

AURA

Taste based connections

1. WHAT IS AURA?

Have you ever deeply clicked with someone and come to find out the two of you have an eerily similar taste in music or all-time favorite movies? The art that resonates with us deeply is a powerful reflection of who we are, and Aura is a match-making tool targeted at young adults that pairs people based on those reflections, on their unique taste fingerprints.



2. CREATE YOUR PROFILE

First, enter your age, gender identity, orientation, location, and a profile picture. Then, feed Aura access to your preferred streaming platform accounts. The tool focuses on the three most culturally dominant artforms to synthesize a nuanced taste profile: music, film, and literature. On the music side, Aura accepts all music delivery platforms from Spotify to Apple Music to Pandora. On the film and television side, Aura accepts everything from Netflix to Hulu to Amazon Prime. For books, enter your favorites manually from our endless library.

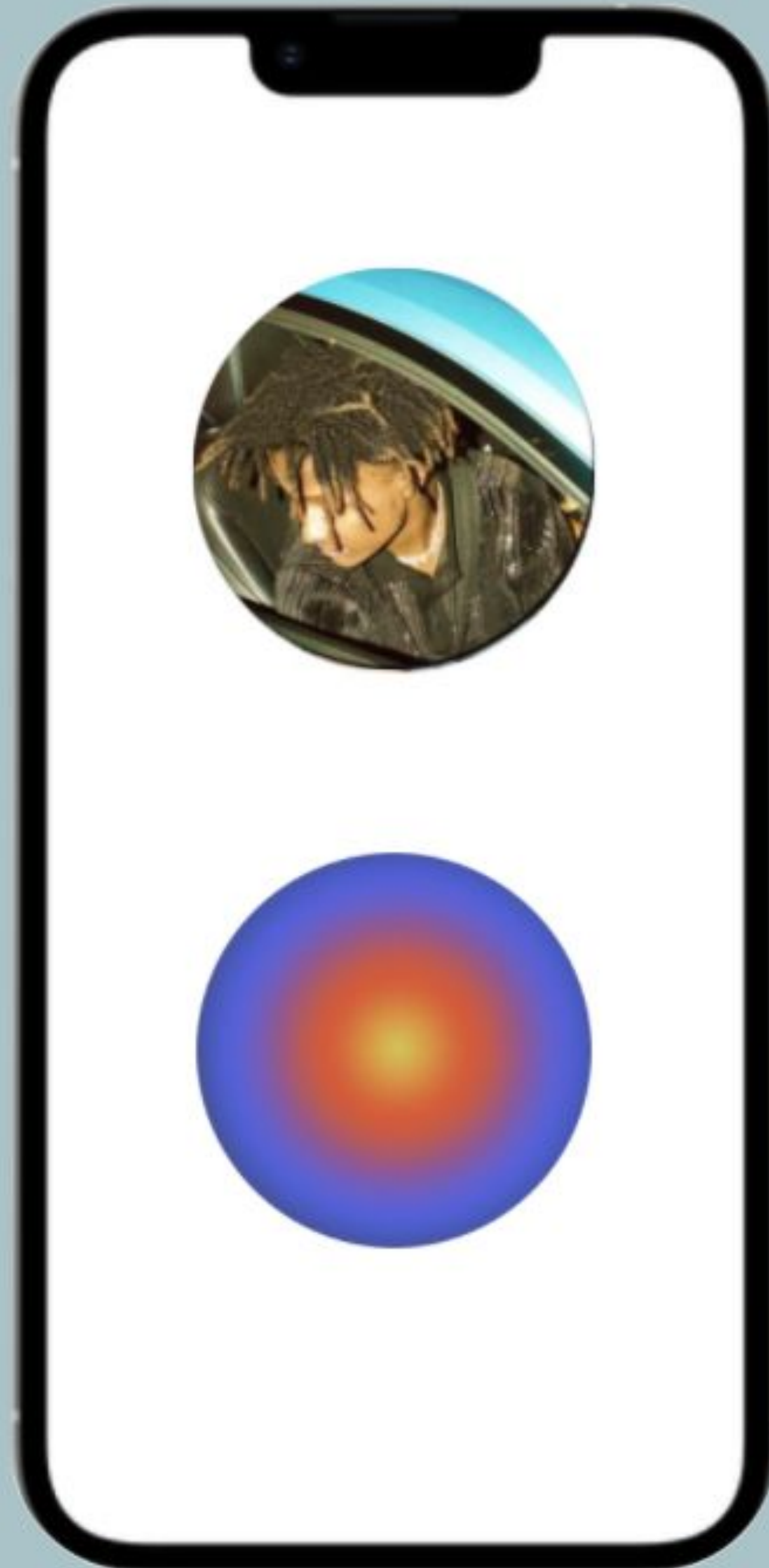
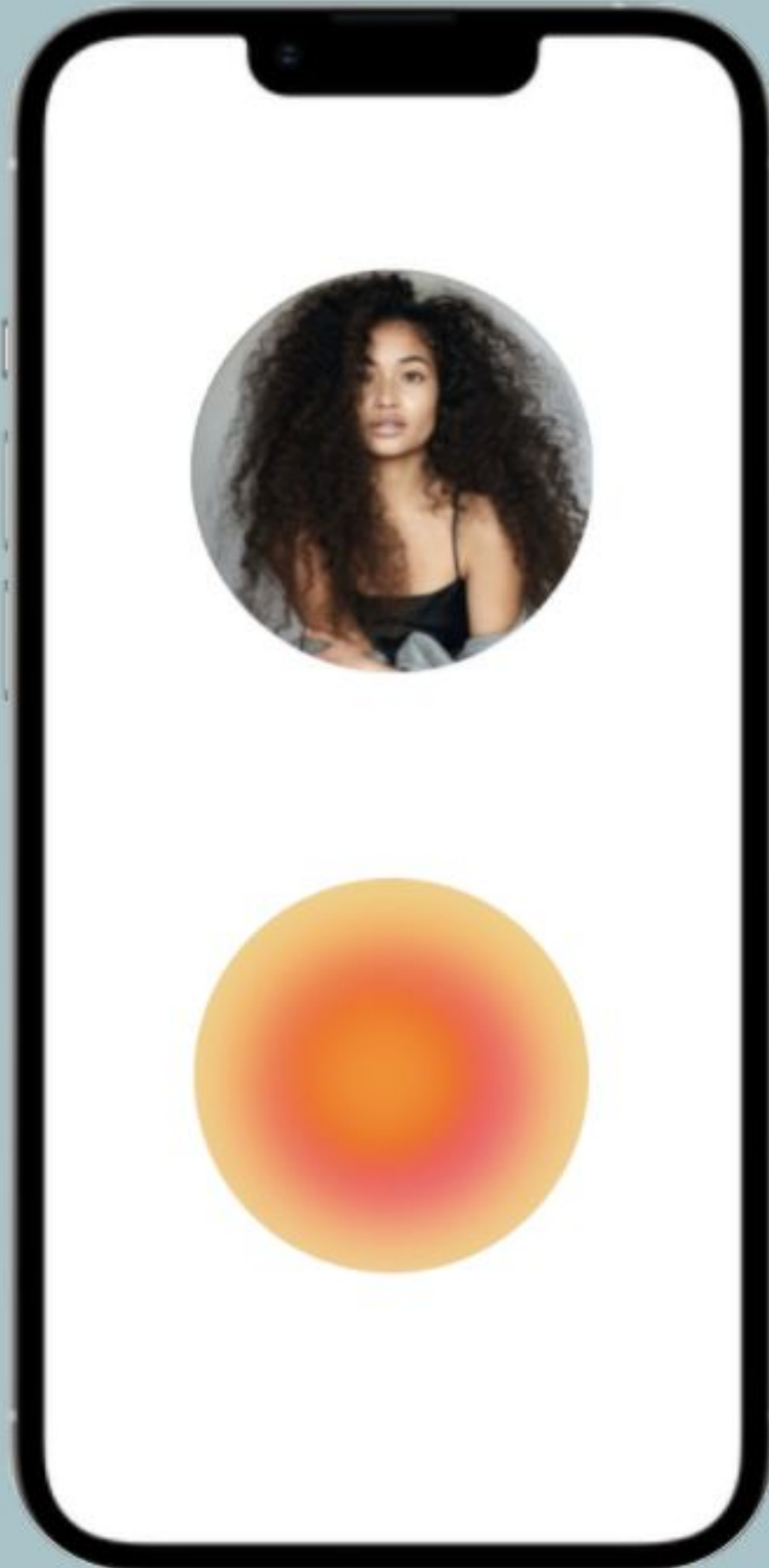


3. RECEIVE YOUR TASTE FINGERPRINT

Once Aura has received access to your streaming platform accounts, it synthesizes the data from your playlists, your most-listened-to artists, the patterns of your film and book consumption—and forms your *Taste Fingerprint*. This “aura” is an encapsulation of the particular energy configuration that makes up your unique preference. To keep thing fresh, your “aura” continually evolves in real time as your taste does.



FIND YOUR MATCH



DEEPER CONNECTIONS

Aura's algorithm makes semi-weekly connections based on the compatibility of your Taste Fingerprint with those of others. From extremely similar tastes to complementary tastes, we make suggestions to help you find a kindred spirit. You can explore your match's catalogue by tapping on their aura.



MANIFESTO

At Aura, we believe great relationships are at the core of human flourishing and that our unique tastes in music and narrative art say something about our humanity. Our purpose with this app is to use taste to facilitate deeper quality relationships that go beyond the physical and status-oriented metrics of current match-making platforms. We want our users to feel seen and understood by their matches.

