Year 1 and 2 Marketing Budget

For an Australian launch, start with Brisbane, Gold Coast, and Sunshine Coast before expanding nationally.

Activity	Year 1 Budget AUD
Waitlist & Website	\$10,000
Influencers	\$25,000

TikTok & Meta Ads	\$50,000
Campus Ambassadors	\$20,000
Launch Events	\$10,000
Referral Program	\$15,000
Content Creation	\$15,000
PR	\$5,000
Community Building	\$10,000
Total	\$160,000

Expected Results

- 25,000–40,000 downloads
- 8,000–15,000 active users
- Strong proof of concept
- Data for raising seed funding

For a startup at this stage, the \$160,000 Brisbane-first launch is likely the most efficient path. If engagement and matching rates are strong, you can then scale to Sydney, Melbourne, and overseas markets using the data and success stories from the initial launch.

Second year should require less capital and focuss mostly on consolidating year 1 results.

Activity	Year 2 Budget AUD
Waitlist & Website	\$5000
Influencers	\$15,000
TikTok & Meta Ads	\$30,000
Campus Ambassadors	\$20,000
Launch Events	\$5,000
Referral Program	\$5,000
Content Creation	\$10,000
PR	\$5,000
Community Building	\$5,000
Total	\$100,000