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An App that Matches Compatible People based on Personality Before Looks: Introducing Birdy

By putting personality first, this new app transforms how people date.

San Francisco, CA - (August 25, 2020) - Getting to know someone without seeing a picture first—creates a connection based upon the mind, heart, and soul, a connection that is both deep and meaningful. Today, Personality System LLC has launched Birdy, the first personality-matching app that places character at the forefront by removing pictures from the matching process and replacing them with Personality Stories. Unlike other matching and dating apps, the Birdy app connects people based on the compatibility of core aspects of their personality (Inspired by Myers-Briggs Type Indicator).

Following a soft launch earlier this year, Birdy already has more than 20,000 downloads and more than 13,000 users. It is available on both the [Apple](#) and [Android](#) app stores.

"We created Birdy to transform relationships through understanding, making it easier to find people who speak the same 'language'. By making people feel accepted and loved for who they are, Birdy has the ability to change how people see themselves and others, and change their lives," says Juliette Swann, founder of Birdy. "The Birdy app allows users to be themselves— it's a safe space for everyone."

Birdy was created by Juliette Swann, who was born and raised in Paris, France. As someone who has always been very connected to her own and other's emotions, she had a particular interest in relationships, how people communicate differently, and how they can unintentionally hurt each other with the wrong words.

After a five-year relationship with someone who she felt never really understood or accepted her and a horse accident that broke her spine, she realized she was living a superficial life— wasting her precious time on the wrong people, while not even being true to herself. Juliette, on a journey to self-love, found the Myers-Briggs Type Indicator (MBTI), learned about herself, and made the decision to help other people accept themselves and understand their loved ones better. Thus, the start of Birdy.

To remove the superficial aspects of meeting people online, Birdy uses personality types and story booklets to connect people with each other. This is more than just a dating app, it's an app that connects naturally-compatible people to form great relationships and lasting friendships. Users can't see another person's face at the start of the "getting to know someone" process. Instead, a user will see someone's values, hobbies, interests, and passions. Only after two people decide to connect, based on each other's personalities, will a natural selfie be revealed.



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Isa Rabel, Head of Communications at Birdy, says, "We let our Birdys [users of Birdy] read the book before showing them the cover.," says Isa Rabel, Head of Communications at Birdy.

Birdy's AI-powered matching algorithm suggests matches based on the user's personality type, compatibility levels with other personalities, and common interests. In addition, as the user creates and interacts with more Birdy stories, its AI continues to learn and further personalize the suggestions to ensure the most authentic and long-lasting connections.

The popularity of the app is apparent. The first version of the app, even without a matching algorithm, launched on the Apple and Play store on April 22nd and passed 5,000 users exactly one week later on April 29th. Today, after a soft launch, Birdy's totals are taking shape like this:

- >45,000 personality tests taken online
- >13,000 users on the app
- 195 countries
- An average of 400 new stories per day
- 60 % female users
- 7,593 matches made

The vision behind Birdy is to transform relationships through understanding. To make that possible, users can now download the app in the iOS or Android app stores for 90 days of FREE PREMIUM ACCESS. To learn more about Birdy, click here: <https://www.app-birdy.com>

About Personality System

Personality System LLC is a San Francisco, California based startup company, founded in 2018 by Juliette Swann. Birdy is the startup's first mobile application. The Birdy app is a global personality discovery and matching app that connects people based on the compatibility of core aspects of their personality (inspired by Myers-Briggs*) more so than physical appearance.

Instagram - <https://www.instagram.com/thebirdyapp/>

Facebook - <https://www.facebook.com/theBirdyapp/>

YouTube - <https://www.youtube.com/channel/UCIFNj3OR-8-C8UKU9akW9JQ>

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