# Summary

Simply put I want to build the modern female version of Playboy.

# Why

Why do this? Women like porn and are an underserved market. Good statistics are hard to come by so the exact size of the market is hard to judge. A Pew research report recorded 8% of women [self reporting](https://slate.com/human-interest/2013/10/pew-online-viewing-study-percentage-of-women-who-watch-online-porn-is-growing.html) that they consumed porn online. [Other estimates](https://www.mensjournal.com/health-fitness/how-many-women-watch-porn-20151124/) of porn viewership among women are as high as 50%. There are 75 million women in the United States between 18 and 45. That means that anywhere between 6 million and 37 million women are potential customers. You might think there are plenty of people selling pornography in various formats but most places to consume adult entertainment are low quality, low effort, and sleazy. Women who consume porn do so in a hostile environment that caters to men first. Furthermore, the porn industry is in crisis. Very few people pay for porn and porn performers and producers find themselves increasingly forced to take more risk for less certain paydays. One of the largest companies in porn makes most of its money essentially pirating its own content.

# How

The next question is how? The approach I favor is a mailing list. The website would be a safe for work sign up page that validates the visitor’s age and sex. Only women over 18 will be accepted. To create an air of exclusivity, the email list will be invite-only. People who come without an invite will need to go through a vetting process.

## Lead Generation

We will generate leads through :

* Private Facebook groups
* Whatsapp groups
* Twitter
* Bing Keyword Ads (google disallows porn advertising)
* Referral marketing
  + Members will gain access to an exclusive club by successfully inviting new members

## Content

Each interaction with the customer will be A-B experiment, with extra emphasis on testing email content.

1. Early as the email list grows (fewer than 768 subscribers) tests will emphasize low risk experiments where the likely outcome is already known and confirmation is desired.
2. Once the list acquires 384 subscribers it will be possible to conduct surveys with a 95% confidence level (expectation of correctness) and a 5% error margin.
3. As the subscriber list grows we will have greater ability to run experiments on differing groups of subscribers.

For this reason, Content will be planned well in advance. Emails will be short and will contain at most two pictures perhaps a joke.

### Visual Content Acquisition

1. Purchasing Content on the secondary market (there are numerous sites that sell adult video and still images for resale)
2. Recruiting photographers and models directly (The preferred method but more labor intensive)

### Written Content Acquisition

Again, there are places to buy already written content or commission content. I think the preferred method would be to engage directly with writers to produce short stories and jokes.

### Content Secret Sauce

Our trick is that we will be building a scientifically tested and carefully catalogued content library for our market. Each email will be designed to test a new hypotheses about our market and reveal something new or confirm something we suspect about the content our audience prefers.

# Monetization

The big question is how to make money. Porn is a dying industry and increasingly porn doesn’t sell. So the trick is that we won’t sell porn. We will often be pornographic, but we will not seek to be shocking just for the sake of being shocking.

## Advertising

Advertising will be the most difficult but obvious route to go. Mainstream advertisers are extremely careful about where they allow their brands to be seen. We won’t seek out large mainstream national advertisers. Local businesses in the adult industry such as novelty shops and strip clubs are good bets. The important part will be vetting the advertisers to avoid partnering with something that will damage our reputation. Sex toys are a good bet.

## Our Own Products

Another obvious way to go would be to leverage the intelligence we gather about our audience to sell our own products.

* Toys
* Apparel
  + Novelty t-shirts
  + Lingerie

## Parties

Another opportunity to monetize this business is to throw women only parties with tickets we sell only on the mailing list.