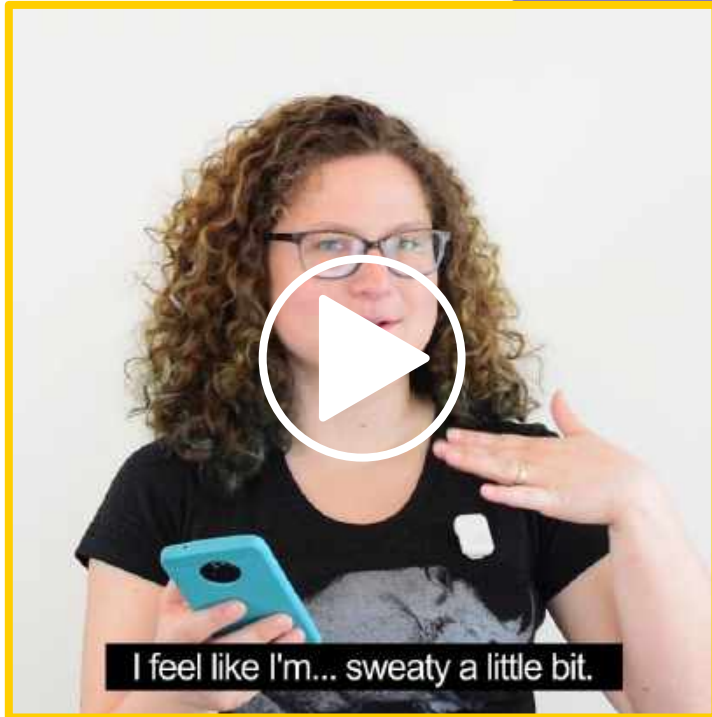


**juicebox**

Empowering the world  
to share their desires



# People can't stop sexting with our bot



I feel like I'm... sweaty a little bit.

**8.3 Million Messages**

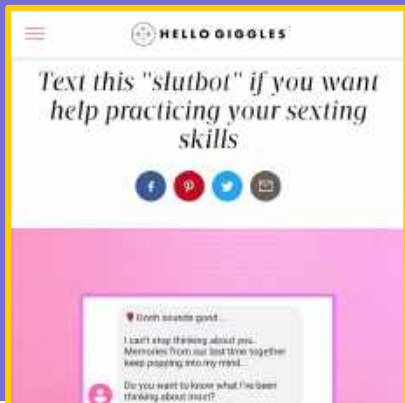
since April 2019

**70,000+ Users**

**10% Organic Growth Monthly**

**28% D60 Retention**

# We've captured a mainstream audience



# Dissatisfaction in intimacy is a universal problem

50%

of Couples Unsatisfied<sup>1</sup>

*“ I want to roleplay with my wife. Can we practice?”*



50%

of Generation Z Feel Disconnected<sup>2</sup>

*“ I’ve been feeling lonely.  
Want to chat?”*



1. 2018 Cigna Loneliness Index

2. The Happiness Index: Love and Relationships in America 2018

# Our \$50B market is motivated and has limited options



## **\$12B LONELY**<sup>1,2,3</sup>

Intimacy is a basic need

**\$1B** Phone Sex  
**\$3B** Camming  
**\$8B** Sex Work



## **\$37B HIGH SEX DRIVE**<sup>4,5</sup>

Sex is an insatiable interest

**\$30B** Erotic toys  
**\$7B** Porn



## **\$3B LEFT OUT**<sup>7</sup>

Women & LGBTQ are huge groups left out

**\$1.2B** Romance novels  
**\$1.8B** Queer/feminist erotic media



## **\$7B PROBLEM SOLVERS**<sup>6</sup>

Unable to share desires

**\$1B** Sex/intimacy therapy  
**\$6** Self-help podcasts, books, speakers, seminars

# Sexting is mainstream behavior



Los Angeles Times

LOG IN

SCIENCE

In survey, 88% of U.S. adults said they had sexted and 96% of them endorsed it

80% of adults sext

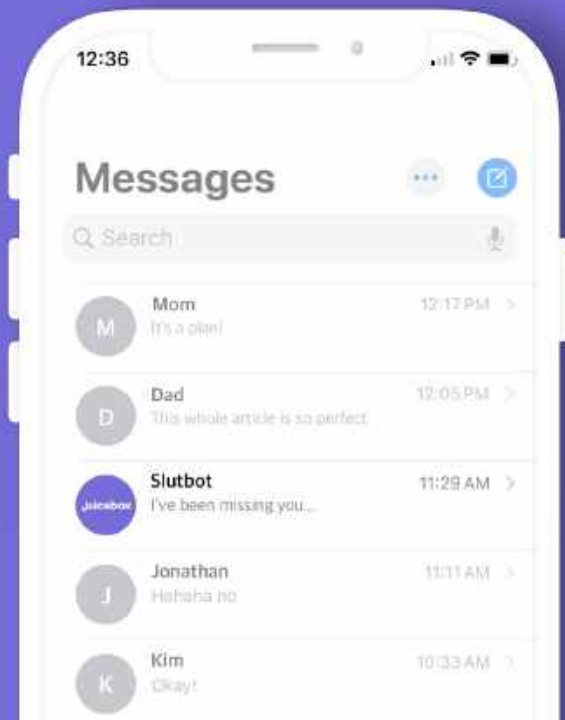
## Results

Descriptive statistics were analyzed for all variables included on the demographic questionnaire and outcome measures. Results show that sexting behavior is common among American adults, with the majority (87.80%) of the sample reported having sexted in their lifetime and 82.20% reported sexting within the last year. Lifetime sexting partners ranged from 0 to 100 ( $M = 3.52$ ;  $SD = 6.83$ ). The majority of participants endorsed having sexted from a cell or smart phone (95.9%) and in the context of a committed relationship (73.9%), but casual relationships were frequently selected as the setting for sexting (43.0%). Only 12.1% of participants reported having sexted in a cheating relationship. Home was the most frequently reported setting for sexting (76.1%), but almost 30% of participants reported work or “out and about” as locations from which they sext.

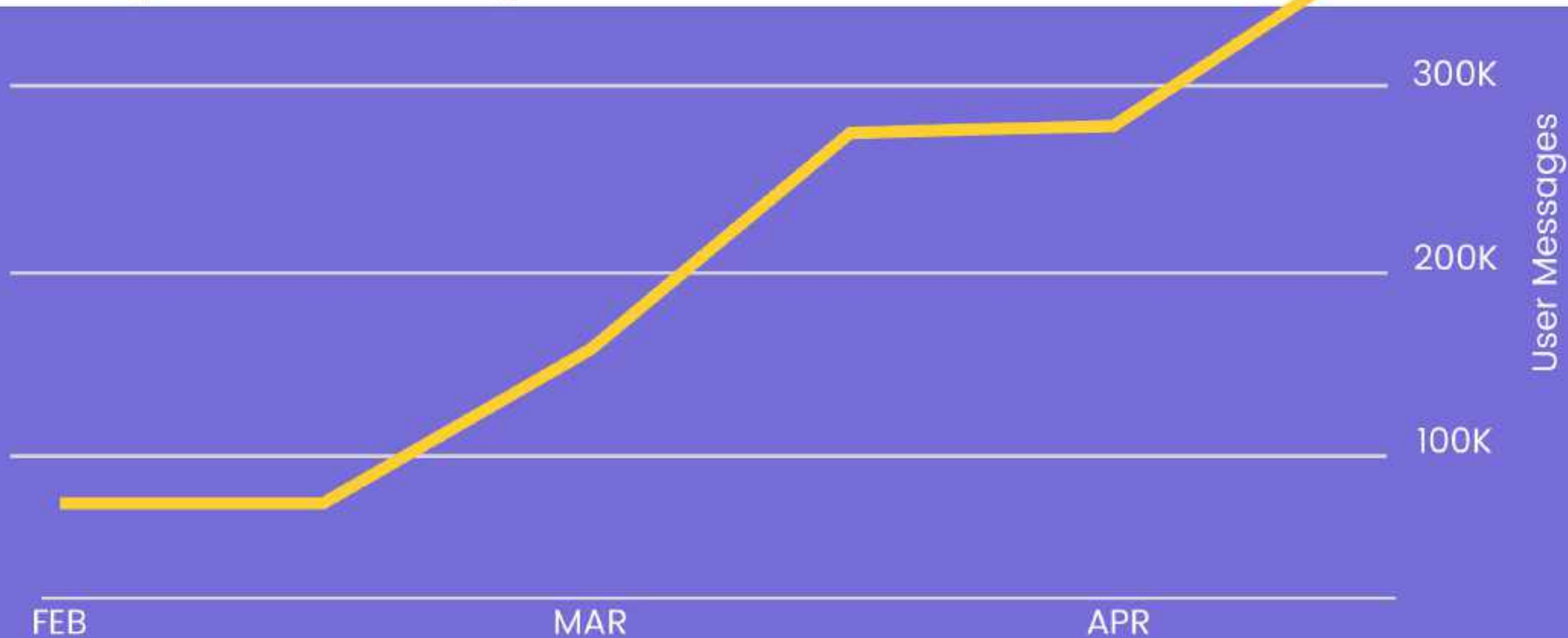


# As intimacy moves online, we meet people where they are

People spend hours in messaging apps and think about sex ~20x/day.



# Our message volume is growing exponentially



# Slutbot helps people ask for what they really want



Safe space



Role model



Increase confidence  
communicating desires



# Tomorrow Slutbot will simulate texting YOUR lover

## Personalized

The goal is not just talking to a person, but YOUR person.

## “Real”

Inspiration and guidance to enhance,  
not replace real life



# In the history of the world, Slutbot is needed now more than ever



## Cultural Shifts

MeToo, online dating, and same sex marriage have changed the rules

## COVID-19

People are starved for connection and intimacy



## NLP Tech Improvements

Google's transformations have made this future a reality

# How we'll dominate the market



## Expanded Content

Build content for all people, all moods

## Personalization

Leverage NLP, not AI



## Omnichannel

From SMS to apps, we meet people where they are

## Global Audience

Localized to Japanese, Korean and more



# Sexual Wellness is My Life's Work



Founded sex ed organization

Condemned by Tennessee state

MPH from UCSF

HIV Research

SexTech Innovator

# We have deep subject matter expertise



**Brianna Rader** she/her

CEO, Co-Founder

MSc. Global Health, Sex  
Educator, Digital Marketer

Queer, Non-monogamous,  
Kink-lover



**Lindsey Alami** she/her

Product Designer, Co-Founder

8 years Healthcare Tech, UCSF  
Conversational Design/NLP

Straight, Monogamous,  
Erotica-lover (of course!)

## Advisors



**Allison Moon**

Author, Sex Educator,  
Award-winning erotica



**Karthik Halukurike**

AI Lead Engineer  
Twilio



**Jameel Khalfan**

Product/Monetization  
Pocket Gems, Google

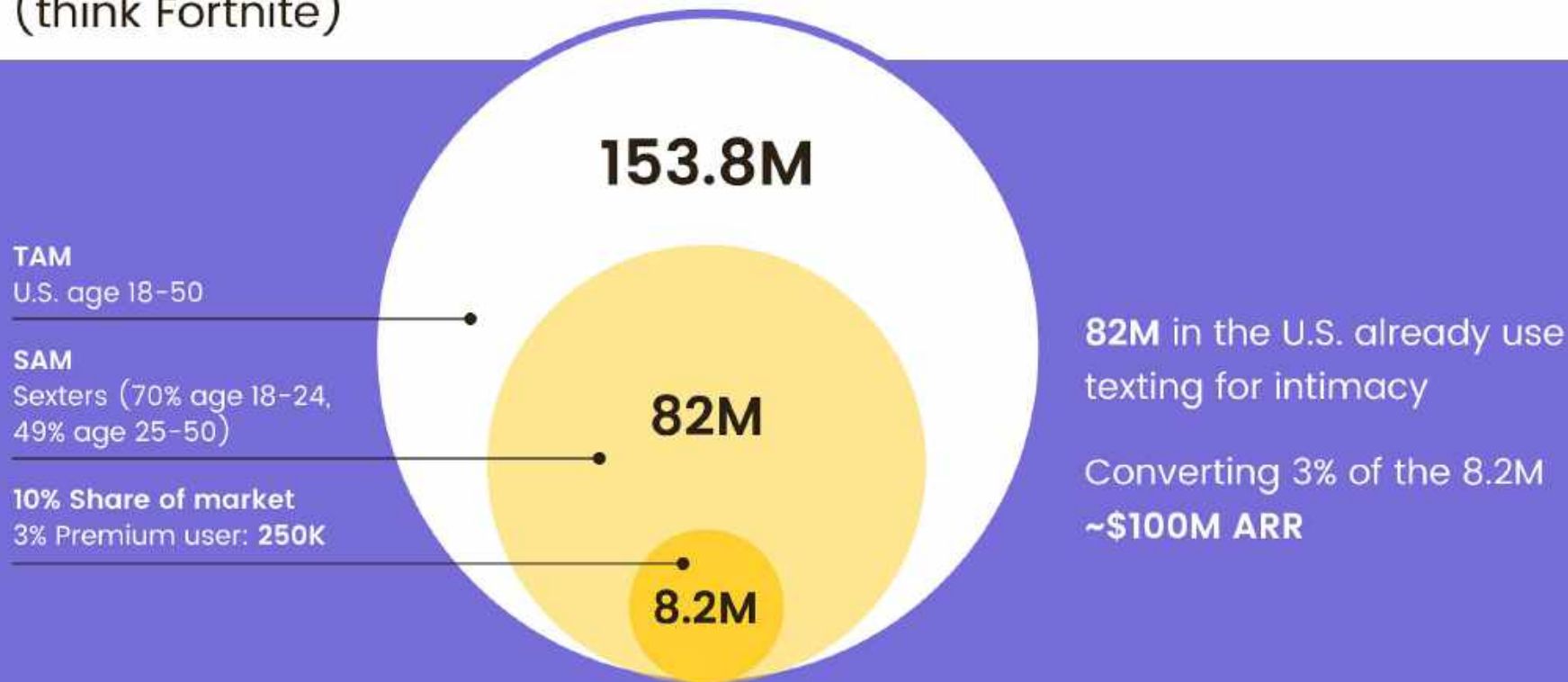


**Veronica del Rosario**

Brand Consultant  
Thinx, Roman, Elvie, Quip

# Our path to \$100M ARR

We'll convert a huge audience with Free-to-play + Microtransactions  
(think Fortnite)



# How we'll reach our next inflection point

## Today

Q2 2020

## Phase 1

Q3 2020

## Phase 2

Q2 2021

## Phase 3

Q4 2021

This Round

Next Round

### TRACTION

8.3 million messages

70K+ users

10-15% MoM organic growth

### MONETIZATION

Test channel engagement

Test monetization (path vs timing)

Smarter bot

### GROWTH

Hire Data Scientist & Marketer

Increase referral incentives

Scale SEO

Rebrand and relaunch

Robust marketing campaign

### INFLECTION

Optimize sustainable CAC

100% annual growth

\$1M ARR

Raise \$4M at \$20M valuation

# We're the new Playboy



# The future of sexual wellness

8.3M messages, 70K+ users, 10-15% MoM organic growth

Huge, \$50B+ market, 80% Americans sext

Novel solution: fun, sexy product with wellness lens

Team with deep subject expertise

Only need to monetize 3% of initial target market to reach \$100M ARR

Raising now to reach next inflection point: \$4M raise @\$20M valuation



# Appendices

# We'll become an integral part of people's daily lives



**7AM**

Enjoy sexy entertainment as part of a self-pleasure routine



**5:30PM**

Practice communicating while riding BART before a date night



**6:30PM**

Get in the mood before a night with your lover



**10PM**

Try out a fantasy before initiating with a partner



# We help people articulate their fantasies



## What we are

- Text-based
- Erotica with a wellness lens
- Role model / more experienced lover
- Interactive & personalized
- Inclusive to all genders/sexualities

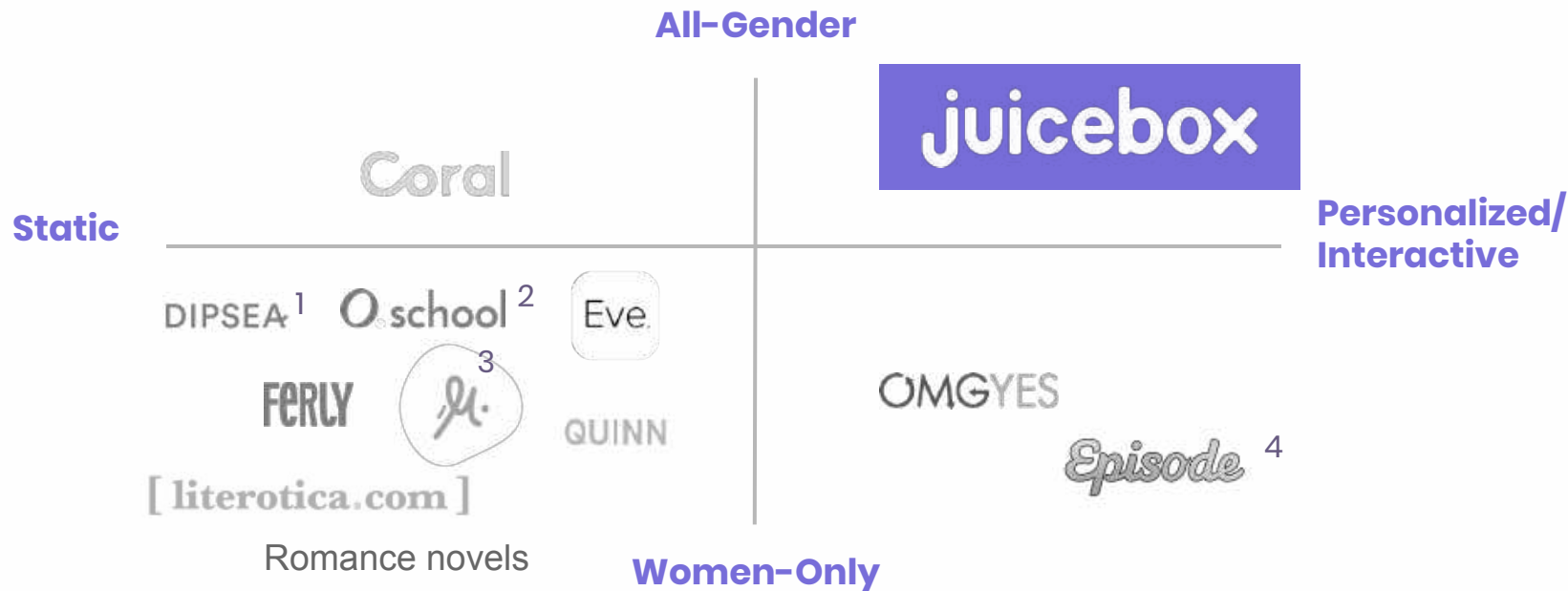


## What we aren't

- Imagery/visual/video
- Person-to-person interaction
- Porn
- Soley for men/heterosexuals

# We're reaching a larger audience

52% of Users are Men

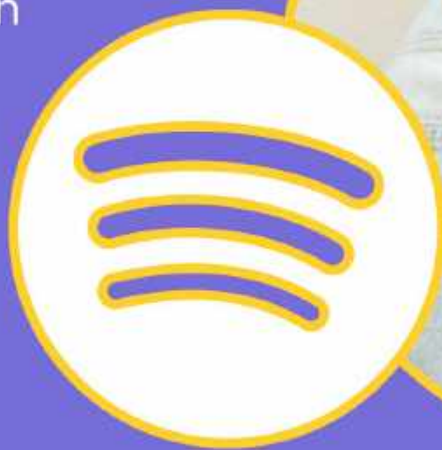


1. Seed co-led by Bedrock & Thrive Capital | 2. Seed funding (Maveron, Funders Fund)

3. Pre-seed led by Nauta Capital 4. Series B led by Sequoia

# Like your lover, we learn all your desires, making it hard to leave

Similar to Spotify, we know users' preferences and moods, like a sexual "playlist", which increases switching costs



# Get in the mood, explore and practice all in one place



*“ I’m feeling nervous about my date.  
Can we practice things to say? ”*



*“ How do I use a vibrator during sex?  
What kind would you recommend? ”*



*“ I want to bring up this  
fantasy to my wife? Can  
you walk me through it? ”*



*“ Hey, can you get me in  
the mood? ”*

# Our plan is to monetize as soon as possible

Early tests on SMS (with poor user experience)  
achieved 1.9% conversion rate.

Benchmark is 2-7% for games.



# Our monetization math

8.2M Free Users (10% of market)

3% = 246K users @ \$30/mo =  
**\$7.4M/mo**



10% = 820K users @ \$3/mo =  
**\$2.5M/mo**



**\$118.8M ARR**

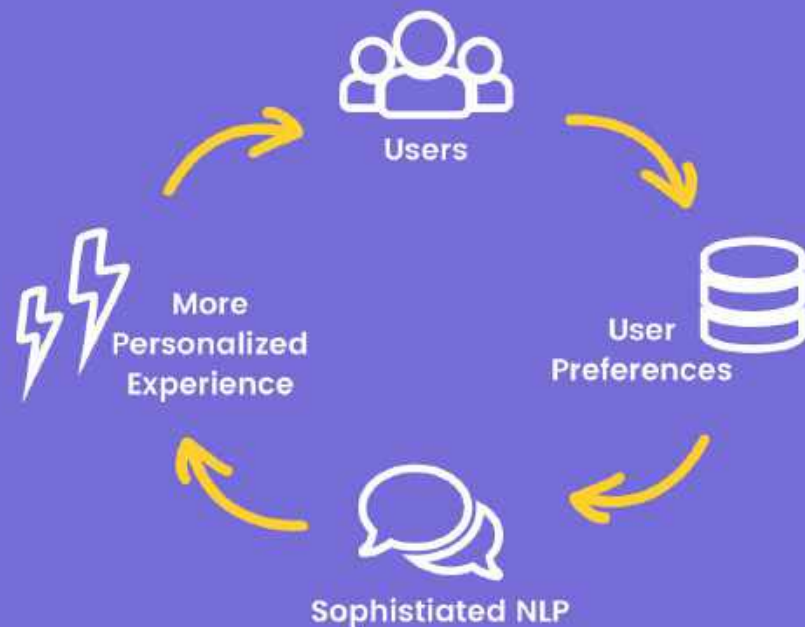
Testing users paying for story paths  
or unlimited access vs daily limit

## FORTNITE COMPS

69% players make in-game purchases  
Avg spend is \$85 for virtual goods

# We'll leverage NLP to increasingly personalize the experience

Value of product increases  
with user growth



# We'll leverage the strengths of multiple platforms

## Core product

Erotic Media + NLP/Conversational Tech



**SMS  
Messaging**  
Low Friction,  
intimate



**Mobile App**  
Better UI, seamless  
payment



**Voice**  
More variety,  
personal

# We make a private topic, shareable

## We are already shareable

- Tinder and sexting are part of daily conversation for Gen Z
- We normalize the topic: fun and sexy, not sex ed/therapy
- Novel, youthful, for those “in-the-know”

We're the fun sex conversation with friends,  
not shameful (like porn) or boring (like sex ed).



# How we control usage by minors

## Managed System

- No users under 18
- No user-to-user contact
- Follow Telephone Consumer Protection Act
- At scale, add age verification databases to our backend

## Team

- Advisory board of sex educators and sexual wellness nonprofits
- Legal team
- Maintain our Standard of Care statement

# NLP, not AI

## NLP

- Allows us to understand the user
- Can deliver personalized content
- More ways to monetize (story paths, access to old stories, etc.)

## AI

- Less control
- Can lead to problematic results

Users want a safe space to explore their specific desires,  
which we can deliver at a low cost with NLP

# Citations

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3. Intimacy on the Web, With a Crowd, The NY Times, 2013
4. XBIZ (adult-entertainment trade publication) Report, 2018
5. Global estimates from Arizton Market Research Report, 2019
6. U.S. estimates from MarketResearch.com, 2019
7. Romance Writers of America® Report, 2019