



iPlaySafe App Pitch Deck 2020

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# 1 Million

Every day, one million sexually transmitted infections (STIs) are acquired worldwide and this number is rising.

# Stigma

The stigma surrounding the conversation with a potential partner about their sexual health status is still the key reason people avoid asking.



It's a Match!

96%

Conner and Eliza met on a **dating app** and agreed to go on a date...

There are now over **1,500 dating apps** or websites to match them with one another.

▶ The date went amazingly, and Conner and Eliza were keen to meet again...

Eliza knew she wanted to be intimate with Conner, however she was faced with the same old dilemma...

'How do I ask him about his sexual health?'

Asking about a potential partner's sexual health is incredibly awkward...



#iplaysafe, do you?

# The Problem



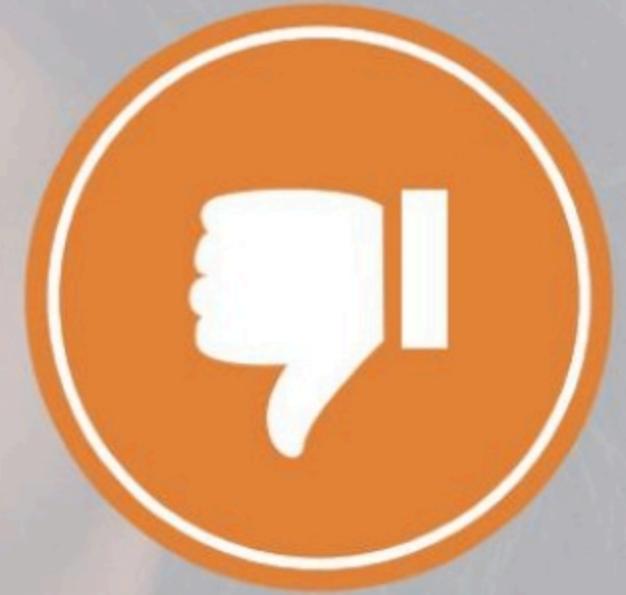
## The rise of STI's

Every day, one million sexually transmitted infections (STIs) are acquired worldwide and this number is rising.



## Shame

People avoid getting tested because they feel embarrassed there is still stigma and awkwardness attached to STI testing.



## Existing brands aren't designed for sharing status

Consumers have results but don't share with potential partners because there is no platform to do so.

# The Landscape

## Sharing Generation, the most important trend

"The amount a user shares today is twice the amount they shared a year ago."

*-Zuckerberg's Law*

## Dating Apps + Hookup Culture

There are over 1,500 dating apps or websites looking to draw single people to their product, and to match them with one another.

## COVID-19

- Covid-19 brought awareness of the convenience, safety and reliability of home testing kits.
- Sharing your health status electronically has become the 'new normal'. Covid-19 has normalised the use of Track and Trace technology to help tackle the spread of infectious disease.

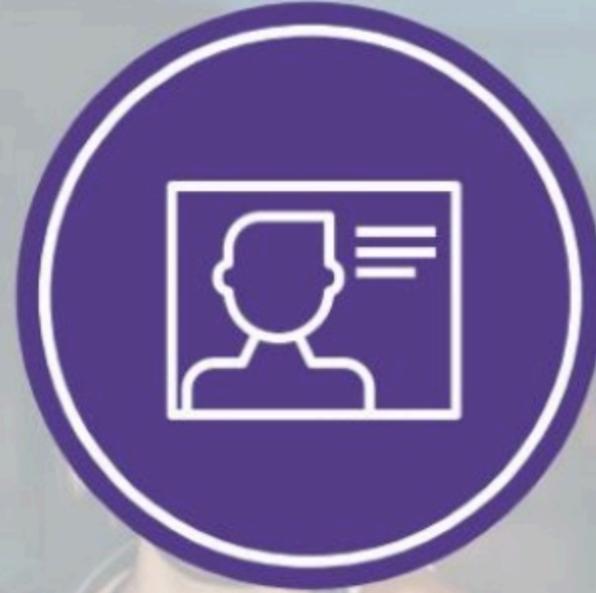


# Our Solution



## **Gamifying sexual health**

Motivating user to get tested frequently and keep on top of their sexual health.



## **A simple sharing solution**

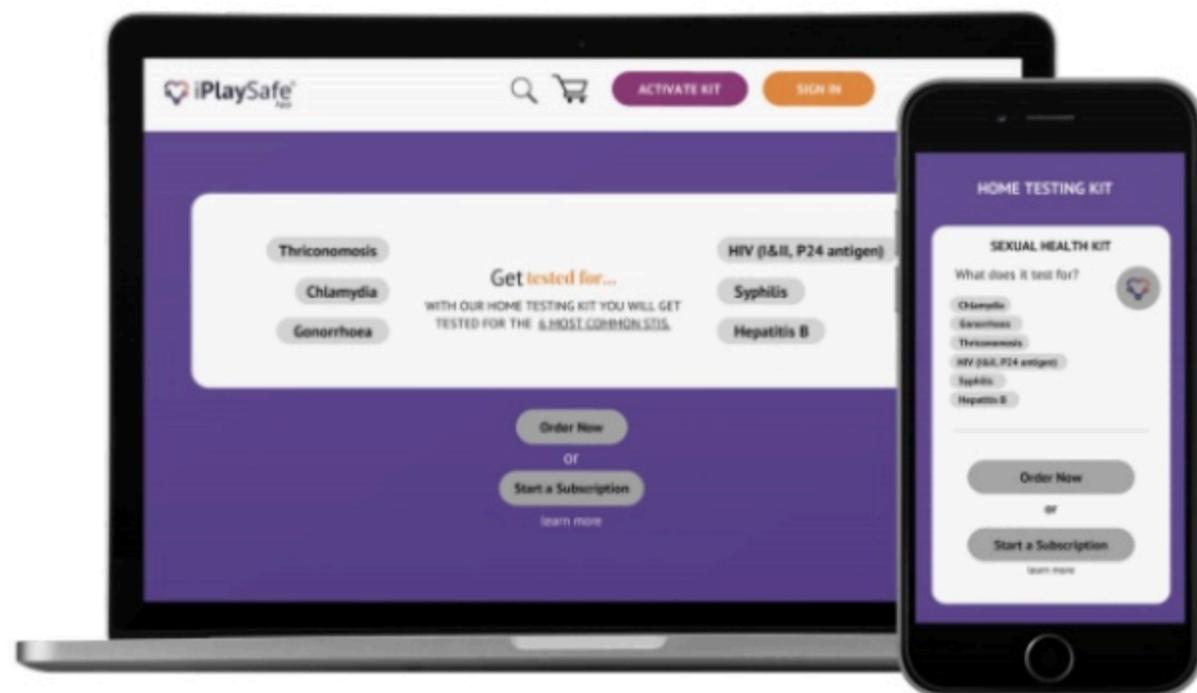
Quick and easy functionality to request or share status between users that will change the dynamic of the conversation about sexual health.



## **Seamlessly integrates with existing dating apps**

Partnering with iPlaySafe allows dating apps to give users the option to share their status on their profile.

# Our Products



iPlaySafe App Medical Grade **Software**



iPlaySafe App home STI testing kit  
**CE Mark**

## 4-STEPS - How It Works



### Step One

Order comprehensive STI testing kit online.



### Step Two

Collect and return sample using a pre-paid envelope.



### Step Three

Sample processed in laboratory.



### Step Four

Track your results and share your iPlaySafe verified badge.

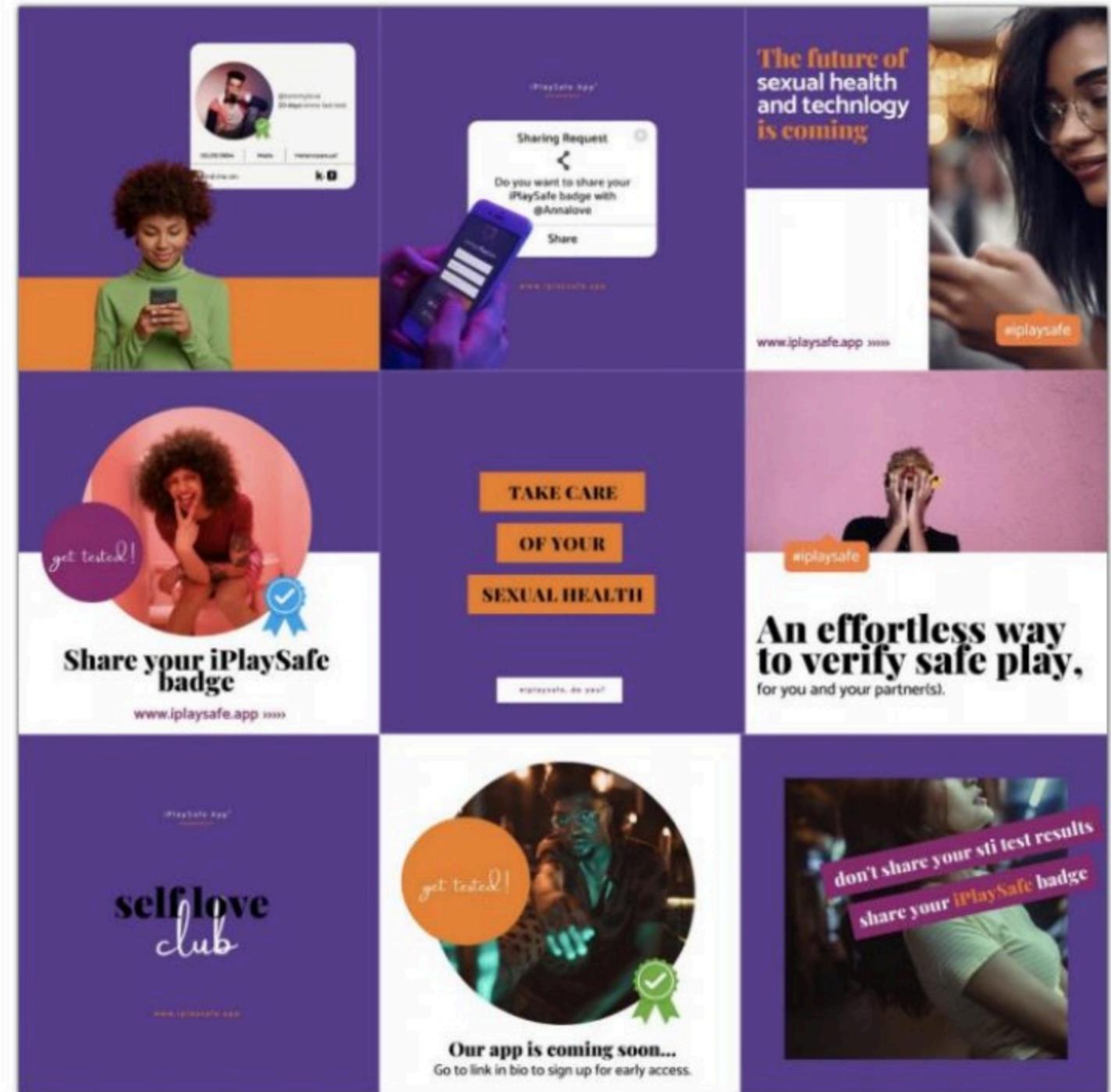
# Ordering Online

- 01 Easy to order through app or web
- 02 Convenient home delivery
- 03 Fast delivery



# Branding and Marketing Strategy

Designed by **Healthy Pleasure Group** a global marketing agency specializing in sexual health and technology.



# Market Validation



Est. Annual Revenue

**\$130M**



Est. Annual Revenue

**\$100M**



Est. Annual Revenue

**\$3.2M**

# Go-to-Market Strategy

Launching for iOS and Android

## GOAL 1

- UK Launch with Track and Share functionality
- Connect API with Partner Pharmacies

## GOAL 2

- Connect API with dating apps

## GOAL 3

- EU Launch with a initial focus on Spain, France, Italy & Germany
- Articles + Community

## GOAL 4

- USA launch with initial focus on NYC and California
- Connect API with health insurance providers



# Financial

**We are looking for 12 months financing to reach 20K transactions.**



**Angel Round**



**Boxes sold**

*avg. fee £99 per box*



**Revenue over**

12 months

# Competitive Advantages



## Market Disruptor

iPlaySafe is the world's first testing and sharing platform **and will be first to market!**



## EU-MDR Ready

In May 2021, any health app in the EU market that is interventional will need to be classified as a medical device as a result of EU Medical Device Regulation (MDR). **iPlaySafe is at the forefront.**



## Design to Scale

Our solution is highly scalable and can be rapidly integrated with other home testing kit suppliers. **(e.g. Covid-19 tests)**



## Medical-Grade

We take sexual health and privacy seriously. Our solution is compliant with medical device regulatory standards ISO 13485:2016 and IEC 62304. **Takes 1.5 years to achieve.**



## Marketing Strategy

Marketed as proactive, not reactive. **No need to feel "sick" to get tested.** Existing brands use fear mongering images where consumers are asked to get tested if they are feeling some sort of symptoms or have been exposed.