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Dating Apps Solved Matching. They Didn't Solve Trust.

greenhalo believes the next frontier in dating isn't more matches. It's knowing who you're meeting.

SYDNEY, Australia — June 2026 — For more than a decade, the dating industry's central problem was discovery. How do you help people find each other? Platforms built sophisticated matching algorithms, compatibility engines and AI-powered recommendation systems to answer that question. By most measures, they succeeded.

But a new entrant argues the industry's next major challenge is fundamentally different and largely unsolved.

greenhalo, an Australian startup available globally on iOS and Android, focuses on trust in modern dating. Whether people connect through a dating app, social media, mutual friends or in person, the company believes there is a growing need for greater confidence and transparency as relationships move from initial connection to real-world interaction.

"Matching is a solved problem at scale," said Ian Medcalf, CEO and Co-Founder of greenhalo.

"The platforms did that exceptionally well. What hasn't been solved is what happens after the match. How does someone know the person on the other side of that conversation is who they say they are? How do they move from interest to confidence? That's the gap we're building for."

Industry signals point in the same direction

The major platforms are beginning to move toward trust and safety as a priority, though primarily through internal verification features.

Match Group has expanded Face Check™, its video selfie verification system, reporting significant reductions in fraudulent profiles following rollout. Platforms including Grindr are investing further in identity verification and safety tooling. Global Dating Insights dedicated its 2025 Trust and Safety Report to verification, AI moderation and authenticity, recognising the growing importance of trust across the dating ecosystem.

At the same time, the scale of the challenge continues to grow. Romance scams are causing significant and documented harm across Australia and globally, with victims losing life-changing sums through relationships that began on legitimate platforms. AI-generated profiles and deepfakes are creating new verification challenges that matching algorithms were never designed to address.

"The platforms are responding, and they're doing it seriously," said Medcalf.

"But verification of identity and building genuine trust are not the same thing. One confirms a profile is real. The other helps someone understand who they're actually dealing with. That second piece is where we focus."

A challenge that exists beyond dating apps

greenhalo was built on the observation that the trust challenge isn't limited to dating apps.

People connect through Instagram. Through Facebook groups. Through mutual friends. Through introductions at work, social events and community groups. Increasingly, they move between online and offline interactions long before they decide whether a relationship is worth pursuing.

People want to understand who they're dealing with beyond a profile, a conversation or a recommendation.

The company believes trust has become a universal challenge across modern dating, regardless of where the connection begins.

Unlike traditional dating products, greenhalo is not tied to a single platform.

Whether a connection begins on Tinder, Hinge, Bumble, Instagram, through mutual friends or in person, the company believes people should have access to the same trust signals and confidence-building tools.

The way people meet has changed. The need for trust has not.

Trust should work both ways

greenhalo was built on the belief that trust in dating should be mutual.

Most trust and safety tools focus on helping people assess others. While that remains important, greenhalo believes everyone should have the opportunity to demonstrate who they are beyond a profile, a photo or a first impression.

Whether someone meets through a dating app, social media, mutual friends or in person, trust is not something one person evaluates and the other receives. It is something built between two people.

"Trust shouldn't be gendered. It shouldn't belong to one platform. And it shouldn't depend on how two people met," said Medcalf.

"Everyone deserves the opportunity to show up as their best self. The conversation around dating trust often focuses on identifying risk. That's important. But trust is also about helping good people demonstrate who they are. We believe dating works better when trust is mutual, transparent and available to everyone."

Early validation and a long runway

greenhalo has been active since early 2026 and recently completed a significant product expansion, introducing features focused on verification, trusted connections and dating confidence.

The company is currently focused on validating user behaviour, engagement and trust signals as it continues to refine the product and expand its market presence.

Its thesis is straightforward. As AI continues to reshape how people discover and connect online, trust will become increasingly important in helping people navigate relationships with greater confidence.

"Matching helped people connect," said Medcalf.

"Trust is what helps them decide whether the connection is real."

About greenhalo

greenhalo helps people build trust and confidence in modern dating.

Available on iOS and Android, greenhalo provides tools focused on verification, trusted connections and transparency, regardless of whether a connection begins online, through friends or in person.

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