

## Nonprofit: Rainbow Cross

Rainbow Cross will be a 501(c)(3) nonprofit dedicated toward helping families of all stripes have the children they want.

The assisted reproduction industry is a \$30B/yr. sector. It centers on an exploitative for-profit approach that relies on medical and statute-based gatekeeping, gender discrimination by insurance companies, with histories of poor recordkeeping, legal shenanigans, fraud (both paternity and donor), general incompetence, profiteering and price gouging, and a dash of 20<sup>th</sup> century eugenic authoritarianism underpinning it.

If you are a lesbian couple or a single mother by choice, health insurance will not cover donor sperm. If you are a gay couple working with a surrogate or a heterosexual couple with male fertility problems, health insurance will.

Uncovered by insurance, a single dose of unwashed donor sperm, subject to approval by a woman's gynecologist, can cost in excess of \$2,000 if she is not lucky enough to live next to one of a dozen U.S. cryobanks. Her \$2,000 gamble represents half an ejaculate and tends to have a success rate between 10-15%.

Markets find a way, and what has cropped up is a wild west of facebook groups, websites, and apps, where donors and recipients are left to their wits to navigate this world without any legal or logistical support, and intentionally out of the view of medical staff that would rather get paid than help families like theirs conceive. In this emerging ad hoc system, both donors and recipients get defrauded by scammers, are at risk of sexual assault and baby trapping, heightened risk of STD's, and are left defenseless by a legal profession a century behind the vanguard of anonymous sperm and egg donation in an age of cheap home DNA testing and sharing.

A number of initiatives are part of Rainbow Cross's project portfolio:

- \*A refrigerated liquid sperm storage medium available for sale without a prescription and at a low cost of manufacture

- \*A disposable shipping system designed to eliminate thermal shock and facilitate safe, sanitary, and FDA-exempt overnight shipment of chilled sperm, also offered at a low cost of manufacture

- \*A wiki including YouTube-style videos to educate and harmonize expectations between everybody involved, as well as attorney-vetted boilerplate legal forms that anticipate emerging risks like DNA testing and state-forced donor identification, and which comply with and/or legally sidestep federal and state limitations on assisted reproduction

\*A smartphone app that uses artificial intelligence to connect mothers-to-be with donors parametrically matching their preferences, as well as a server ecosystem to facilitate safe, pseudonymous contact between the two, including the industry's first anonymous feedback system, managed payments of costs, and coordination of shipments: essentially, Uber for sperm. The current state of the art is essentially Tinder for donors, which often employs the logically inconsistent approach of asking lesbians to pick the man they find the most attractive and then leaving the group to figure the rest out from there.

\*A free app-notary service, where volunteers notarize legal documents of all kinds, over videoconference, for tips.

Further down the line, Rainbow Cross aspires to open a network of six non-profit cryobanks (there are currently zero nonprofit cryobanks) in underserved areas, exclusively focused on shipped samples, and provided at prices as close to free as practicable. If a male faces sterility from gender transition, cancer treatment, vasectomy, or other health conditions, the best the market's current offerings can do is to store one frozen sperm sample for hundreds of dollars per year, where the odds of finding a fertile woman interested in and able to conceive off this male's one last sample, ever, are basically zero.

An advocacy arm will also be part of the organization, to advance an anti-defamation and anti-criminalization agenda for independent donors, who are all too often unfairly exposed to liability and condemnation from the public for daring to give the gift of life to others.