# 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)
* Referrals