

Flare Events is modernizing in-person dating with Google AI



"We're using Google's technology to build a safer, more intentional future for modern dating."

Matthew Paoli, Founder

Challenge

Founder Matthew Paoli launched Flare Events with a clear mission: to move dating back into the real world. In an age of endless swiping that felt 'passive, repetitive, and disconnected,' he wanted to create engaging, intentional events where people could find real human connection. As Flare grew to eight Canadian cities, the logistical complexity of running over 400 events a year became a major challenge for his lean team. More importantly, as a matchmaking service handling sensitive personal data, he needed a way to scale operations without ever compromising the trust and privacy of thousands of members.

Solution

Flare turned to Google AI and Google Cloud to help build a more secure, unified system. The team integrated Gemini across their daily workflows to pressure-test strategic ideas, refine communications, support planning, and bring more structure to their decision-making. To transform how they operate, Matthew leveraged Google Cloud to build a proprietary system—including a custom CRM, staff portal, and FlareChat—that centralizes event logistics, member services, and staff workflows. This unified ecosystem is designed to reduce operational friction and improve team coordination while ensuring the highest standards of data privacy and residency in Canada.

Impact

The results have been impressive. Flare now consistently runs over 400 events a year, with a 70% match rate and saw a 62% increase in matchmaking services in just one year. Thanks to Gemini and Google Cloud, they achieved this growth without adding administrative burden, allowing the team to stay lean and agile. For Matthew, this efficiency is critical. 'It allows us to move with more clarity and momentum without losing thoughtfulness,' he says. As they continue to grow, Flare is using technology to enhance, not replace, real human connection, creating more meaningful dating experiences across the country.



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