



tizzi

We improve  
**Intimate life of women**



# 62%

of women are  
**unhappy with the quality of  
their intimate life**

## 1'000USD

Average price of  
10 sessions with Sex Therapist  
in USA & EU

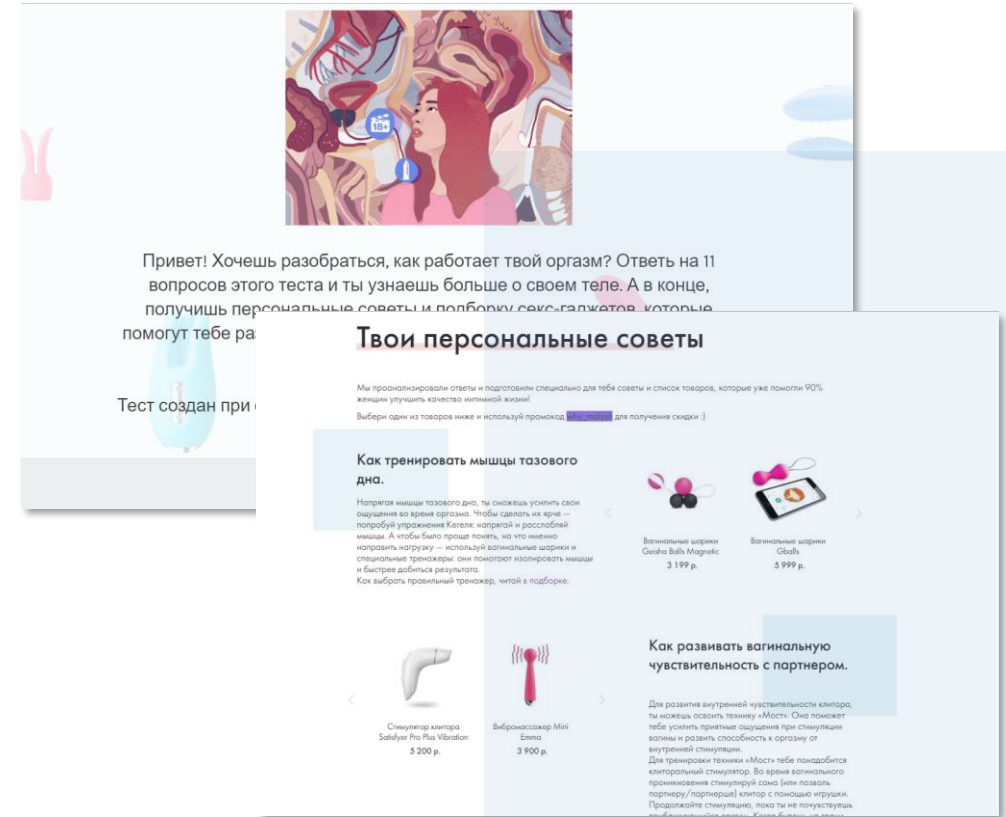
## 3mio

People in USA attend  
Marriage & Family Therapists  
every year

## 90%

Of all Marriage & Family  
therapies identify problems  
with intimate life

Our prototype of  
**“Digital Sexologist”**  
provides women with personalized product  
recommendations and advice on how to  
improve their intimate life



**30'000**

Women used the  
“Digital Sexologist” within 30 days

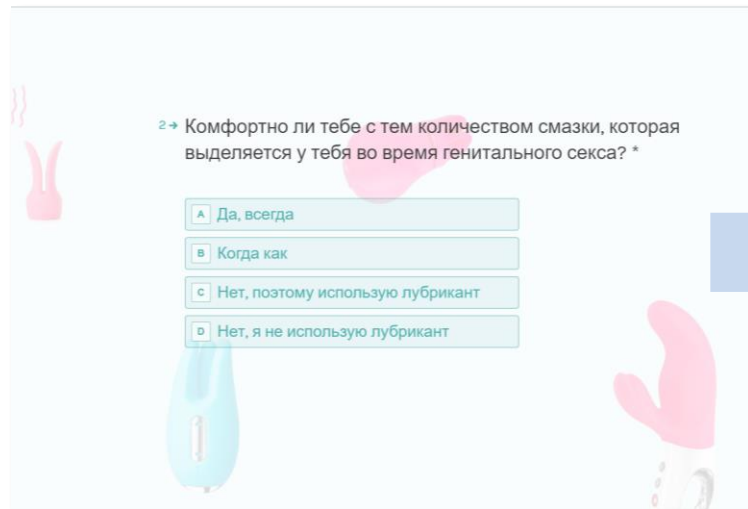
**\$100**<sub>AOV</sub>

Average Order Value of our  
product recommendations

**25**<sub>k</sub> USD

GMV generated within last 30 days  
from product recommendations

# Together with certified sex therapists we built a Digital Sexologist, which makes Sexual Wellness accessible to women in 3 steps

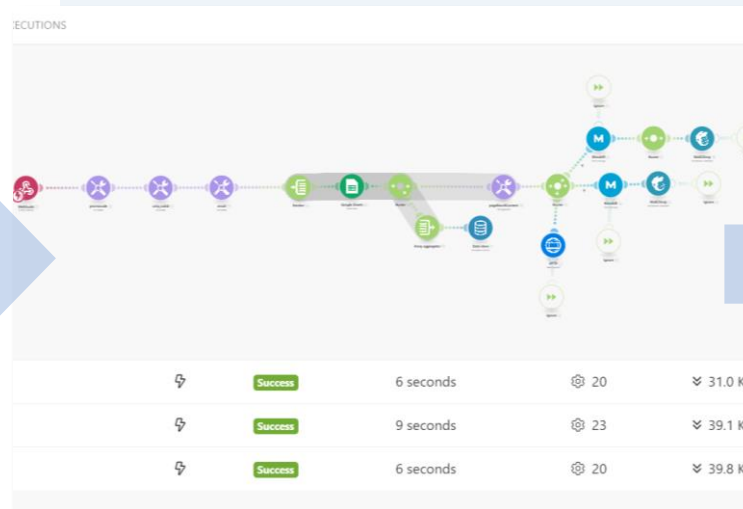


2 → Комфортно ли тебе с тем количеством смазки, которая выделяется у тебя во время генитального секса? \*

- A Да, всегда
- B Когда как
- C Нет, поэтому использую лубрикант
- D Нет, я не использую лубрикант

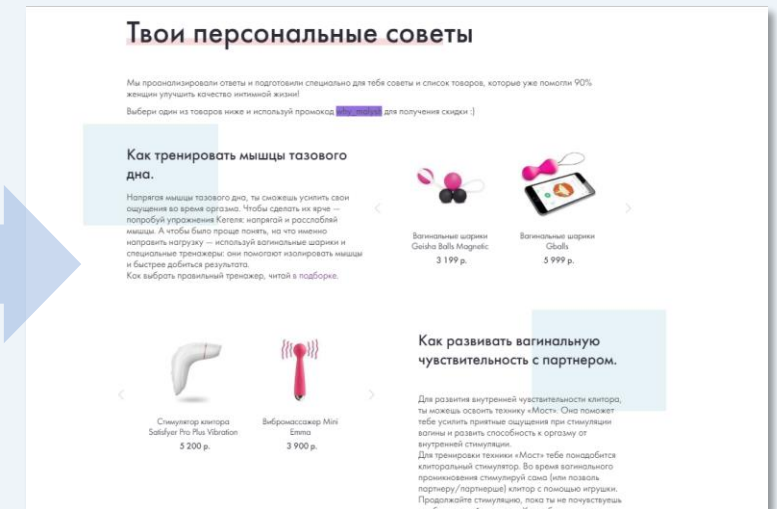
## Collecting data ...

... with custom-developed questionnaire built with support of sexologists & gynecologists\*.



## Automated analysis

... with algorithm which creates unique recommendations in real time while matching over 250 combinations\*.



### Твои персональные советы

Мы проанализировали ответы и подготовили специально для тебя советы и список товаров, которые уже помогли 90% женщин улучшить качество интимной жизни! Выбери один из товаров ниже и используй промокод [ ] для получения скидки :)

#### Как тренировать мышцы тазового дна.

Напрягая мышцы тазового дна, ты сможешь усилить свои ощущения во время оргазма. Чтобы сделать их ярче — попробуй упражнения Кегеле: напрягай и расслабляй мышцы. А чтобы было проще понять, на что именно направить нагрузку — используй вагинальные шарики и специальные тренажеры: они помогают изолировать мышцы и быстрее добиться результата. Как выбрать правильный тренажер, читай в подборке.

- Вагинальные шарики GoIna Balls Magnetic 3 199 р.
- Вагинальные шарики Gballs 5 999 р.

#### Как развивать вагинальную чувствительность с партнером.

Для развития вагинальной чувствительности клитора, ты можешь освоить технику «Мост». Она поможет тебе усилить приятные ощущения при стимуляции вагины и развить способность к оргазму от внутренней стимуляции. Для тренировки техники «Мост» тебе понадобится клиторальный стимулятор. Во время вагинального проникновения стимулируй свою [ ] (или попроси партнера/партнершу) клитор с помощью игрушки. Продолжайте стимуляцию, пока ты не почувствуешь возбужденный оргазм. Купи больше игрушек...

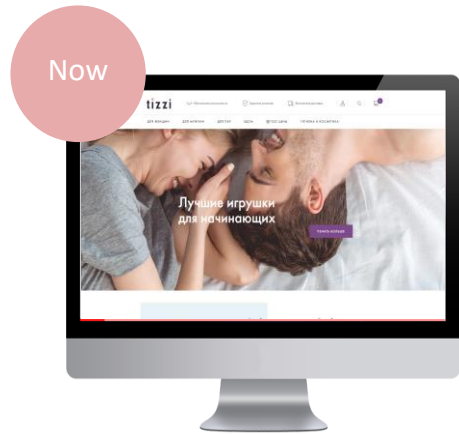
- Стимулятор клитора Sabayu Pro Plus Vibration 5 200 р.
- Вибромассажер Mini Emma 3 900 р.

## Personal solution

... consists of educational Sexual Wellness content and product recommendation\*.

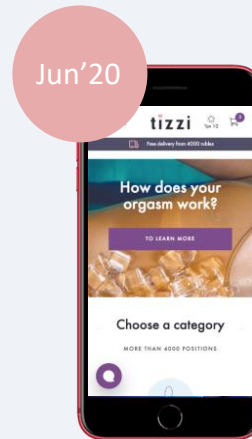
\* based on patterns recognized from 200+ deep interviews with women & couples

# Tizzi is moving from direct sales of intimate products towards Sexual Wellness content monetization via mobile subscription model



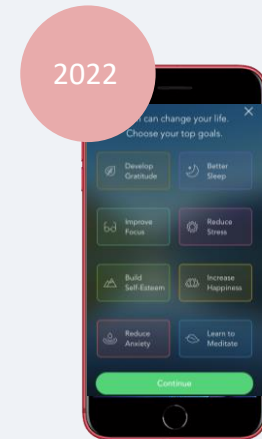
Direct sale of Sexual Wellness products ...

... „Digital Sexologist“ have already sold 1000+ intimate products via Tizzi e-store.



Sale of personalized Sexual Wellness content ...

... we create proprietary educational content about Sexual Wellness and pack it into short courses.



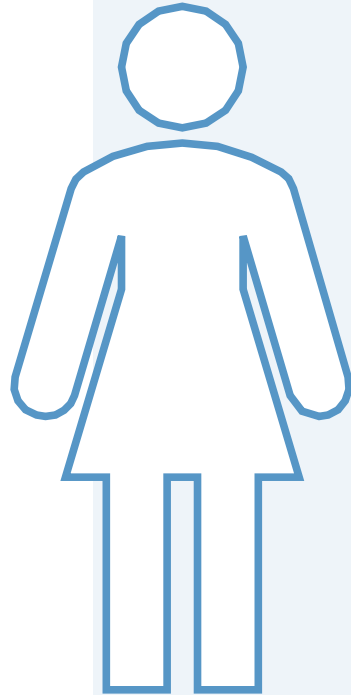
Calm + Flo.Health for your intimate life ...

... subscription based & ML driven digital Sex Therapist in the Mobile App.

# Tizzi helps **women** to improve intimate life with Sexual Wellness education

**Generation Y & Z**  
**females** interested in Wellness

Age: **20-30 yrs**



**Females in relationships**  
who feel uncomfortable talking with partner

Age: **25-35 yrs**

Sexual Wellnes market will hit **\$100bn in 2024** & grows by +13% YoY driven by strong structural social change – we aim at hitting **USD100m globally** in 4-5 years

### Global market growth drivers



Global Female Empowerment trend

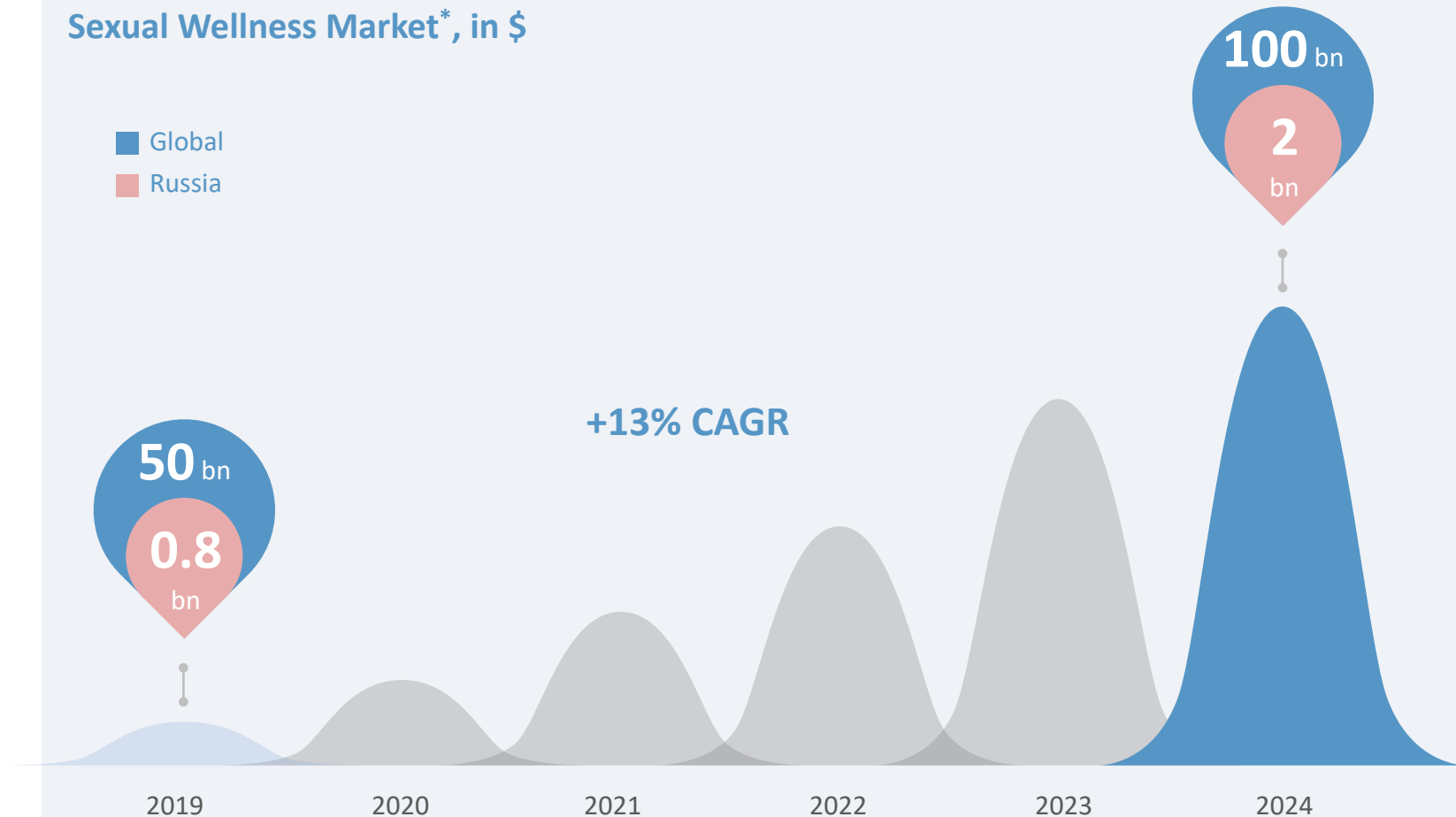


Y & Z generations consumer behavior



Growing demand on Wellness market

### Sexual Wellness Market\*, in \$



Source: Global Market: <https://www.reuters.com/brandfeatures/venture-capital/article?id=82161>

Russian Market [https://new-retail.ru/persony/elena\\_galetsкая\\_tochka\\_lyubvi\\_intim\\_tovary\\_nelzya\\_prodat\\_s\\_kholodnym\\_serdtsem5548/](https://new-retail.ru/persony/elena_galetsкая_tochka_lyubvi_intim_tovary_nelzya_prodat_s_kholodnym_serdtsem5548/)

Our revenue projection is based on the development of similar business models in comparable industries, i.e. Headspace / Calm in the wellness industry

# Tizzi is closing the competition gap providing high quality of Sexual Wellness education without shame



## Sex Therapists

Sexological therapy involves >4 sessions each at >40 USD/h, while such help is only needed by <10% of women & couples.



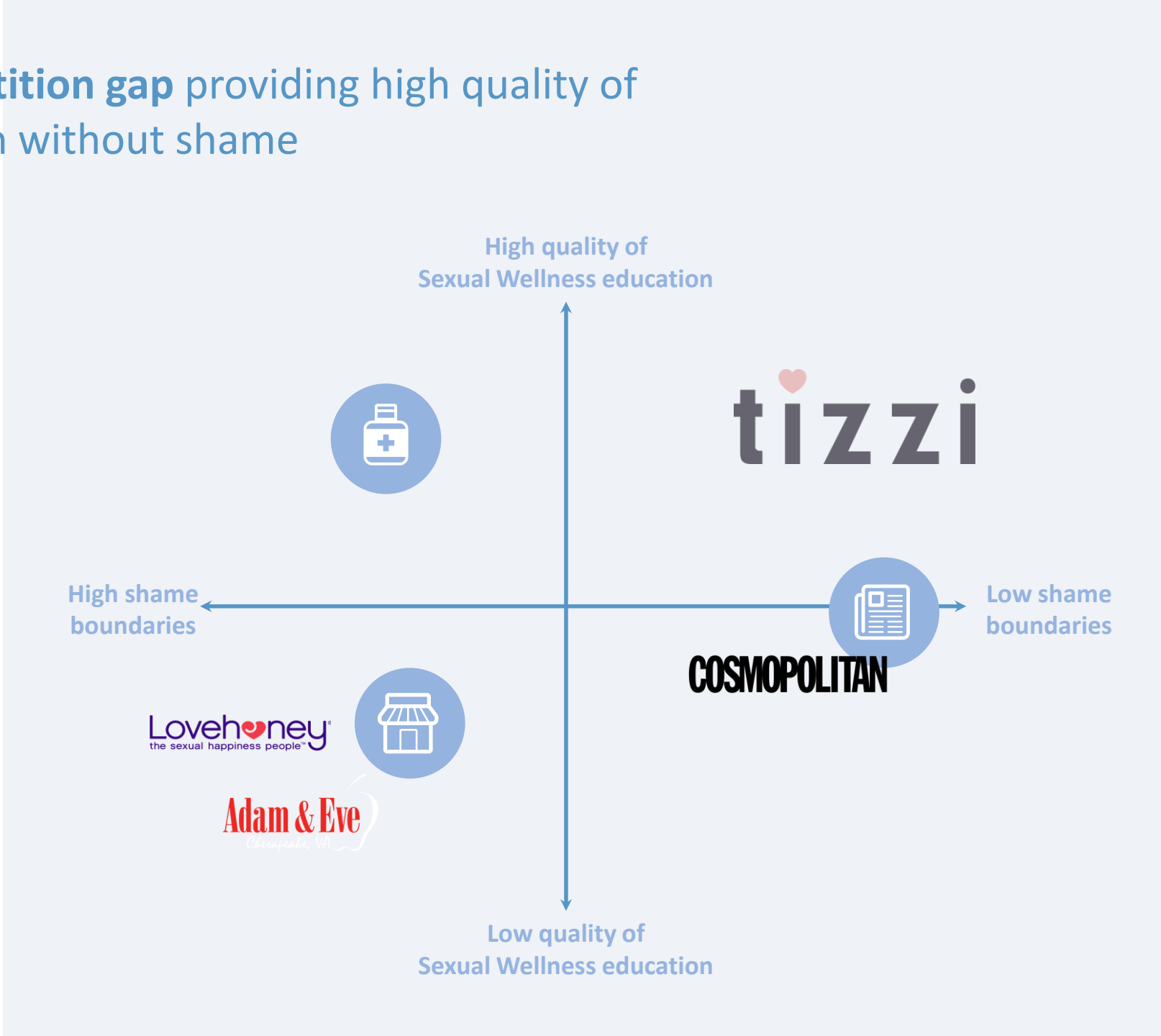
## Media & „the internet“

Low quality content is based on outdated research, limited to personal experience & not providing ready-to-use solutions.



## Adult shops & training centers

Providing vulgar content & poorly selected product portfolio targeting male-dominated audience.





## Investor's interest on Female Wellness & Sexual Health start-ups is rising

The logo for Ferly, featuring the word "FERLY" in a bold, orange, sans-serif font on a light orange rectangular background.

Ferly offers users SW-content on a freemium model – **raised \$1.5m as Pre-Seed in 2019**

The logo for OMGYES, featuring the word "OMGYES" in a grey, sans-serif font with a circular arrow around the "O", on a white rectangular background.

Sold 20.000+ **paid access for \$29 each** to their content platform around female masturbation within 4 months

The logo for beducated., featuring the word "beducated." in a bold, black, serif font, with "ACADEMY FOR EXTRAORDINARY LOVERS" in a smaller, black, sans-serif font below it, on a white background.

Sold 15.000+ video courses about Sexual Wellness practices with an AOV >\$100 – **raised \$1m+ in 2019**

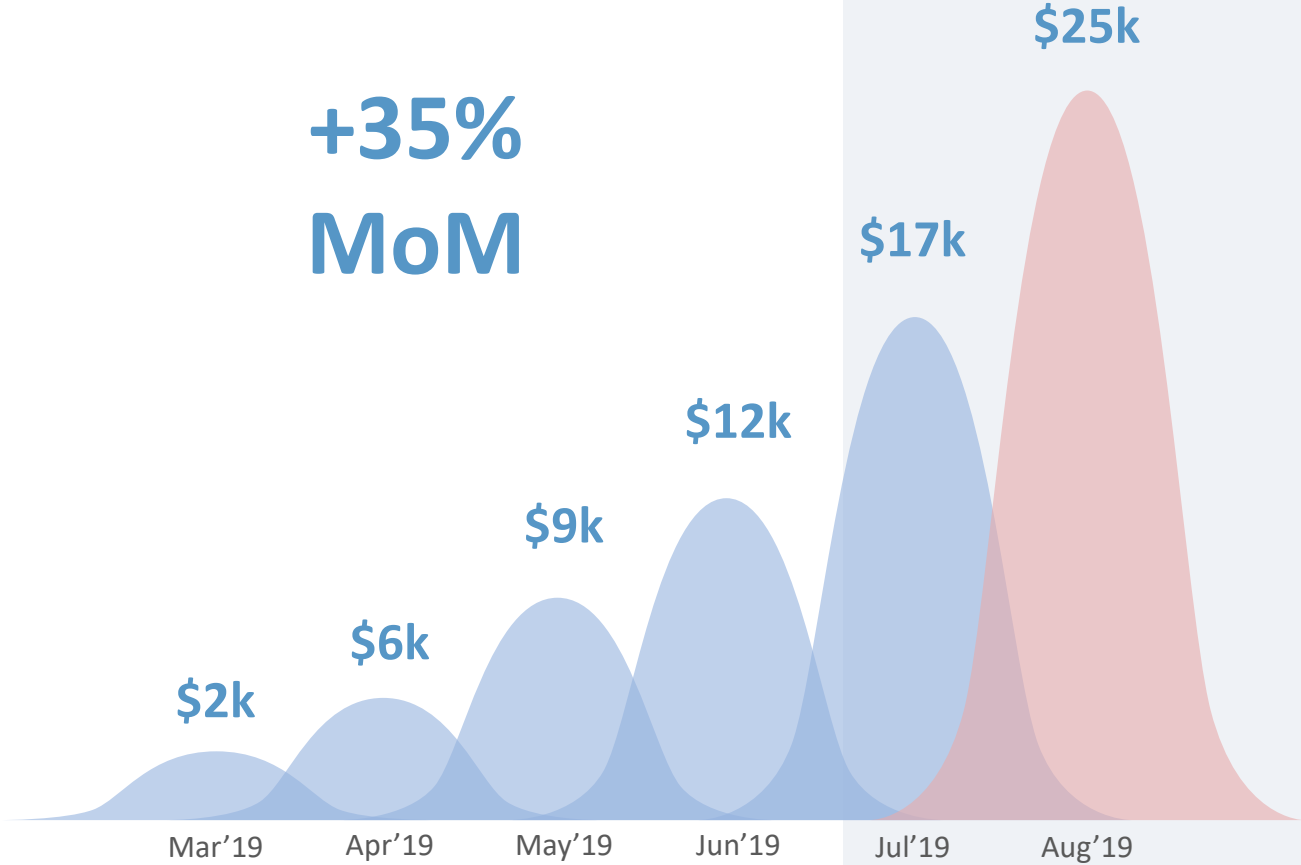


FemTech Startup Emjoy positions it self as „Calm for Sexual Wellness“ **raised \$1 mln Seed in 2019**



Dipsea offers women erotic audio-stories (Calm for erotic) – **raised \$5.5m in 2019.**

**We have strong traction:** over the last 6 months we increased our AOV by 50%, reached profitable unit economics on first order & continue to grow 35% MoM



**+35%  
MoM**



Average Order Value  
\$100

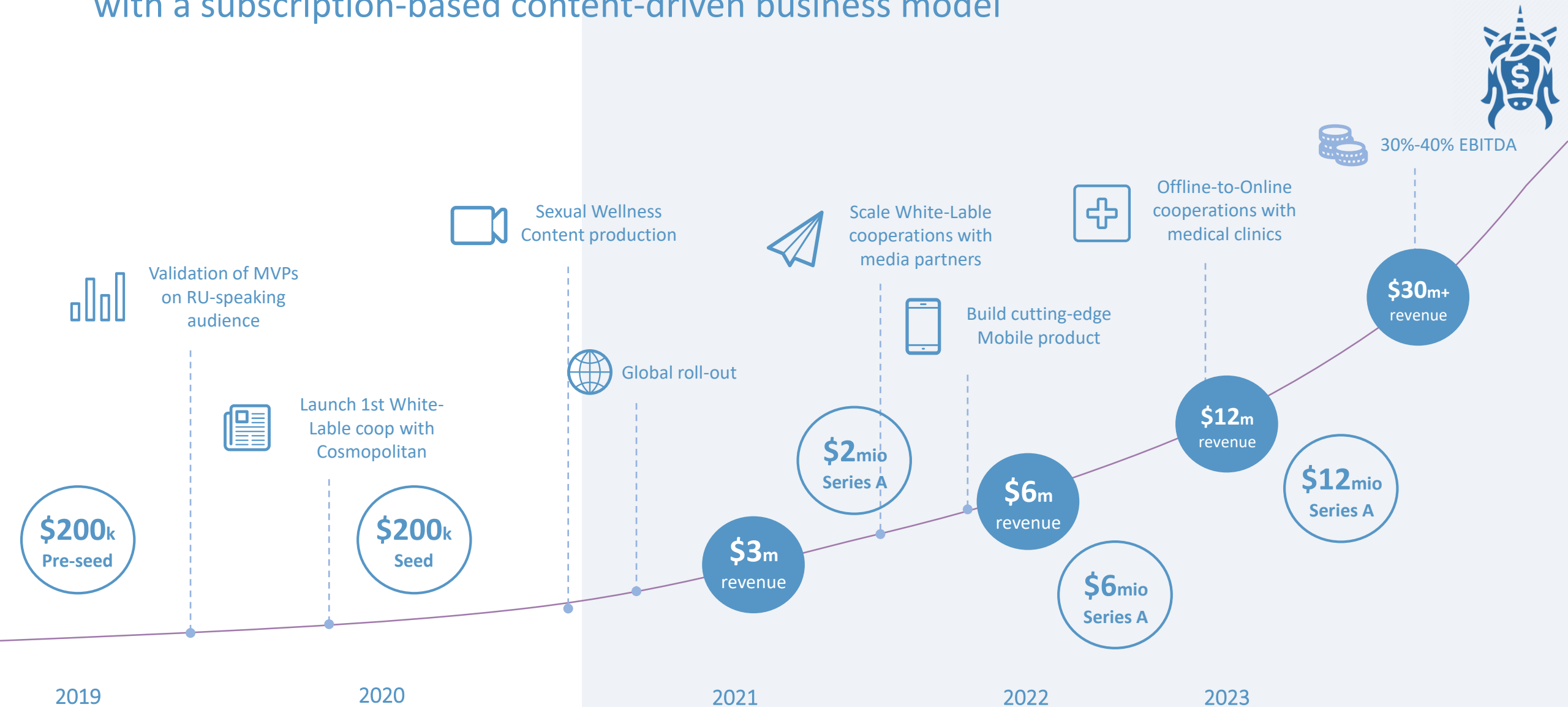


Profitable  
Unit Economics



Profit-Share Deal  
with Cosmopolitan

# We follow a clear roadmap to build a global category killer in female Sexual Wellness with a subscription-based content-driven business model



Founders are ex. Managing Directors of  
Rocket Internet Ventures, launched projects across  
Europe, CIS & APAC  
10 countries, 70+ headcount, \$4m+ P&L under management

Igor Shapiro	Anton Neyaskin
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Lera  
Client Service

Alina  
Content Marketing

Anastasia  
Psychologist & Sexologist

Anna  
Content Creation

Anna  
Business Tracker

**Backup**

# Our **unfair advantages** allow us to outperform global competitors & move fast

## **Easy & cheap access to target audience**

Accesses to Tizzi's eCom users & our media partners audience (20m+ monthly visitors) allow us to test hypothesis at zero marketing cost & rapidly validate content-driven MVPs



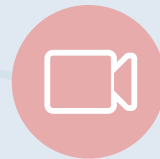
## **Strong team with proven international track record**

Our founding team consists of experienced international startup-founders, medical professionals and experts on content marketing, Sexology & female Wellness



## **Infrastructure to create SW-content at low cost is ready to go**

We've learned to create Sexual Wellness content fast & cheap while involving certified Sexologists, Psychologists and other medical experts to ensure high-quality outcomes, which can be easily localized for global usage



We've done **100+** customer interviews.

Women want to improve the quality of their intimate lives but do not know how.

*"I start to believe that the female orgasm is a myth & not possible to reach"*

**Irina, 26 years old\***  
married, recently became mother

*"I expected to learn something new living with my husband, but I can't really ask him, I feel ashamed... Neither can I talk to my mom about it because of that same feeling... and I can't really trust the information in the internet!"*

**Alina, 25 years old\***  
Happily married for 8 years

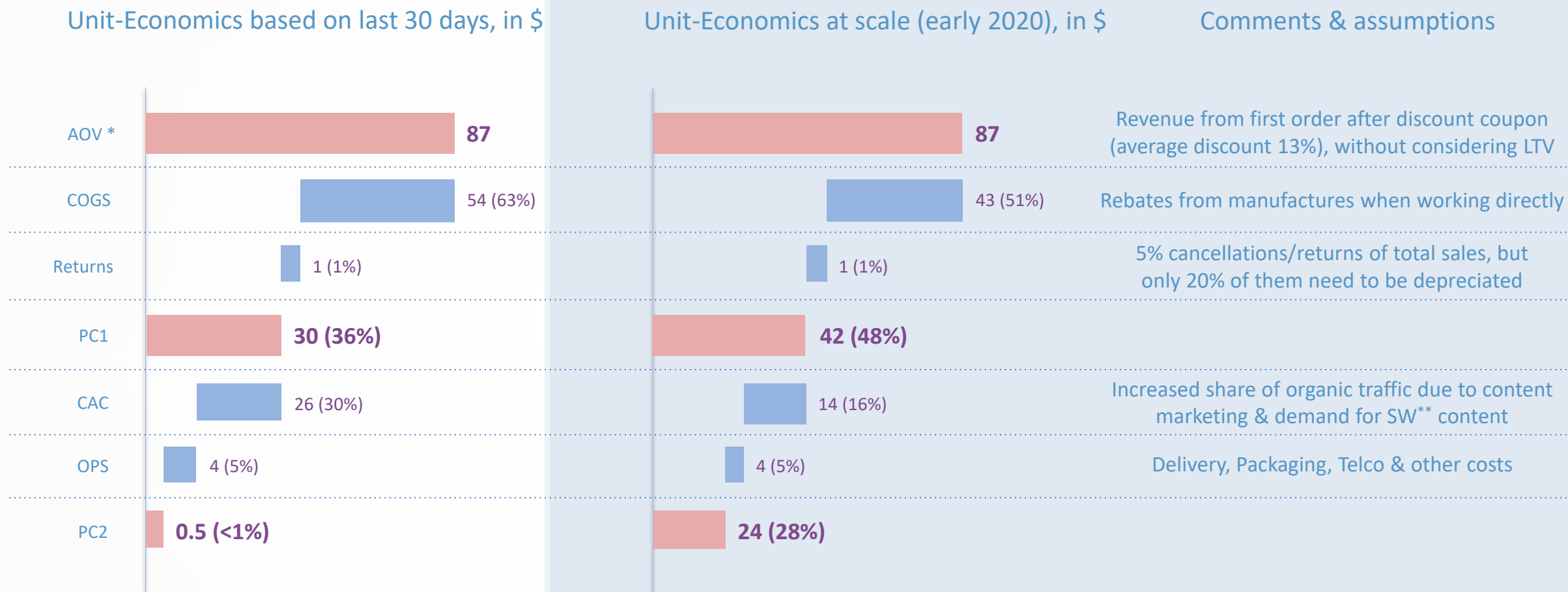
*"I felt released when I learned that not developing enough natural lubrication is quite common & that I could use additional lubricants. Being in my 30ties I wasn't quite sure about it."*

**Ekaterina, 30 years old\***  
successful business women

*„My boyfriend told me that I should find somebody else if I am not happy with our intimate life. All I wanted is just additional foreplay. Don't know how to talk to him about it"*

**Ekaterina, 23 years old\***  
lives with boyfriend, who is 30 years old

# Due to high average baskets & profit margins we already show positive unit-economics on the first order



\* - after discount coupon usage

\*\* - Sexual Wellness