

# LOVER

*A couples' app*

# How do people like their sex life?

66%

is unsatisfied with theirs

51%

would like more variety  
and creativity in it

47%

would love to experiment  
with erotic fantasies  
but is too embarrassed  
to mention them to the partner

Sources: ayzad.com / lelo.com

# Our solution

**Lover** is an app for couples designed to gently guide them to a fuller, more exciting and responsible sexuality

*Concept and contents developed with a team of sexologists, psychologists and sex educators*



# What Lover does

- A. It offers daily tips and information for a better sex life
- B. It suggests personalized erotic scenarios and how to realize them
- C. It allows to secretly communicate with the partner(s)
- D. It offers a powerful advertising platform for an always growing industry

# How it works



Download the app



Invite your partner



Let **Lover** associate your two apps...



...and help you find the ideal dates and scenarios for your hot encounters



Love!

# LOVER business model

## ***In-app store***

### Subscriptions

- 1,3,6 or 12 months

### Premium features

- Add more partners
- Partner search
- Scenario skipping
- Banner ads removal

### Extra contents

- Quickies (simpler, always available scenarios)
- Themed packs (Bondage, Outdoors...)
- Community picks (best-loved scenarios)

## ***Advertising***

### Brand advertising

Examples: Durex, Red Bull

- Sponsored sex tips
- Sponsored scenario

### Affiliate

Example: Lelo

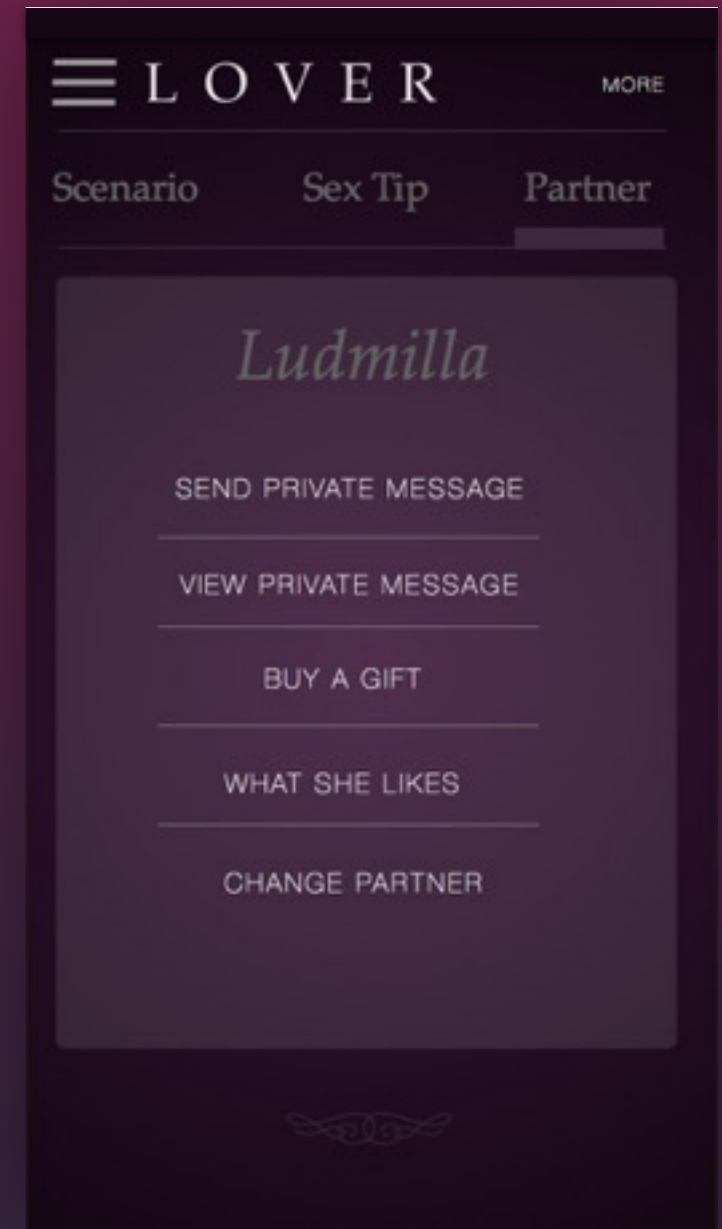
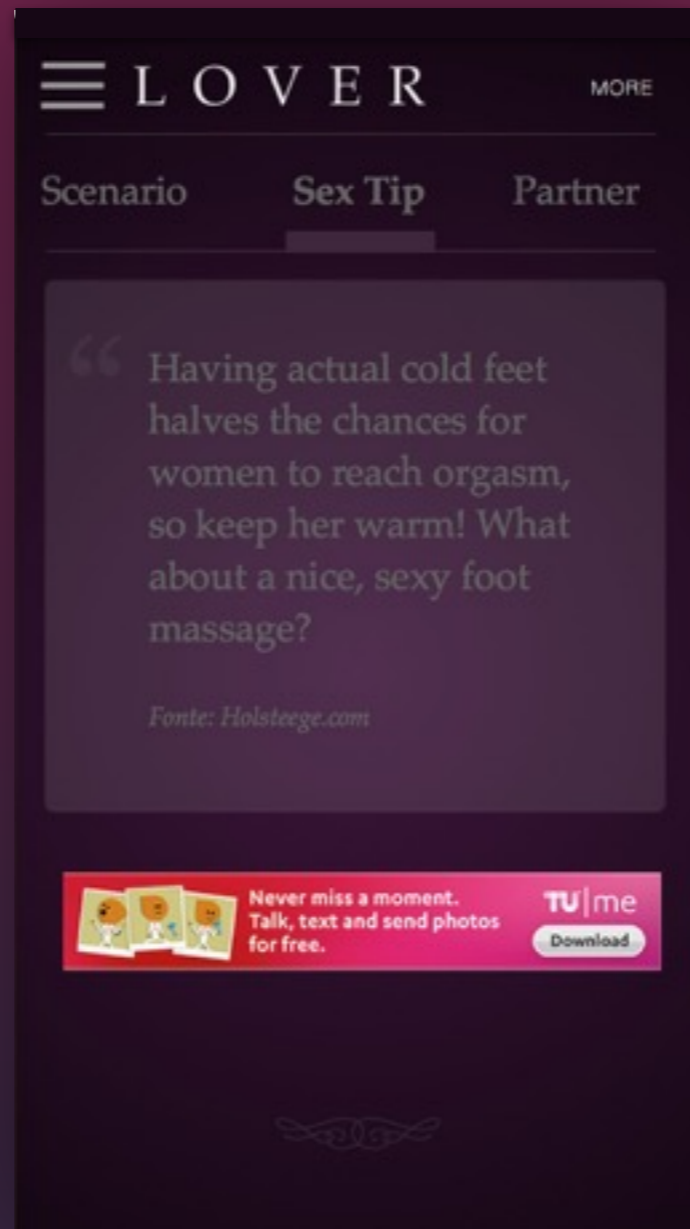
- Campaign display
- In-scenario product placement

### Mobile adv network

Example: Admob

- Campaign display

# Layout Mockups

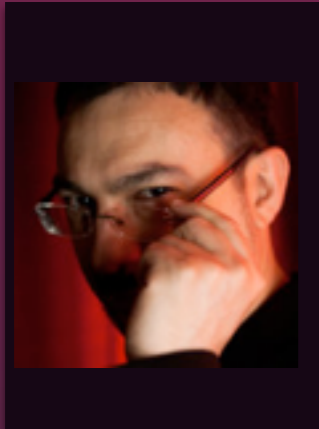


# Distribution

- In each country **Lover** will be marketed in collaboration with prominent celebrity sexologists to achieve instant recognition.
- The endorsers will promote **Lover** through their online channels (personal sites, social networks, online magazines,...) and their traditional media and events relations.
- Prospective endorsers examples:
  - Suzi Godson (UK)
  - Fabrizio Quattrini (IT)
  - Marian Frías (ES)
  - Marty Klein / Justin Lehmler (USA)



# Team



## **Ayzad | Founder & Chief Editor**

[www.ayzad.com](http://www.ayzad.com)

A reformed journalist, a writer and an alternative sexuality educator. A best-selling author of sex manuals (BDSM – A guide for explorers of extreme eroticism; XXX – The dictionary of unusual sex), he is Italy's leading researcher in the field of alternative sexualities.



## **Nicola D'Antrassi | Graphic & App UX**

[www.pixelmandolino.com](http://www.pixelmandolino.com)

Web designer and front-end development. A consultant to major companies like: Messaggerie Italiane ([www.messaggerie.it/](http://www.messaggerie.it/)) Il Post ([ilpost.it](http://ilpost.it))



## **Luca Mohammadi | IT & Mobile Development**

[www.bootwise.com](http://www.bootwise.com)

In his previous experiences he worked as IT consultant at KPMG and as IT Manager at Piaggio (Vespa) managing big scale IT projects. Now focusing his career on mobile development and project management for startups.

# Financials

Year	PRE LAUNCH (6 Months)	YR1	YR2	YR3
<b>Total revenues</b>	-	<b>114.000</b>	<b>495.000</b>	<b>1.459.000</b>
<b>Total costs</b>	40.000	65.000	308.000	560.000
<b>Ebitda</b>	-40.000	49.000	187.000	899.000

Funding requirements **70.000€**

\*Ref. Lover financial business plan, IT & UK markets