



iPlaySafe App Pitch Deck 2020

contact@iplaysafe.app



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

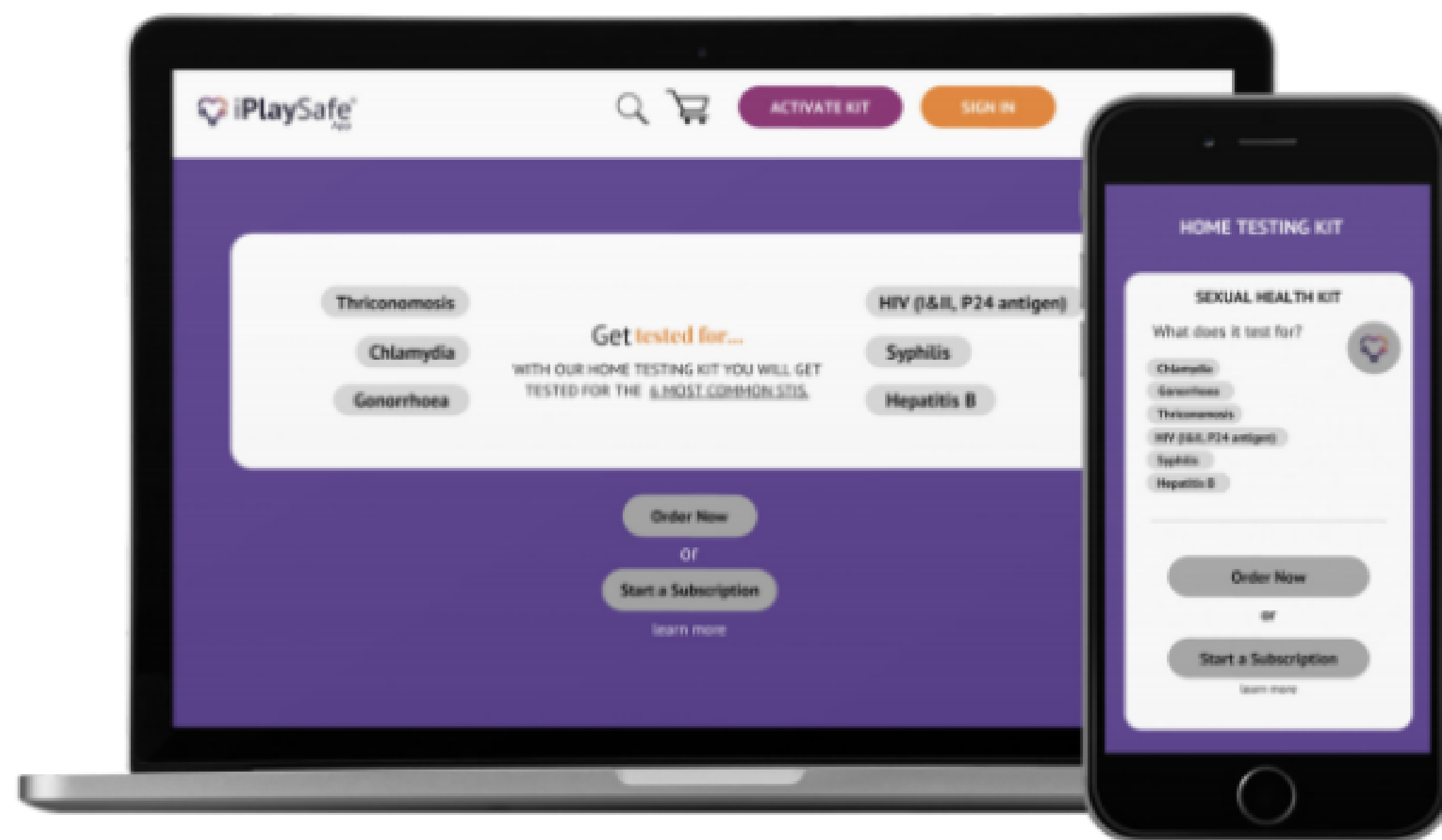
Quick and easy functionality to request or share status between users that will change the dynamic of the conversation about sexual health.



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.

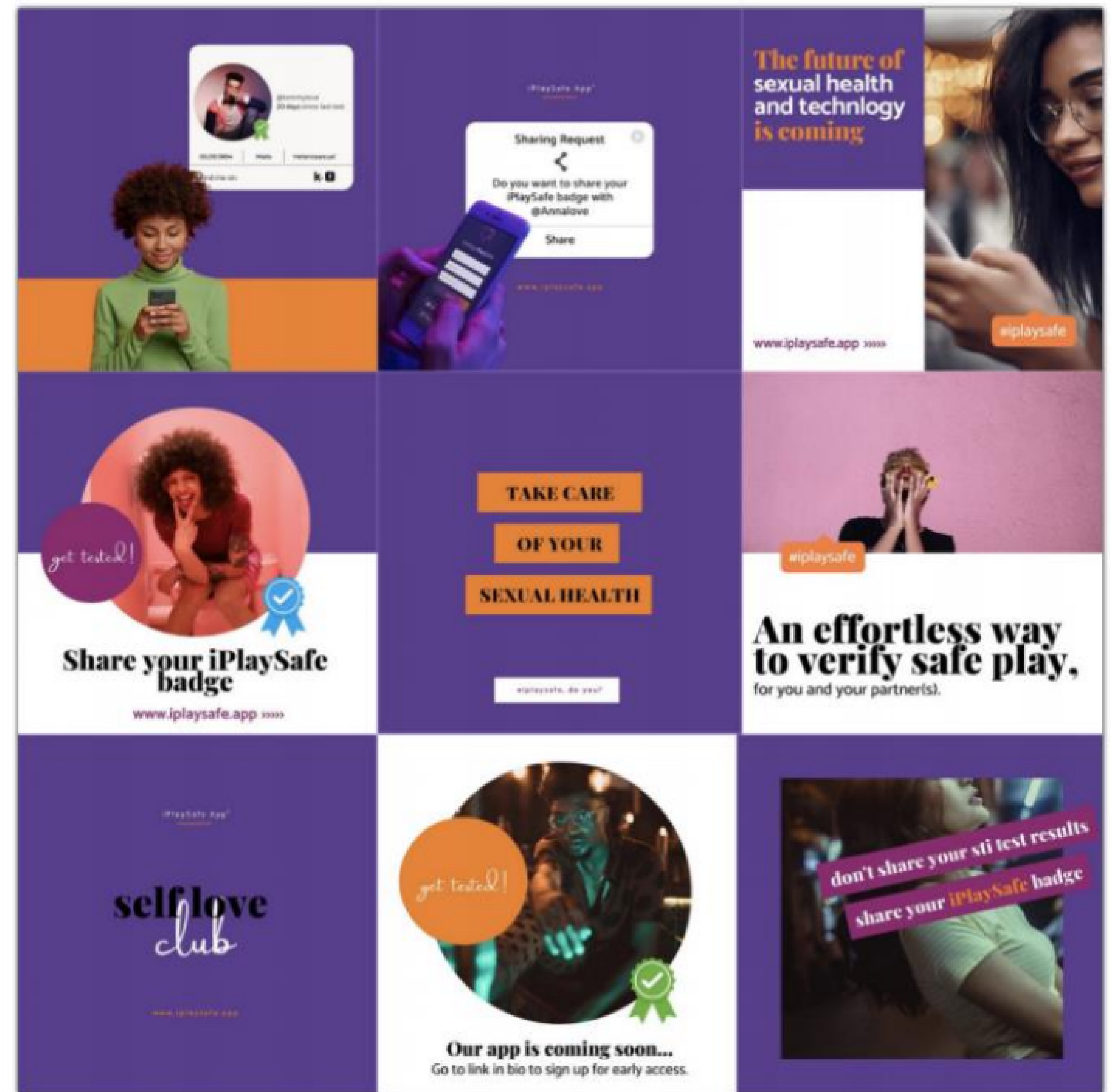
Ordering Online

- 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



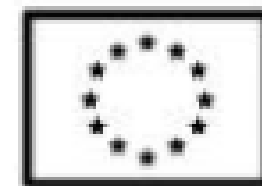
Revenue over
12 months

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.**

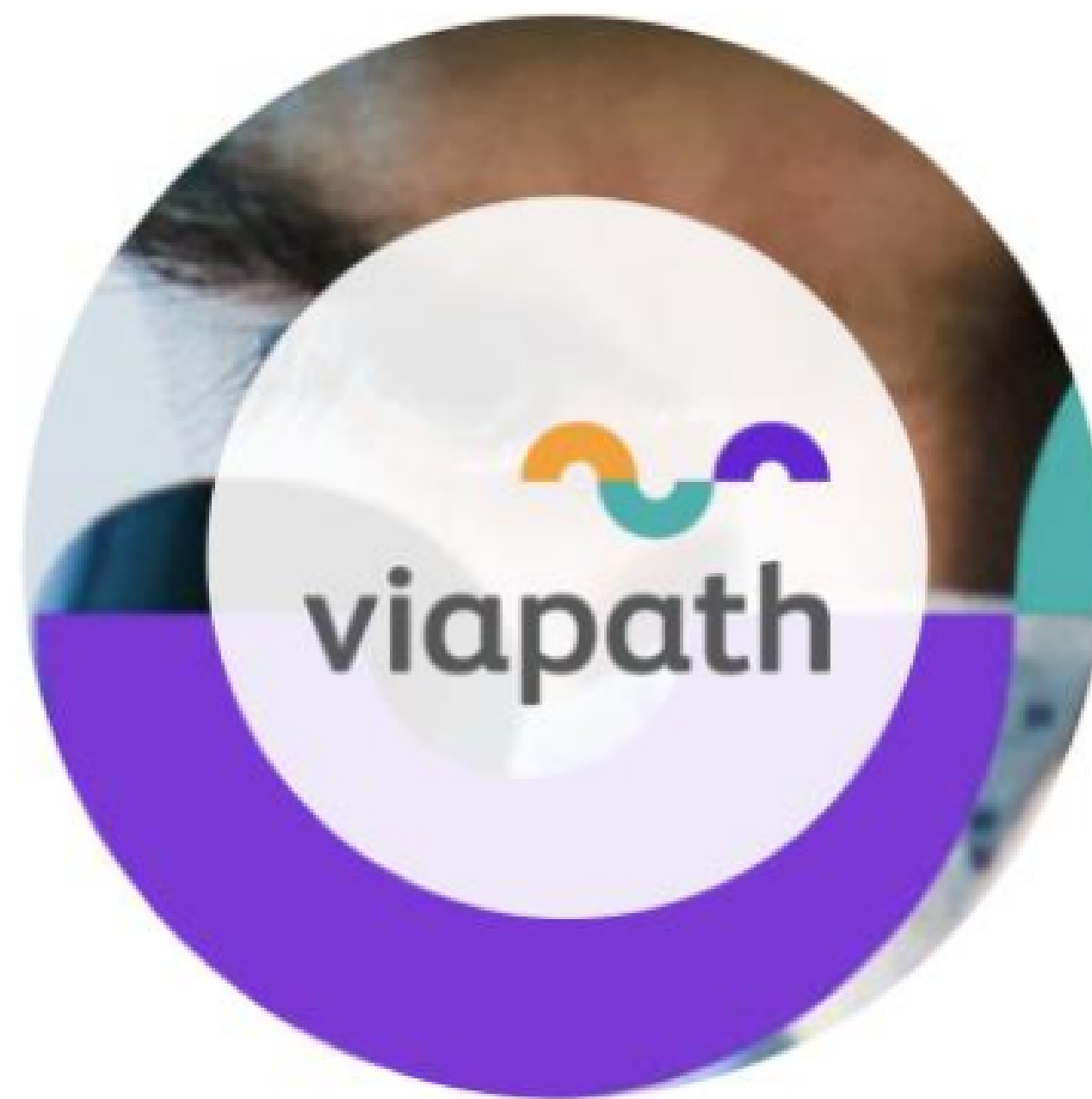


Marketing Strategy

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.

Our Partners

At iPlaySafe App, we know we cannot end the cycle of sexually transmitted infections alone, which is why we partner up with world-leading suppliers to achieve our goal.



Lab Integration

Viapath comes with a unique partnership of clinical, scientific and operational expertise



Medical App Developers

Medical-Grade Software Experts partnered on the design of the iPlaySafe App



Distributor Integration

MedDX will work with iPlaySafe App to supply the very best solutions available.

Revenue Stream

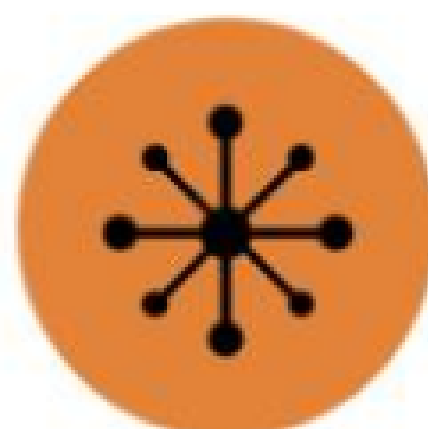
B2C

Selling our product and subscriptions to users



Affiliates

Pharmacies, where users have easy access to medication if results are positive



Partnerships


Dating apps where users can link to their profiles and visually display their sexual health status



We are changing the way people share their sexual health status

2011

1 CHOOSE A TEST 2 FIND A LAB 3 GET TESTED 4 VIEW YOUR RESULTS

 **Your Results are ready.**
Your results are ready and you can view them below.

Sample Test Result Ordering Physician: Dr. Smith

PERSON BEING TESTED

Patient: John Doe Date of Birth: 05/15/1990 Gender: Male

LABORATORY PROCESSING DETAILS

Collected: 01/10/2017 Received: 01/11/2017 Reported: 01/14/2017

RESULTS

Test Name	Result	Flag	Reference Range	Lab
HIV sAb Antibody	Non - Reactive		Non - Reactive	01
Hepatitis A	Non - Reactive		Non - Reactive	01
Hepatitis B	Non - Reactive		Non - Reactive	01
Hepatitis C	Non - Reactive		Non - Reactive	01
HIV 1	NEGATIVE			01
HIV 2	NEGATIVE			01
Gonorrhea	Not Detected		Not Detected	01
Chlamydia	Not Detected		Not Detected	01
Syphilis	Non - Reactive		Non - Reactive	01

VS

2021



The Sharing Platform

Gamifying Sexual Health

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

The Badge Concept



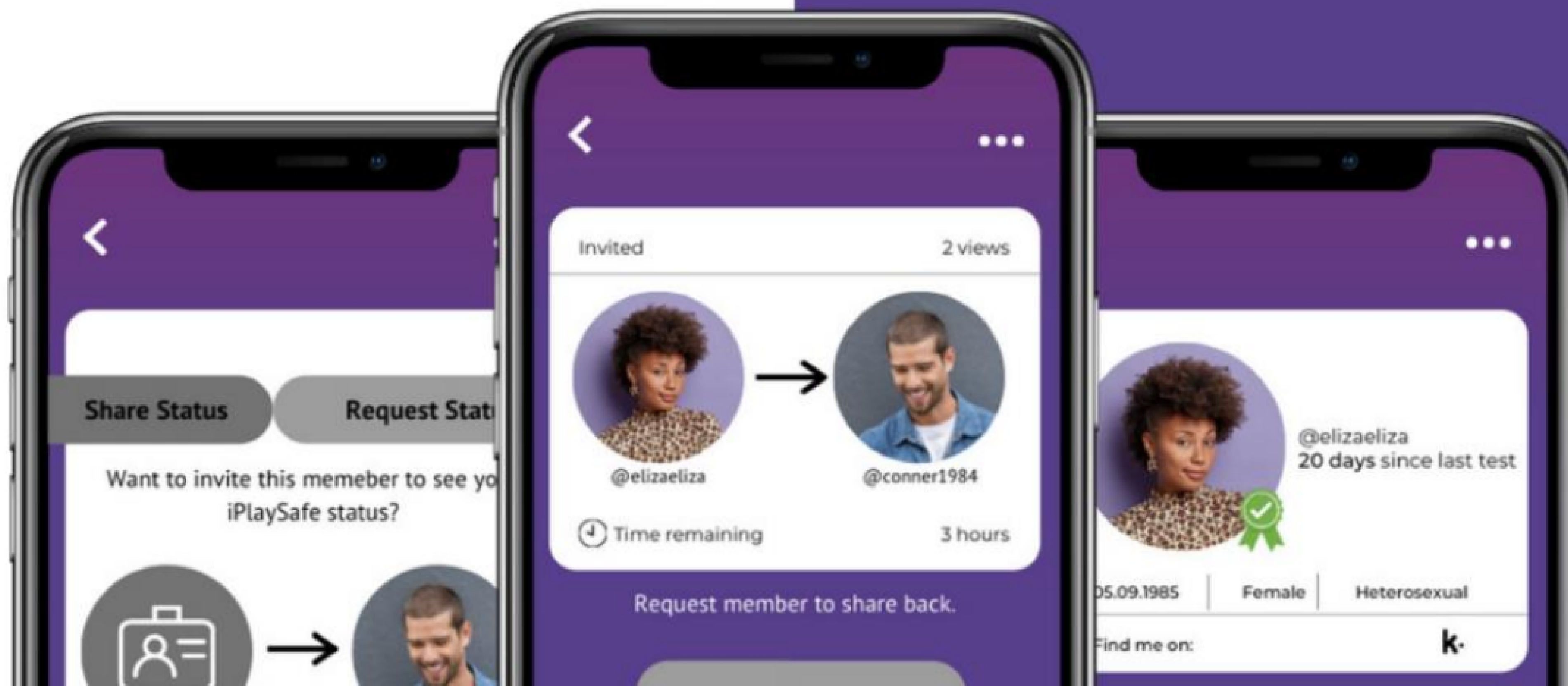
Subscribers badge. Automatically sent a test kit every 6 months and have tested negative within the last 6 months.



Indicates a one-off test kit with negative results within the last 6 months.

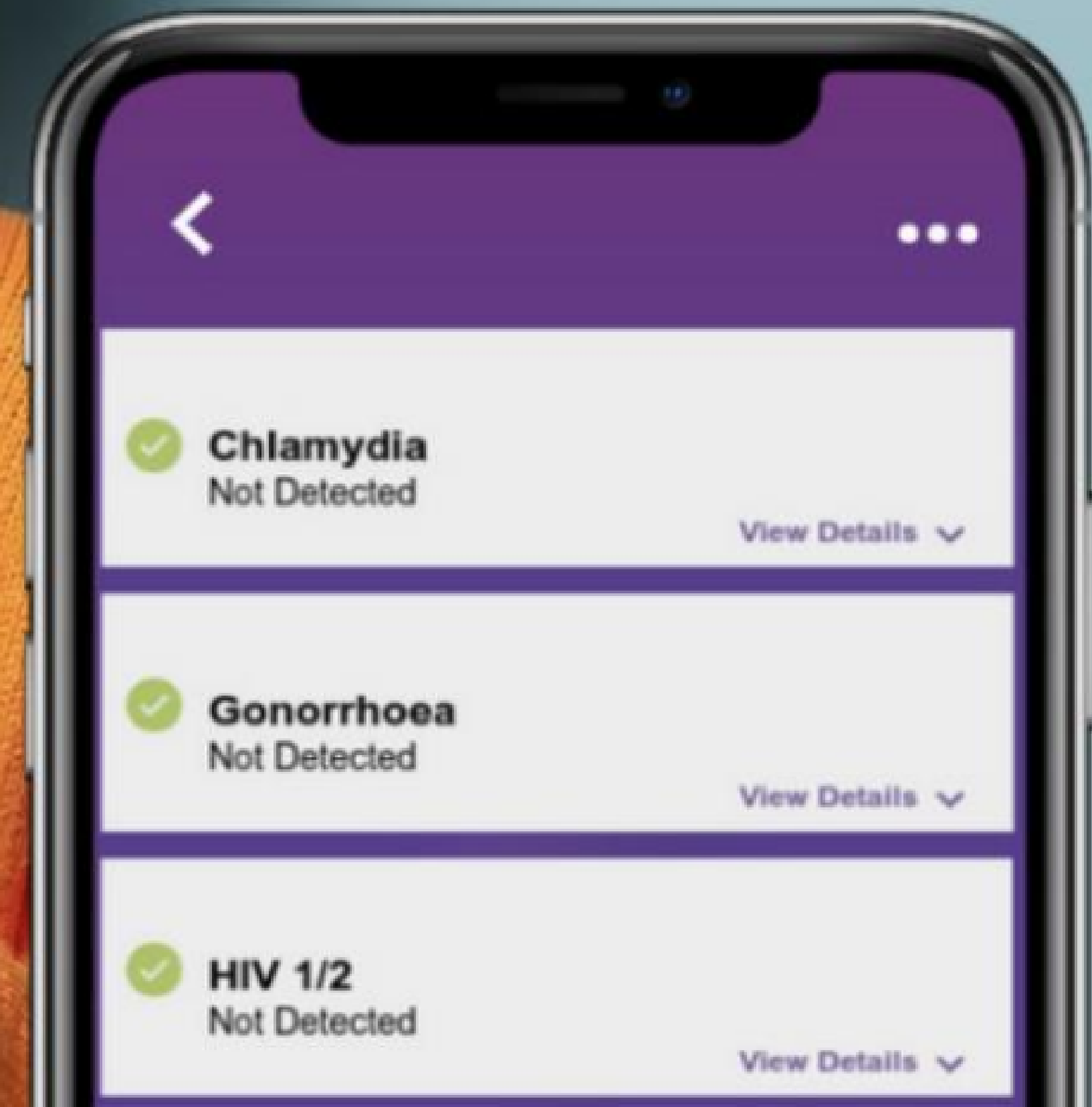
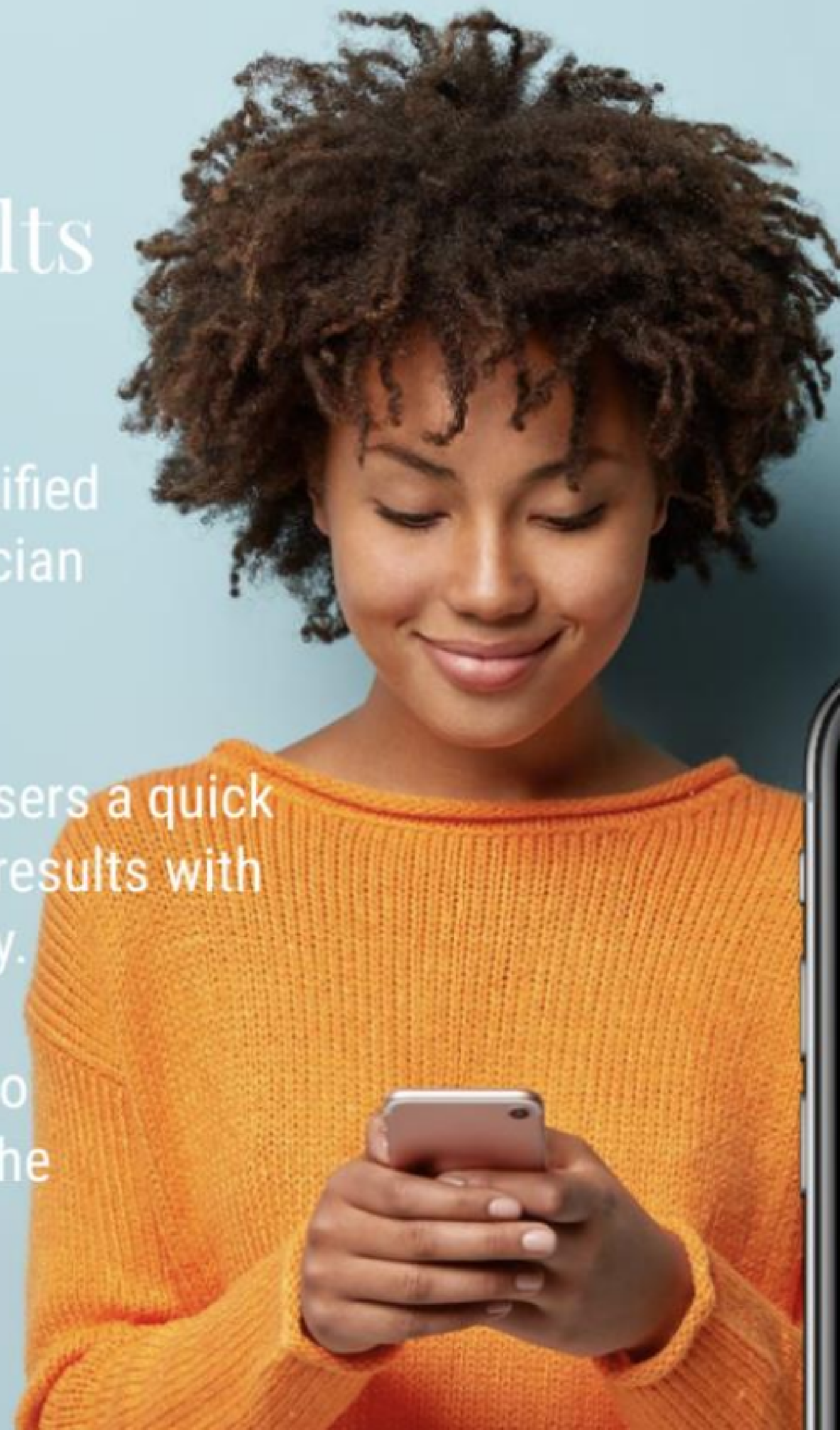


Indicates 6 months+ since last test, encouraging users to get tested regularly.



Tracking Test Results

- 01** Accurate results from a certified lab and reviewed by a physician on iPlaySafe team.
- 02** Dashboard design to give users a quick and easy understanding of results with actionable data if necessary.
- 03** A dedicated medical team to give support every step of the way.



Sample Collection

01

Well-established and effective collection methods and easy to follow instructions

02

Pre-paid return shipping

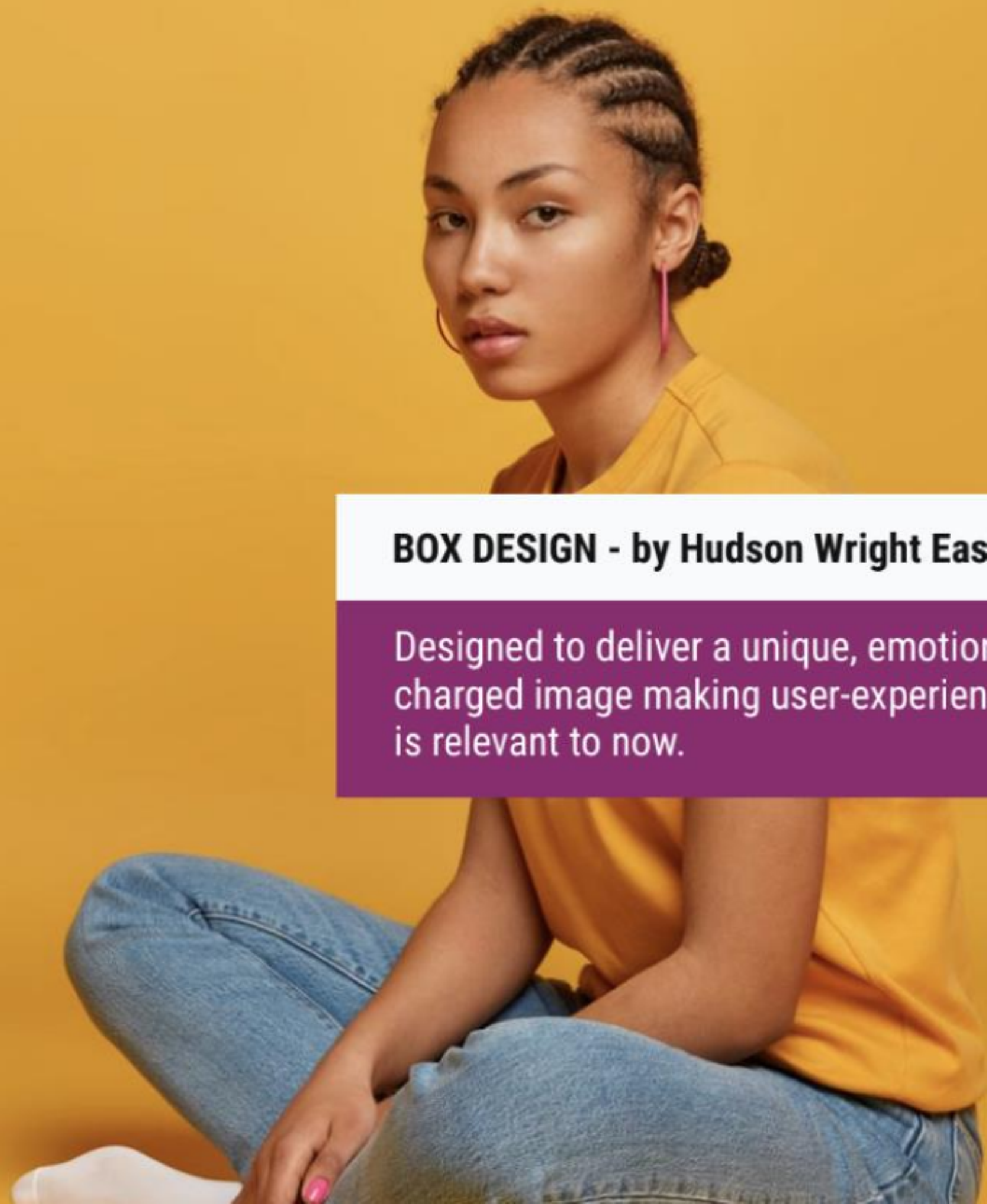
03

Conveniently collect sample whenever and wherever



BOX DESIGN - by Hudson Wright Easton

Designed to deliver a unique, emotionally charged image making user-experience that is relevant to now.



Our Team



Georgia Di Mattos

CEO and Co-Founder



Bianca Dunne

CIO and Co-Founder



Dr. Rupert Wharton

Medical Director



Ulf Ek

Financial Advisor



Richard Bull

CTO



We are the future of *sex,*
health and technology.





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