

The Dedikodu

Anonymous Gossip & Secret Chat App

Swipe. Read. Spill the tea — without getting caught.

The ultimate anonymous social experience for friends, classmates, coworkers & communities.

The Problem

People love gossip, but hate the drama:

- Traditional messaging apps force you to reveal your identity
- No safe way to read or share juicy secrets anonymously
- Group chats become chaotic and overwhelming
- You miss the fun of “reading the tea” without risking relationships
- Existing apps lack controlled, limited swiping and secret access mechanics
- Result: Suppressed curiosity, toxic environments, and missed social entertainment.

The Solution

The Dedikodu – A Tinder-style anonymous gossip & chat app.

- Swipe on anonymous profiles (only 10 swipes, resets every 6 hours)
- Read secret messages by entering two nicknames via the central “+” button
- Public group gossip feed where everyone can post and read
- Private 1-on-1 anonymous messaging
- Full Firebase backend with Google & Apple Sign-In
- Safe. Addictive. Controlled chaos.

Core Features Overview

- Home Feed: Tinder-like swipe on anonymous cards (10 swipes / 6 hours)
- Central Floating “+” Button: Unlock secret message reading by entering two nicknames
- Group Gossip: Everyone can post and read public anonymous messages
- Private Chat: 1-on-1 anonymous conversations
- Notifications: Real-time push notifications for new messages & unlocks
- Profile & Settings: Classic settings with language support (English + Turkish)
- Built 100% on Firebase for fast & low-cost development.

User Flow – Home & Swiping

- Simple, addictive Tinder-style swipe interface
- Each card shows anonymous username, age, location hint, and a short bio/teaser
- Limited to 10 swipes per 6-hour window (creates scarcity & excitement)
- Swipe right = “Interested”, left = “Pass”
- Matches or interactions unlock further private features
- Scarcity drives daily engagement.

The Magic Button – “+” (Unlock Secret Messages)

- Central floating action button – the heart of The Dedikodu:
- Tap “+” → Enter two nicknames (Person A + Person B)
- If both users have posted secret messages about each other → unlock and read the full gossip
- One-time or limited unlocks to maintain exclusivity
- Creates viral “Did you read what they said about X?” moments
- This single feature makes the app highly shareable and addictive.

Group Gossip Feed

- Public (Group Gossip) tab
- Everyone can post anonymous messages visible to all users
- Trending topics, hot takes, and community tea
- Moderation tools (report + hide) to keep it fun and safe
- Real-time updates with Firebase
- The digital equivalent of the school/group chat drama — but anonymous.

Private Messaging

- Dedicated “Personal Messaging” tab
- 1-on-1 anonymous chats
- Messages can be sent without revealing real identity
- End-to-end encryption options via Firebase
- Delete messages for both sides after reading
- Perfect for private gossip without leaving traces.

Bottom Navigation & UI Structure

- Clean 5-tab bottom navigation:
- Home – Swipe feed
- Group Gossip – Public feed
- Private Chat – 1-on-1 messages
- Notifications – All alerts
- Profile – Settings & account
- Floating central “+” button for secret unlock feature – always visible and prominent.
- Modern, intuitive, and highly engaging UI.

Notifications & Real-time Experience

- Push notifications for:
- New secret message unlocks
- Replies in private chats
- Trending group gossip mentions
- Swipe limit reset alerts
- Powered by Firebase Cloud Messaging (FCM)
- Delivered directly to user's phone even when app is closed
- Keeps users coming back multiple times a day.

Authentication & Backend

- Firebase Authentication
- Google Sign-In
- Apple Sign-In
- Anonymous login option (for maximum privacy)
- All backend handled with Firebase:
- Firestore for user data, messages, and gossip
- Firebase Storage for profile images
- Cloud Functions for moderation & unlock logic
- Firebase Hosting for web version (optional)
- Fast, secure, and scalable from day one.

Settings & Customization

- Classic settings page including:
- Profile editing (nickname, bio, photo)
- Privacy controls (who can unlock your messages)
- Notification preferences
- Language selection: English (default) + Turkish
- Block / Report users
- Theme (light/dark)
- Swipe limit & reset information
- Full user control and localization ready.

Technology Stack

- Frontend: Xcode, Android Studio (iOS + Android codebase)
- Backend: 100% Firebase
- Authentication: Firebase Auth (Google + Apple)
- Database: Firestore
- Real-time: Firebase Realtime Database / Firestore listeners
- Notifications: Firebase Cloud Messaging
- Analytics: Firebase Analytics
- Low development cost. Extremely fast time-to-market.

Market Opportunity

- Global anonymous social & gossip app market is exploding
- Similar apps (Yik Yak, Sarahah, NGL) have shown massive viral potential
- Target audience: Gen Z & Millennials (18–30) in schools, universities, offices & communities
- TAM: \$1.2B+ in social entertainment apps
- High daily engagement + viral coefficient expected
- Perfect timing for a fresh, controlled gossip experience.

Monetization Strategy

- Freemium model:
- Basic swipes & features free
- Premium: Extra swipes (15 instead of 10), unlimited unlocks, ad removal
- In-app purchases (swipe packs, unlock credits)
- Targeted ads (non-intrusive)
- Sponsored group topics / brand gossip challenges
- High retention + strong monetization potential.

Go-to-Market & Scaling Plan

- Phase 1: MVP launch on iOS & Android (Turkey first)
- Phase 2: University & high-school campus campaigns
- Phase 3: Regional expansion (English + Turkish)
- Phase 4: Global rollout with multi-language support
- Viral growth through “Have you read the dedikodu?” sharing.

The Ask

- We are looking for:
- Seed investment / co-founder for marketing & growth
- Beta testers from target communities
- Strategic partners (influencers, universities, campuses)
- Let's build the most addictive anonymous gossip app of 2026.

Thank You

The Dedikodu

- Swipe the secrets. Read the tea. Keep the drama anonymous.
- “Everyone’s talking... but no one knows who.”
- Contact: mehmet@mehmetustaportfolio.com
- Ready to spill the tea — safely.