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Matter Group Inc. is acquired by noii land AG

Matter the audio first dating platform in Los Angeles got acquired by the Swiss company noii. This strategic move brings together two innovative companies dedicated to making dating more real, authentic, and efficient.

Matter, founded in 2020 with a strong focus on meaningful conversations, has established itself as an audio-first AI dating platform that prioritizes the power of connecting people through voice. Voice conversations enhance empathic accuracy by at least 30% (according to the research by American Psychologist Association) and enable much better feedback mechanism compared to traditional picture only dating apps.

The company gained significant traction in Los Angeles. They successfully closed a first financing round in 2021 from notable VCs including Christian Mischler and Patrick Degen, a serial entrepreneur from Zurich.

The similarities between Matter and noii go beyond the funny coincidence, that the last name of [Laura Matter](#), one of the cofounders at noii is similar to the brand name of the LA based startup.

The alignment of values and mission between noii and Matter prompted the founders to join forces. noii is a video speed dating platform, that hosts every Sunday and Monday Video Datings online. Like that Matter had a Happy Hour feature. Singles could engage in audio speed dating, where they can meet and interact with multiple potential matches through voice conversations.

With the technical expertise of Battushig Myanganbayar, ex-Apple machine learning engineer and co-founder and CTO of Matter, Matter started developing the first true AI-based recommendation engine for their dating platform. Matter's "Fair Match" AI recommendation engine uses innovative collaborative filtering techniques to cluster people by their app usage behavior, and further learns the engagement between different groups of users from one-on-one speed date data. Thus, "Fair Match" uniquely reflects people's personal preferences and provides a fair and accurate recommendation for all groups of people. This is unlike typical picture-based dating apps, which often overlook personality and suggest matches based on how attractive or popular someone is.

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By leveraging Matter's extensive experience in research and development of AI-driven recommendation systems, noii gains a valuable advantage in enhancing its matchmaking algorithms. The integration of Matter's AI expertise allows noii to harness the power of advanced data analysis and machine learning techniques, enabling them to deliver more accurate and personalized match recommendations and better dates in the end.

The details of noii's acquisition of Matter, including the financial specifics, remain confidential to safeguard the companies' proprietary interests.

About noii:

noii is a Swiss-based dating app that revolutionizes online dating with its video-based platform. Founded in 2022, noii allows singles to meet face-to-face through live video dating, providing an authentic and efficient way to connect. The company was founded by Laura Matter (CEO), Thomas Kuschel (COO) and Vladislav Lisavcov (CTO) and is based in Zurich, Switzerland. They closed a first financing round with half a million Swiss francs in 2022 and have over 15'000 registered users in Zurich.

[Here to noii](#)

About Matter:

Matter always focused on audio-first to get singles more meaningful conversations. Singles today simply just want to connect with others through meaningful conversation.

research shows that voice-based communication creates stronger bonds than chatting via text. That's how we distilled dating down to its essence, by putting audio communication at the forefront of your experience so you can have real, meaningful conversations.

If you have more questions, please contact us.

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