



## UNIVERSITY OF MINNESOTA MORRIS

### Morris Consulting Group

#### Our Team

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**Advisor:** Professor Dan Demetriou

**Topic:** Marriage For All: Scaling Up Keeper's AI Matchmaking For a Diverse and Lonely World

**Audience:** Keeper AI's Board of Directors and Executive Suite

#### Executive Summary

Although 70% of never-married American adults want to get married, marriage rates are at an all-time low. Many Americans meet people through dating apps which are designed and incentivized to keep users dating—not to find them long-term partners. This decline in the marriage rate contributes to the collapsing birth rates observed around the world. Meanwhile, the “loneliness epidemic” is driving up rates of mental illness and suicidal ideation.

Matchmaking service Keeper AI was founded to help address these social maladies by making marriage accessible to all. Keeper argues that society's move from “high-resolution” matchmaking (people paired up through friends or community leaders) to “low-resolution” matchmaking (dating apps) contributed to the present failure of the marriage market. Unlike other matchmaking services and dating apps, Keeper's algorithms are built around research-backed generalities about sex-based differences in mating behavior. The Keeper experience begins with clients filling out an in-depth traits and preferences form, which their AI algorithms use to suggest potential matches to a human at Keeper who decides on a match to recommend.

Some of Keeper's venture capital investors want Keeper to continue catering to its wealthy, socially conservative customer base. But Keeper executives have decided to launch a fully AI-driven matchmaking product and lower Keeper's fees in pursuit of their mission to help everyone find lasting love. Keeper has hired Morris Consulting Group to advise them on the manifold ethical issues that arise from scaling up Keeper for a mass market.

Our analysis anticipates criticisms Keeper is likely to face. In our view, some of these criticisms should be addressed by better messaging, but some point to genuine deficiencies Keeper needs to confront. The former include Keeper's controversial commitments to promoting marriage and childrearing. We find these to be reasonable aims and suggest that public relations strategies to confront them should not water down Keeper's brand. The latter concern enforcement of Keeper's “marriage bounty” pricing model, effectiveness of its matching algorithm for additional demographics, and the lack of inclusivity in its product and messaging. To better serve Keeper's diverse customer base and align Keeper's product with commonly-accepted ethical standards and its own internal values, we will recommend specific changes to Keeper's pricing model, matching algorithms, and product design/user experience.