

Birdee Pitch Script

Slide 1: Cover Slide / Intro

Hi, we're Birdee and today we're here to talk about the birds and the bees!

Slide 2: Problem / Opportunity

There is an overwhelming problem with America's sex education system that leaves millions of young adults uninformed and unprepared to care for their own sexual health. Additionally, the societal stigma against topics such as sexual health can dissuade many from receiving the information or resources they need. Because there is no prominent "hub" or resource for sexual health, young people experience a poorer understanding of sexual health and a lower quality of life.

There is an open spot in the market for a product, one that would be consistently used and relied upon for millions of young adults and teenagers across America, that addresses this socially stigmatized, frequently-ignored - **but no less crucial!** - area of sexual health.

Slide 3: The Solution

We seek to target the UN SDG of Good Health and Well Being by providing a two-pronged approach.

Our first solution consists of a centralized, approachable, and comprehensive website where college students can easily look up any sexual health information and find sexual health resources near them. Based on our market research of college students, we believe that this

website could become high-traffic and capable of cultivating a large audience of returning users, being the one of the most comprehensive options in this overlooked but crucial market.

During our interviews, we also discovered that the majority of students are most comfortable discussing sexual health topics with friends and peers, so in addition to our website, we want to provide students with something that can be lacking on a lot of college campuses: a safe space to discuss sexual health. To do this, we plan to establish a branch program - one that allows Birdee users to become Birdee liaisons. Liaisons will be provided resources from Birdee's website to assist them in organizing a Birdee branch on their campus, where they will initiate and facilitate discussions on sexual health and wellness. The branch program gives Birdee a presence in our users' real, interpersonal worlds as well as online, allowing us to interact with our market base through several different platforms.

As a whole, Birdee strives to address the social stigma surrounding conversations about sexual health and being an accessible resource for everyone regardless of their sexual and gender identity.

Demo

Before we move on, we'll briefly demo an interactive prototype of our website design, and walk through how a user might use it.

Say we have a user, Cassie, who has two questions when coming onto the site: one about blood loss during periods, and a more general curiosity about birth control.

The first thing Cassie will see when coming to our website is the main page. At the top of the page she'll notice the topic of the day, which we highlight to promote a broad range of topics that people might not otherwise be aware of. However, we anticipate most users, like Cassie, will be coming to our website with specific questions and topics in mind.

For her first question, she can navigate to the large search bar on the main page, type in a keyword, like "blood,"

[click search → search result page]

And it will bring her to a list of relevant articles.

Once Cassie has found the answer to her first question, she moves on to her second question about birth control. She has two options: use the navigation bar at the top or go back to the homepage

[click home → home page]

At the homepage, she can see an overview of the different sexual health categories that we cover: Sex, Relationships, Health, LGBTQ+, and other resources, in addition to information about our on-campus program.

She can then click on “Health”, to navigate to the Health page,

[click health → health category page]

which provides a list of more specific topics, including... birth control.

[click birth control → birth control topic page]

Clicking on that will take her to a page dedicated to birth control subtopics that she can then peruse through.

[click birth control topic page → home page]

Now, say we have another user, Dylan, who is an undergraduate college-student who has used our website a few times and would like to spread sexual health awareness on his campus, and create a safe space for related discussions. He has already applied to be a liaison in our on-campus program and has just received his account info.

[click homepage → login page]

He'll want to view his new liaison resources, which he can do by logging into the liaison main page.

[click login page → liaison main page (login)]

Here, he can access materials that will help facilitate group discussions, event planning, and seminars.

Since students are most comfortable talking about sexual health topics with their peers, liaisons can use our resources to create an environment that they feel safe participating in, and pick which resources they believe will best work with their own campus branches.

Dylan, for example, who would like to destigmatize sexual health conversations, might be more drawn to our group discussion prompts.

Now that we've seen how Birdee's two-pronged approach will be executed on our website, let's move back to the slides to discuss our value proposition.

Slide 4: Value Proposition

From the college students we interviewed, the top 3 concerns raised about their previous sexual health education were the shallow depth and breadth of topics covered, the lack of a support system for sexual health concerns, and the stigma against openly speaking about sexual health.

Birdee addresses these issues by providing a comprehensive range of sexual health articles that include topics often overlooked in the classroom and are written by medical writers to ensure accuracy. On one side, we provide users with resources and support for their medical concerns through our website. On the other side, we build supportive and inclusive communities on campuses that all college students of every gender, race, and sexuality can feel safe participating in.

Slide 5: Market Size

The market we're targeting is the global wellness market, since we would run ads from health and medicine companies on our website. The total addressable market, based off of the global wellness market, is \$4.2 trillion per year.

Within the total market, our serviceable addressable market is U.S. undergrad college students, which brings the SAM to \$37 billion. This figure encapsulates the total average spending on wellness for this population.

For our Share of Market, we're focusing specifically on U.S. undergraduate college students who have reliable internet access, which brings our market to \$32 billion.

Slide 6: Revenue Sources

Advertising and merchandise sales serve as our two sources of revenue.

Our website provides advertising opportunities for wellness brands to promote their products alongside related content and allow their ads to reach millions of users.

To generate additional revenue, we also plan to sell merchandise and apparel online targeted towards our Birdee branch members, with the goal of cultivating a sense of community.

Slide 7: Financial Projections

Our initial expenses include the cost to commission our initial website and article commissions to build our initial database.

Our regular expenses include salary for accredited medical professionals writing the articles, web developers to maintain the site, a public relation team, and website hosting costs.

Depending on our stock and demand, our merchandise expenses will be irregular and include paying an online retail company production and shipment costs.

Since we require substantial upfront cost to build an extensive database of articles at the beginning of our business, we plan to make a loss for the first three years and turn a profit after.

Slide 8: Customer Acquisition Strategy

We plan to target our audience by first launching the website for public use, then increasing our visibility through social media and news media advertising. Our next step to increase awareness of Birdee consists of starting the campus branch program, which will promote word-of-mouth advertisement by liaisons (lee-ah-zon), who will promote Birdee's visibility on their college campuses to other college students. We will continue with the social media and news media advertising, ramping up our marketing funding after a year or two until the website reaches the point where it begins exponential growth. Once Birdee gathers a large enough market base, we plan to launch our shop with merchandise.

Slide 9: Competitive Analysis

A few of our competitors we've pinpointed are Planned Parenthood, TalkTabu, WebMD, and Healthline. These competitors all share our market by being online hubs of sexual health information or resources. However, none of our competitors share the full range of both information and service that Birdee provides.

Not only does Birdee provide detailed medical information on sexual health topics, it also provides similarly detailed information on more general wellness topics, such as consent or toxic masculinity, which some of our more clinical counterparts lack.

Additionally, a big part of Birdee is providing users with information and access to local sexual health services and resources, which they can easily connect with should they ever need more personal help. Many of our competitors don't feature this kind of information, which can make it hard for users with concerns or emergencies to know where to turn.

Finally, Birdee intends to connect with its user base on a more personal, physical level, fostering real-world communities and safe spaces through our branch program, lending it the physical presence that many of our competitors lack. Unlike other on-campus programs, Birdee does not cater to a specific demographic. Instead, we aim to create an environment that fosters inter-demographic discourse and challenges the disconnect between major groups such as men and women or cisgender and transgender.

As you can see, none of our competitors have ever brought all these aspects together into a singular, cohesive product. Birdee strives to provide young adults everywhere with one single hub, complete with medically accurate health & wellness content, easy access to local resources, and a portal into community engagement.

Slide 10: Founding Team

As college students who gained a first hand view of America's lacking sex education system, we believe that we are closely connected to our target audience and understand what they need. In addition, our backgrounds in computer science, design, and business enable us to mindfully create and cultivate various aspects of Birdee. We are extremely excited to be the team that brings Birdee to life.

Slide 11: Credits

Thank you for taking the time to be here today! :)