

Femnii

INVESTMENT PITCH FOR FEMNII

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Creative Business Project Presentation

BMTY7006

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THE SOUNDTRACK TO A BETTER SEX LIFE

- ▶ Sexual entertainment app for women
- ▶ Original audio & music tracks, designed to increase pleasure
- ▶ Brand new form of entertainment for singles & couples

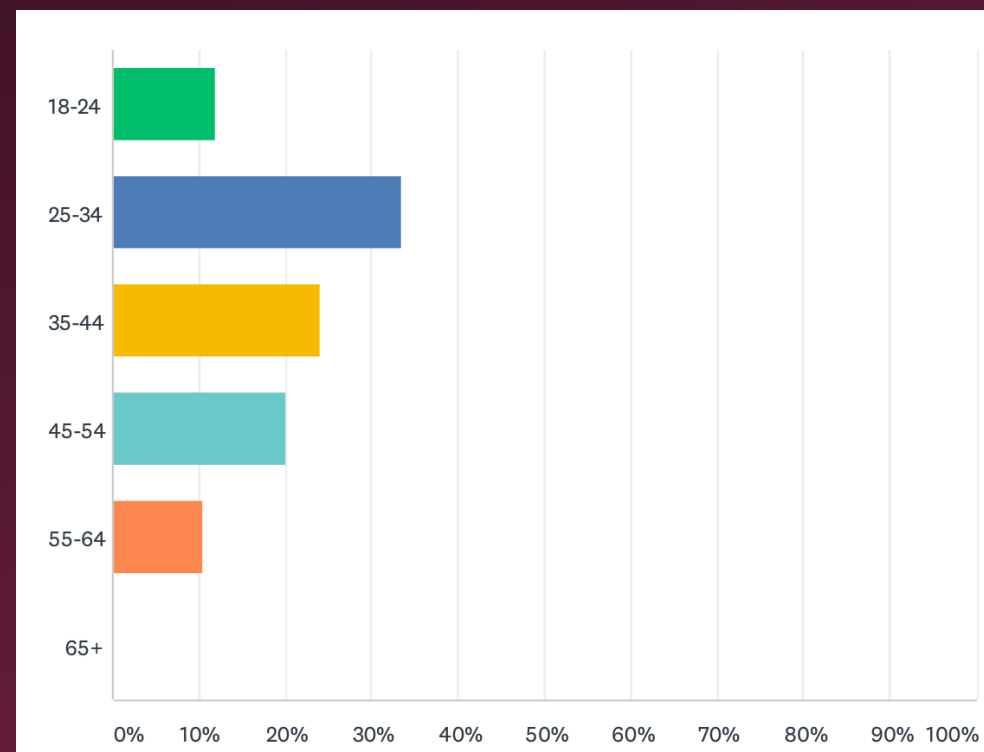
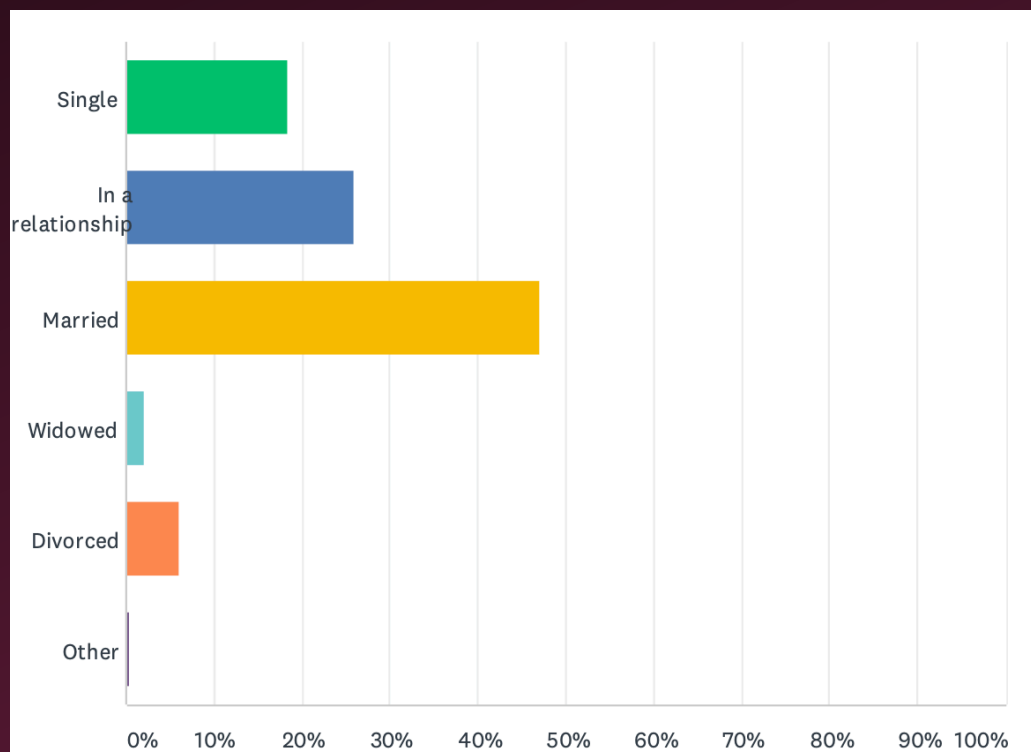
WOMEN ARE FINDING IT DIFFICULT TO ORGASM

- ▶ 75% of women never reach an orgasm during sexual intercourse
- ▶ 15% never climax during any form of sexual activity
- ▶ 83% say it affects their everyday life
- ▶ Stress, lack of focus, racing thoughts, feeling unaroused
- ▶ Women are left feeling frustrated, depressed, tired and bored
- ▶ Sex toys, relaxation remedies and supplements aren't always a solution

(Donaldson James, 2009) (Brierley-Jones, 2020)

AUDIENCE PROFILE

- ▶ 54% of orgasm-enhancing music listeners are Americans
- ▶ Married & single 25-44 year olds
- ▶ Android & IOS users



(Brierley-Jones, 2020)

THE MARKET IS HUGE

- ▶ Entertainment app market worth \$33.63 billion in 2020
- ▶ Sex toy market worth \$25 billion in 2019, projected CAGR 7.81%.
- ▶ Sex toy market predicted to be worth \$56.58 billion by 2027
- ▶ 65% of sex toys are bought by single women
- ▶ Breaking social stigmas & awareness on social media

(Grand View Research 2019) (Grand View Research cited in Markets & Research, 2019)

CONTENT TYPES

- ▶ Binaural Beats
- ▶ 432 Hz Isochronic Tones
- ▶ 'Sex' mixes of contemporary songs
- ▶ Audio Stories
- ▶ Hypnosis
- ▶ Guided Practice
- ▶ ASMR

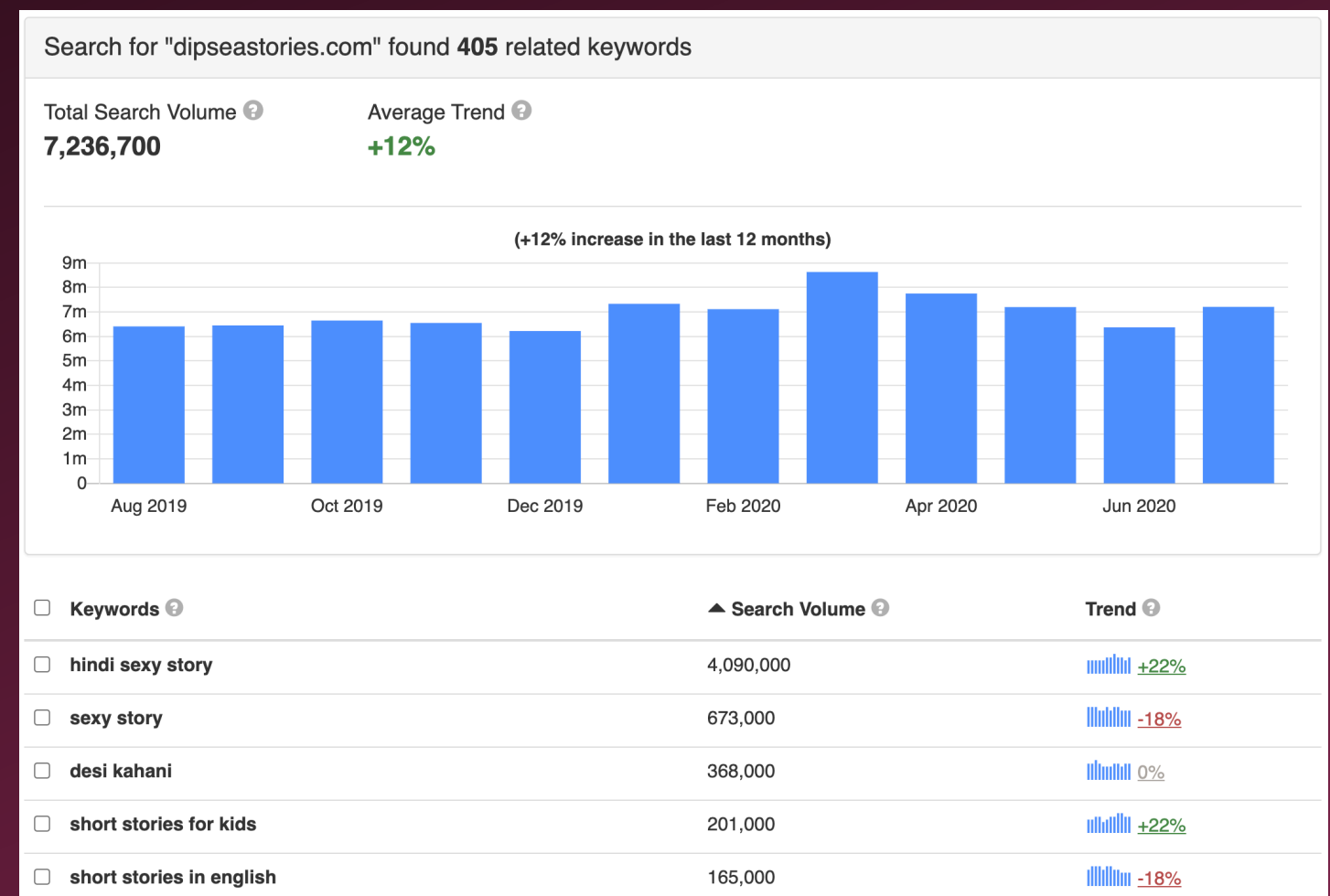
Info	Content Type				
	Stories	Hypnosis	Guided	Music	ASMR
Description	1st & 3rd person fictional erotic stories	Out of body experience, 1st person virtual sex via subliminal messages	Instructional real-time guided sessions	Different genres of background music designed to enhance the sexual experience	Intimate, whispered 1st person virtual conversation/roleplay
Feature 1	Different narrator personalities	Different narrator personalities	Solo or couple versions	Binaural Beats	Roleplay
Feature 2	One-off episodes & continuous series'	Different scenarios/instructions	Meditation incorporated (designed to relieve stress, sleep etc...)	432 Hz	Users can place orders for custom & personal tracks
Feature 3	Different levels of 'arousal' categories	Hands-free orgasm	Different narrator personalities	Contemporary music designed for intimacy	Different narrator personalities
Feature 4	Scene options (ability to choose background music & adjust levels)	Tantra	Scene options (ability to choose background music & adjust levels)	Exclusive recording artist content	Scene options (ability to choose background music & adjust levels)
Feature 5	Different perspectives, designed for couple or solo use		Different body parts targeted		
Feature 6	Users can vote/suggest for new story themes		Wellness/Educational		
Feature 7	Celebrity features				

SUBSCRIPTIONS ARE THE WAY FORWARD

- ▶ 7 day free trial
- ▶ \$8.99 per month
- ▶ Discounted prices for 6-12 month subscriptions
- ▶ Product placements from year 3 onwards

AN ENTERTAINMENT & WELLNESS MIX

- ▶ Grow loyal brand following on social media
- ▶ Capture new customers with unique social media advertisements
- ▶ Large press & blog appeal
- ▶ SEO advertisements
- ▶ Social circles



(Huynh, 2019)

INTERNAL & EXTERNAL TEAMS

- ▶ App development by external company
- ▶ CEO/Project Manager
- ▶ Marketing & Sales Manager
- ▶ Customer Service & Community Manager
- ▶ Audio & Media Manager

18 MONTH BREAKDOWN

- ▶ \$1.5m sales forecast
- ▶ \$750,000 in costs
- ▶ \$750,000 profit

UNDERSATURATED MARKET & BIG POTENTIAL

- ▶ Unique content
- ▶ Unique format
- ▶ Convenient
- ▶ Higher quality
- ▶ More features

1	Competitive Analysis: Feature Comparison Matrix					
2						
3	Key	Yes	No	Depends		
4						
5	Features	Femnnii	Dipsea	Quinn	Ferly	YouTube Channels
6	Format:					
7	IOS					
8	Android					
9	Web					
10	YouTube/DSPs					
11	Content					
12	Stories (Audio)					
13	Stories (Written)					
14	Different Narrator Personalities					
15	1st & 3rd Person					
16	Number/Type of People in Stories					
17	Different 'Hotness' Levels					
18	Guided Practices					
19	Binaural Beats					
20	Hypnosis					
21	ASMR					
22	Scene Options					
23	Music Technology					
24	Music					
25	Informative/Tutorials/Wellness					
26	External Creator Uploads					
27						
28	Other					
29	Community					
30	Comments					
31	Polls					
32	Detailed Search Engine					
33	Personal Favourites					
34	Personal Playlists					
35	Notifications					
36	Offline Listening					
37	Personal Journal/Reporting					

18 MONTH BREAKDOWN

- ▶ \$750k for 30% equity
- ▶ \$40k Product Development
- ▶ \$250k Marketing
- ▶ \$38k Legal
- ▶ \$1.8k Domain & Hosting
- ▶ \$90k Office Space
- ▶ \$195k Staff
- ▶ \$117k External Content Creators
- ▶ \$15k Product Amendments

(Calacanis cited in Yarmosh, 2020)

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