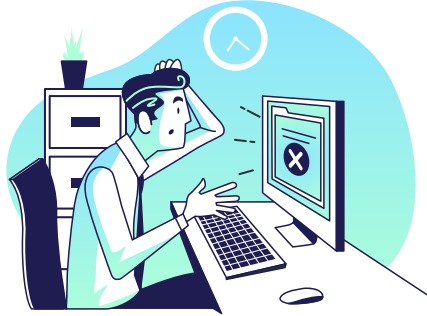




**Good Health and Wellness: Sexual Health**

# PROBLEM



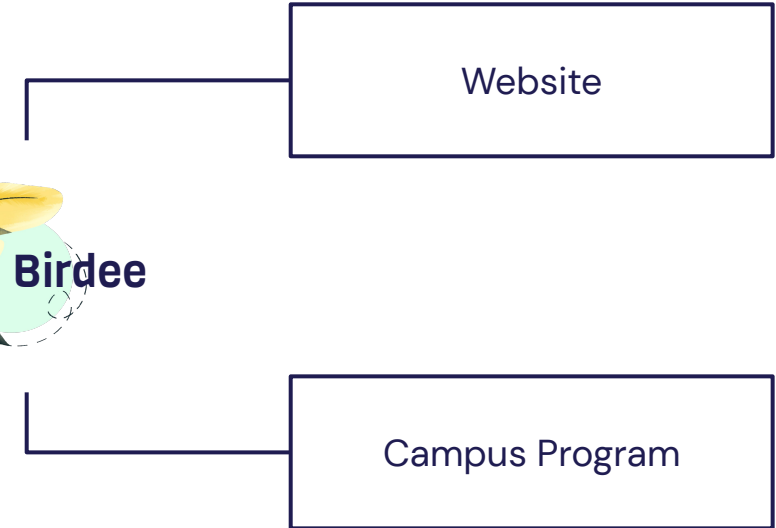
Students do not have a central hub to find information about sexual health nor a safe space to talk with their peers.

- Only  $\frac{13}{50}$  states require sex education to be medically accurate <sup>[1]</sup>
- $\frac{1}{3}$  of health issues for women between the ages of 15 and 44 years are related to sexual and reproductive health problems <sup>[2]</sup>
- $\frac{1}{2}$  of all teens feel uncomfortable talking with their parents about sex <sup>[3]</sup>

# Solution



We offer a website that serves as an online “hub” of sexual health information for students to access at any time in addition to an campus program led by their peers.



# Value Proposition

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## Accuracy

We provide accurate medical information to our users.

## Comprehensive

We provide our users a range of topics including those overlooked in classrooms.

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## Community

We provide our users and affiliate campus organizations a judgement-free community.

## Support

We provide resources for users to find medical help for their concerns.

# MARKET SIZE



# Revenue Sources

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## Advertising

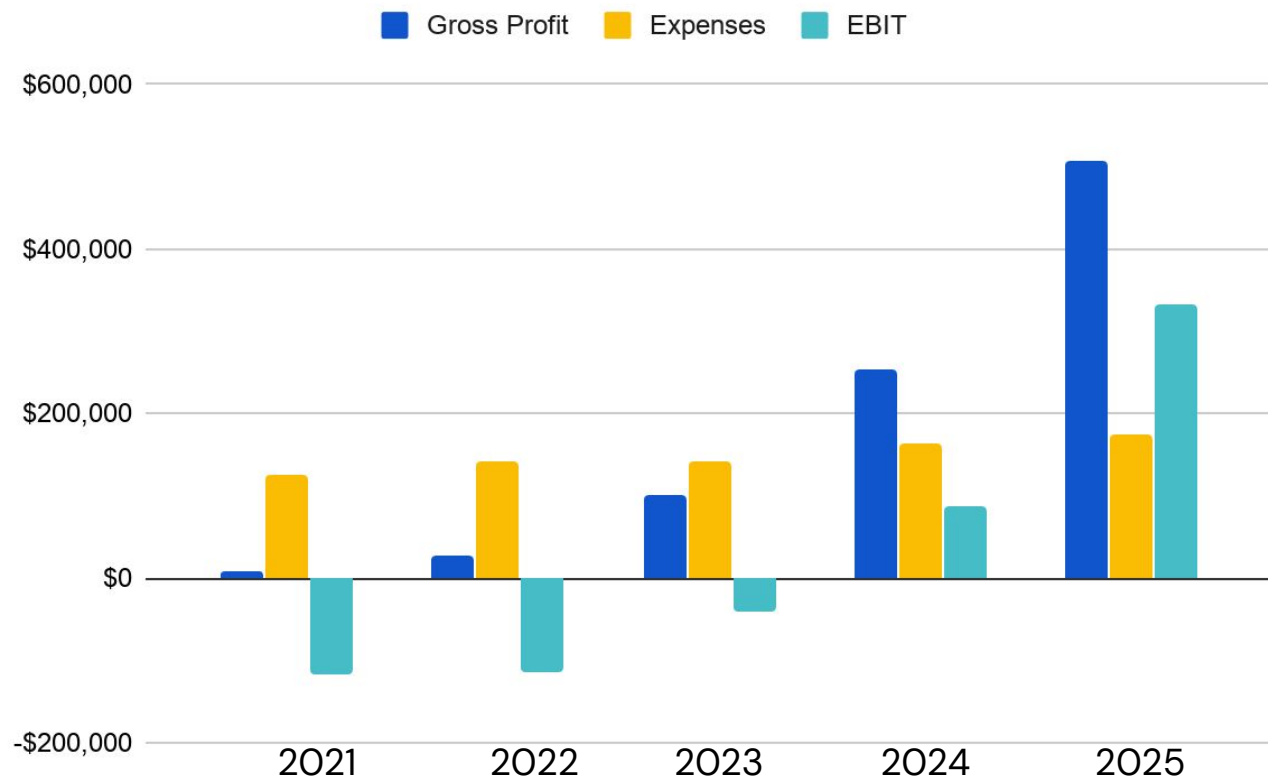
Advertisers will pay us to advertise wellness products on our website.



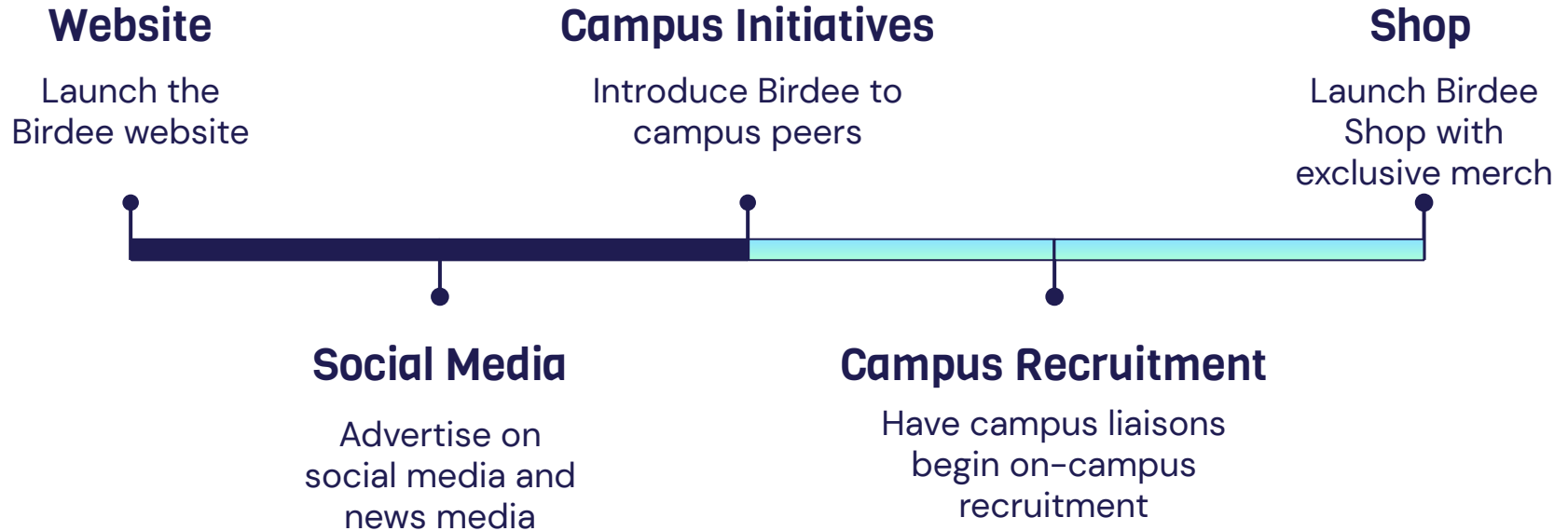
## Merchandise

We will sell items such as stickers and sweatshirts on our website.

# Financial Projections



# Customer Acquisition Strategy





# COMPETITION ANALYSIS

	Planned Parenthood	Talk Tabu	WebMD	Healthline	Birdee
Medical Info	✓		✓	✓	✓
Wellness Info	✓			✓	✓
Service Info	✓				✓
Community Presence		✓			✓

## OUR TEAM



**Amy Liu**



**Jessica Lu**



**Vivienne Tenev**



**Tiffany Zhong**



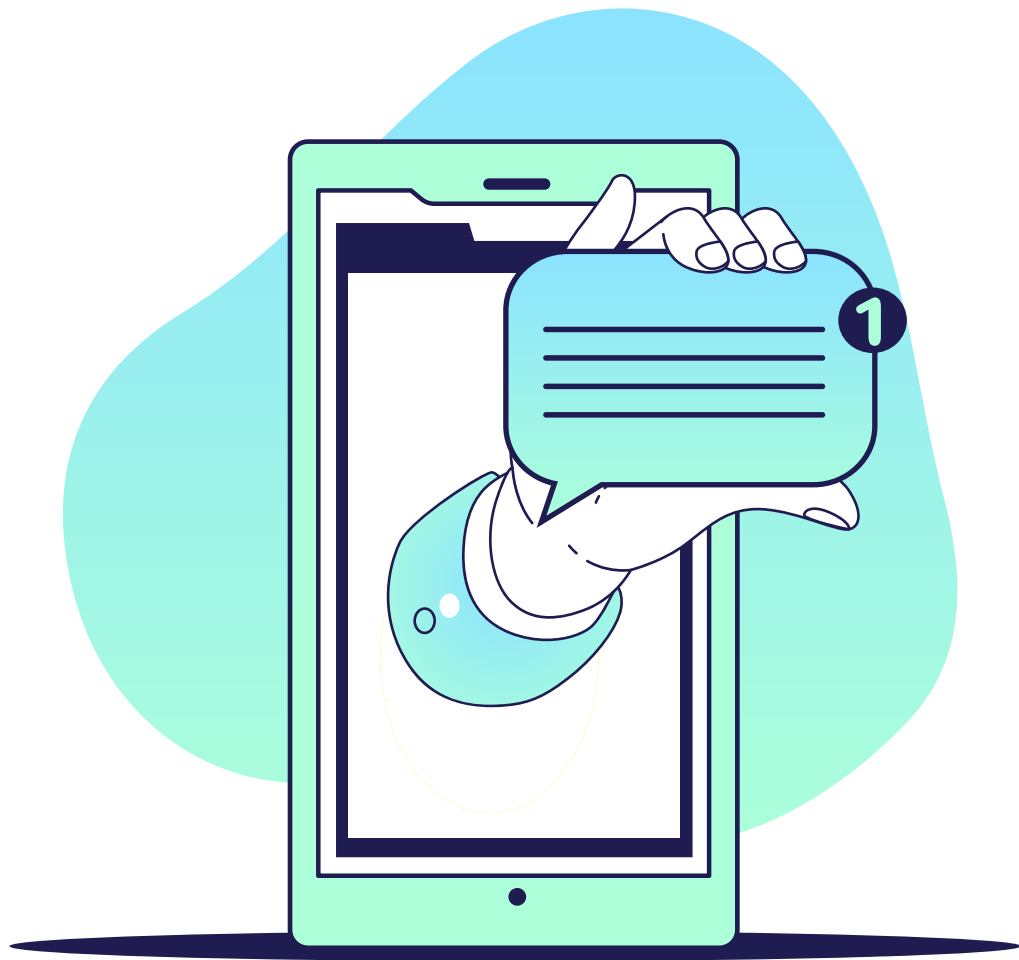
**Emily Yang**

# THANKS!

Do you have any questions?

## BIRDEE

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik** and illustrations by **Stories**



# Appendix

## Credits

[1] America's Sex Education: How We Are Failing Our Students:  
<https://nursing.usc.edu/blog/americas-sex-education/>

[2] Ten top issues for women's health:  
<https://www.who.int/life-course/news/commentaries/2015-intl-womens-day/en/>

[3] Half of All Teens Feel Uncomfortable Talking to Their Parents About Sex While Only 19 Percent of Parents Feel the Same, New Survey Shows:  
<https://www.plannedparenthood.org/about-us/newsroom/press-releases/half-all-teens-feel-uncomfortable-talking-their-parents-about-sex-while-only-19-percent-parents>

# Appendix

<b>Birdee</b>					
Financial Projections					
<b>Projections</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Advertising</b>					
Revenue per 1000 views	\$10	\$20	\$40	\$50	\$50
Monthly number of views (thousands)	50	100	200	400	800
Total Advertising Revenue	\$6,000	\$24,000	\$96,000	\$240,000	\$480,000
Growth %		100.0%	100.0%	100.0%	100.0%
<b>Merchandising</b>					
Merchandise Expenses	\$700	\$1,200	\$2,000	\$3,200	\$4,800
Merchandise Profits	\$2,000	\$4,000	\$8,000	\$16,000	\$32,000
Total Merchandise Revenue	\$1,300	\$2,800	\$6,000	\$12,800	\$27,200
Growth %		200.00%	200.00%	200.00%	200.00%
<b>Total Profit</b>					
Gross Profit	\$7,300	\$26,800	\$102,000	\$252,800	\$507,200
Growth %		267.1%	280.6%	147.8%	100.6%
<b>Total Expenses</b>					
Salaries	\$66,500	\$81,000	\$81,000	\$100,000	\$105,000
Marketing	\$58,200	\$60,000	\$62,000	\$65,000	\$70,000
Expenses	\$124,700	\$141,000	\$143,000	\$165,000	\$175,000
<b>Total EBIT</b>					
EBIT	-\$117,400	-\$114,200	-\$41,000	\$87,800	\$332,200
EBIT Margin %	0.0%	0.0%	0.0%	36.6%	69.2%

# Appendix

## Total Addressable Market

*Statistic*

*Rationale*

**\$4,200,000,000,000.00**

Global Wellness Market

## Serviceable Addressable Market

*Statistic*

*Rationale*

19,900,000

U.S. undergraduate college students

\$1,860.00

Average spending on wellness by millennials

**\$37,014,000,000.00**

## Share of Market

*Statistic*

*Rationale*

19,900,000

U.S. undergraduate college students

88.00%

% of undergraduate students that have  
consistent Internet access year-round

\$1,860.00

Average spending on wellness by millennials

**\$32,572,320,000.00**