

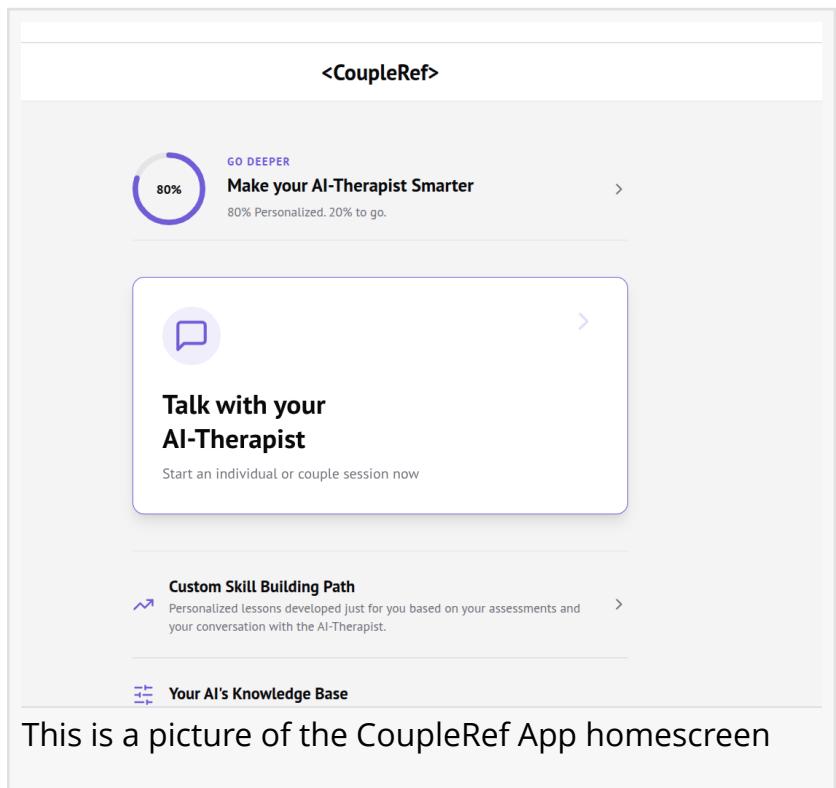
CoupleRef Launches an 'AI Couples Referee' to Help Couples Fix Their Relationships Ahead of Valentine's Day

CoupleRef launches an "AI Couples Referee" for Valentine's Day, providing live 3-way mediation as an affordable, neutral alternative to couples therapy

MONTREAL, QUEBEC, CANADA, February 9, 2026 /EINPresswire.com/ -- While much of the recent news about AI focuses on chatbots designed to replace human partners, a new Montreal startup is using the technology to do the opposite. Just ahead of Valentine's Day, [CoupleRef](#) has publicly launched its "AI Couples Referee." This platform provides a structured space for real-world couples to work through the deep conflicts that pull them apart, offering a sophisticated alternative to traditional therapy.

A core innovation of CoupleRef is its live, 3-way mediation technology, which moves beyond the standard "advice-giving" chatbot model. Unlike one-on-one AI tools, CoupleRef communicates with both partners simultaneously in a shared digital space. Rooted in Emotionally Focused Therapy (EFT), the system facilitates active repair by tracking the emotional "logic" of a conflict as it unfolds. This allows the technology to act as a neutral referee between partners, ensuring that dialogue remains productive and preventing either person from feeling unheard or attacked during difficult discussions.

The release arrives just before Valentine's Day, a season that often brings buried relationship strain to the surface. CoupleRef offers couples a way to stop pretending "everything is fine" and get to the heart of the issues that are pulling them apart. It provides clinical-grade support for partners who are ready to do the meaningful work of reconnecting.



Solving a Personal Problem
CoupleRef Founder, Daniel Fountenberry, was inspired to solve a problem he was experiencing in his own life after becoming disillusioned with the traditional therapy process.

"I was talking to a friend about my frustrations with couples therapy—specifically how expensive it is and that nagging feeling that the therapist is taking one partner's side," says Fountenberry. "I just wished there was a 'neutral referee' we could use to work through things without the bias or the high cost of traditional couples therapy. I realized AI could be that referee. It's science-based, it doesn't take sides, and it's available 24/7. I built CoupleRef to use in my own marriage, and it worked."

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Daniel Fountenberry, Founder, CoupleRef

"Five sessions of couples therapy should not cost more than five days at an all-inclusive resort," says Fountenberry. "Every couple should have access to support when they actually need it. You shouldn't have to choose between saving for your future and saving your marriage."

How the AI Referee Works:

The platform is designed for couples who are ready to sit down and resolve a specific conflict together. The process follows a clinically guided path:

Relationship Mapping: The AI uses validated assessments, like Attachment Style and Personality

<CoupleRef>

AI THERAPY SESSION
What should we focus on today?

Discuss a Topic
Open-ended talk on whatever is on your mind.

Decode Your Partner
Understand the feelings behind their actions.

MEDIATE a Conflict
A guided 3-way session for you and your partner.

Find the Right Words
Get help being honest and kind.

De-escalate Tension
Coaching to help you calm and prevent conflict.

User Can select the topic or goal of each AI-Therapy Session in CoupleRef, including selecting a 3-Way Conflict Mediation Session with their partner

models, to understand each partner. This ensures the guidance is tailored to the specific couple's history and personality types.

Instant Insight & Analysis: Before the 3-way session begins, each partner privately describes the conflict. The AI provides an instant analysis of the situation, helping partners understand the "negative cycle" they are stuck in and identifying the vulnerability beneath the surface.

Live 3-Way Mediation: CoupleRef facilitates the live discussion as a neutral third party. Much like a sports referee, it keeps the conversation on track. It interjects to call out "fouls"—like negative behaviors or defensiveness—while actively encouraging partners when they share meaningfully or show vulnerability.

Montreal-Based Innovation

CoupleRef is based in Montreal, a global hub for Artificial Intelligence research. The platform blends Large Language Models with clinically validated assessments to provide personalized guidance. This localized expertise allows CoupleRef to offer a high-tech solution to the very human problem of conflict, making professional-grade mediation available to anyone with a smartphone.

Free for the Month of February

To help couples navigate the Valentine's Day season, CoupleRef is free for everyone throughout the month of February. "Our goal is to remove every barrier to entry," Daniel explains. "Whether it's the cost, the waitlist, or the fear of a biased therapist, we want couples to know there is a better way to get help."

Couples can create an account and start their first mediated discussion today at [CoupleRef.com](https://www.coupleref.com).

Learn More About Online Couples Therapy

[The Complete 2026 Guide to Online Couples Therapy](#)

[Affordable Couples Therapy](#)

<CoupleRef>

AI-Powered Summary

Your Personality Snapshot

Daniel's personality profile reveals a highly curious and sociable individual who thrives on new experiences and human connection. He exhibits a strong preference for spontaneity and adaptability over rigid structures, generally maintaining a calm and resilient emotional state. His most prominent traits are exceptionally high Openness and Extraversion, coupled with very low Conscientiousness.

Your Personality Profile

This chart visualizes your score (out of 5) for each of the five core traits. The analysis section breaks down what each score means.

Openness
High Score (~99th percentile)
This suggests Daniel is profoundly imaginative, intellectually curious, and actively seeks out novel experiences and diverse perspectives. In relationships, he likely has a stimulating energy, encourages exploration of new ideas and activities, and appreciates partners who share a similar enthusiasm for growth and unconventional thinking.

Conscientiousness
Low Score (~18th percentile)
This suggests Daniel is highly spontaneous, flexible, and comfortable with less structure and routine. He prefers adaptability over strict organization. In relationships, he might be seen as easygoing and unburdened by routines, though he might benefit from a partner who enjoys taking the lead on planning or who can appreciate his more free-spirited approach to daily life.

Extraversion
High Score (~80th percentile)
This means Daniel is very outgoing, highly sociable, and consistently draws significant energy from being with others and engaging in social activities. In relationships, he thrives on shared experiences and dynamic interaction, likely taking the lead in social engagements and cherishing an active social life alongside his partner.

Agreeableness
Average (~50th percentile)

Your CoupleRef journey starts with clinically-validated assessments that provide immediate insight and help the AI-Therapist understand you better

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Note to Editors

Video Demo: <https://www.youtube.com/watch?v=Mc1J5Hqlapk>

Interview Availability: Founder Daniel Fountenberry is available for interviews to discuss the innovation of 3-way AI mediation and his personal journey in building the "AI Referee."

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