

Sexuality education: Conscious sexuality and consent self education SaaS Data driven tools assisted by AI

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Type Klant	B2B and B2C
Gewenst Type Investeerder	Angel Investor, Venture Capital, Incubator-Accelerator, Strategic-Investor
Benodigd Kapitaal	€ 50.000,-
Reeds toegezegde financiering	€ 0,-
Minimale Ticketsize	€ 5.000,-
Sector	AI, B2C-Software, Gaming, Leisure, SaaS
Bedrijfsfase	Pre-Seed
Land geregistreerd	Netherlands

Aantal Founders	1
Aantal Huidige Werknemers	0
Maandelijke Omzet	€ 0,-
Omzet (prognose) komende 12 maanden	€ 1.200.000,-
Omzet (prognose) maand 13 - 24	€ 6.000.000,-
Huidige Kosten (maandelijks)	€ 0,-

Bedrijfsbeschrijving

The company revolutionizes sexuality education with smart applications , SaaS, for adults and teenagers.

Utilizing data-driven tools, motion tracking, VR, AR, Vision Pro, gamified programs, biohacking gadgets, and artificial intelligence coach, we offer comprehensive education on conscious sexuality, consent, and conception.

Our subscription model delivers engaging, holistic, gamified, data driven, npersonalized learning experiences, enhancing knowledge and performance.

Business Model

Subscription Model

Adults:

- **Monthly Subscription:** Users pay a monthly fee to access the entire suite of educational modules and tools. This model allows for a lower initial commitment and attracts a larger user base.
- **Annual Subscription:** Users pay an annual fee at a discounted rate compared to the monthly subscription. This option encourages longer-term commitment and provides a more predictable revenue stream.
- **Premium Subscription:** Offers additional features such as personalized coaching sessions, exclusive content, and advanced analytics.

Teenagers (Schools and Institutions):

- **Institutional Subscription:** Schools and educational institutions purchase annual subscriptions at a discounted rate, tailored for classroom use. Includes teacher training materials and administrative tools.
- **Government Partnerships:** Collaborate with government bodies to integrate our applications into national education programs, potentially funded through grants and public health budgets.

Additional Revenue Streams

1. **Freemium Model:** Offer a basic version of the app for free with limited content to attract users. Monetize through in-app purchases and upgrades to premium subscriptions.
2. **In-App Purchases:** Sell additional content, such as advanced modules, specialized programs, and personalized learning paths.
3. **Advertising:** Incorporate non-intrusive ads within the free version of the app. Partner with brands that align with our mission and values to ensure relevant and respectful advertising.
4. **Corporate Wellness Programs:** Partner with businesses to offer our applications as part of their employee wellness programs. This can be a bulk subscription model with custom content tailored for corporate use.
5. **Data Analytics Services:** Provide anonymized data insights to educational institutions and health organizations to help improve their programs and policies.

Partnerships and Collaborations

1. **Educational Institutions:** Establish partnerships with schools, colleges, and universities to integrate our applications into their curriculum. Offer training and support to educators.
2. **Healthcare Providers:** Collaborate with healthcare providers to recommend our apps as part of sexual health and wellness programs.

3. NGOs and Non-Profits: Work with organizations focused on sexual health, education, and empowerment to distribute our applications to underserved communities.
4. Content Creators and Influencers: Partner with experts in the field of sexuality education, health, and wellness to create high-quality content and promote our applications.

Customer Acquisition and Retention

1. User Acquisition

- Digital Marketing: Utilize SEO, social media marketing, influencer partnerships, and content marketing to attract users.
- Referral Programs: Implement referral incentives for current users to bring in new subscribers.
- Public Relations: Gain media coverage and participate in industry conferences to build brand awareness.

2. User Retention

- Engagement Strategies: Regularly update content and features to keep users engaged.
- Customer Support: Offer robust customer support to assist users and maintain high satisfaction levels.
- Community Building: Create online communities and forums where users can interact, share experiences, and learn from each other.

USP's

The company stands out by offering interactive self-education products that incorporate safety monitoring and a biohacking data-driven system. This unique methodology, unmatched by any other provider, predicts, enhances, and optimizes performance, health, regeneration, leisure, and pleasure experiences. Based on extensive research and application, our approach has been successfully tested with real customers and humans since 1993.

Founded by an experienced coach trainer and researcher in conscious sexuality, our methodology involves active gamified learning, self-education through learning by playing, doing, and completing challenges. We offer solo programs and a learn-play mode for couples, using an accelerated self-education learning methodology with holistic data monitoring, biohacking, motion tracking, and holistic data to enhance, predict, and measure performance.

Our platform provides a high level of automation for self-education learning through a data-driven methodology and engaging learn-play games, complemented by an artificial intelligence coach trainer. Additionally, professional human coaches, experts in our methodology, serve as trusted advisors and guides, ensuring human connection, safety, and care for subscribers. These coaches help users overcome barriers and accelerate their learning process through online support.

The SaaS platform also offers a complementary subscription for members who aspire to become coach trainers and workshop facilitators.

Investeringsbehoefte

Investment Needs

- OPTION A (All-In): €5 million for 18 months covering comprehensive development, aggressive marketing, and operational setup.
- OPTION B (Bootstrapping): €50,000 for 3 months. Focus on sustainable growth, reinvesting profits to enhance product and enter higher-purchase-capacity markets.
- OPTION C (Agile Testing): €25,000 for 3 months. Agile testing, MVP creation, and minimal marketing to validate and refine product.

Use of Funds:

- Agile testing;
- Product development
- Marketing
- Operational costs to scale effectively.

Investor Return:

Offering 3%-25% equity stake, targeting 5x ROI in 5 years through revenue growth and strategic market expansion.

Why Agile Product Testing?

Maximize outcomes with flexible design, early customer acquisition, and validation of market fit.

Conclusion

We seek investment to revolutionize sexuality education globally, ensuring accessibility and effectiveness through innovative, data-driven solutions.

Ervaring Founder(s)

The founder is a seasoned expert with a diverse and extensive background in multiple disciplines.

Since 1999, they have been a facilitator, coach trainer, and author specializing in conscious sexuality, bringing deep insights and practical knowledge to the field. Their expertise in gamified learning dates back to 1993, showcasing a long-standing commitment to innovative educational techniques.

Additionally, since 1995, the founder has been at the forefront of designing and developing digital information systems and data-driven tools, underscoring their proficiency in leveraging technology for education.

As an experienced solopreneur with multiple income streams and a serial entrepreneur, the founder has been developing impactful projects since 1993. Living as a nomad since 1997 and establishing a home base in the Netherlands, have resided in Europe since 2002.

Holding an innovation startup visa in the Netherlands since 2017, the founder's work has been approved by the Dutch government's business ministry for the development of innovations starting with focus in Edutech.

Their dedication as a researcher and facilitator of the company's methodologies ensures they are grounded in rigorous research and practical application. Further cementing their leadership in the field, the founder established a research institute dedicated to holistic gamified self-education, emphasizing their commitment to advancing education through holistic, engaging, and effective methods. Author on sexuality education, conscious sexuality and consent. Advocates for a healthier, joyful and satisfactory sexuality and lifestyle development through self education programs.

Samenvatting

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