

instagram + etsy + improved moderation

+ mental health research

wefunder.com/lips

team@lips.social

lips

a social commerce platform built especially for women, non-binary folks, the lgbtqia+ community, & their fans.



lips.social



[@lips_zine](https://www.instagram.com/@lips_zine)



The Problems



- Inconsistent & discriminatory moderation
- Harassment & trolls
- Plagiarism
- Low self-esteem

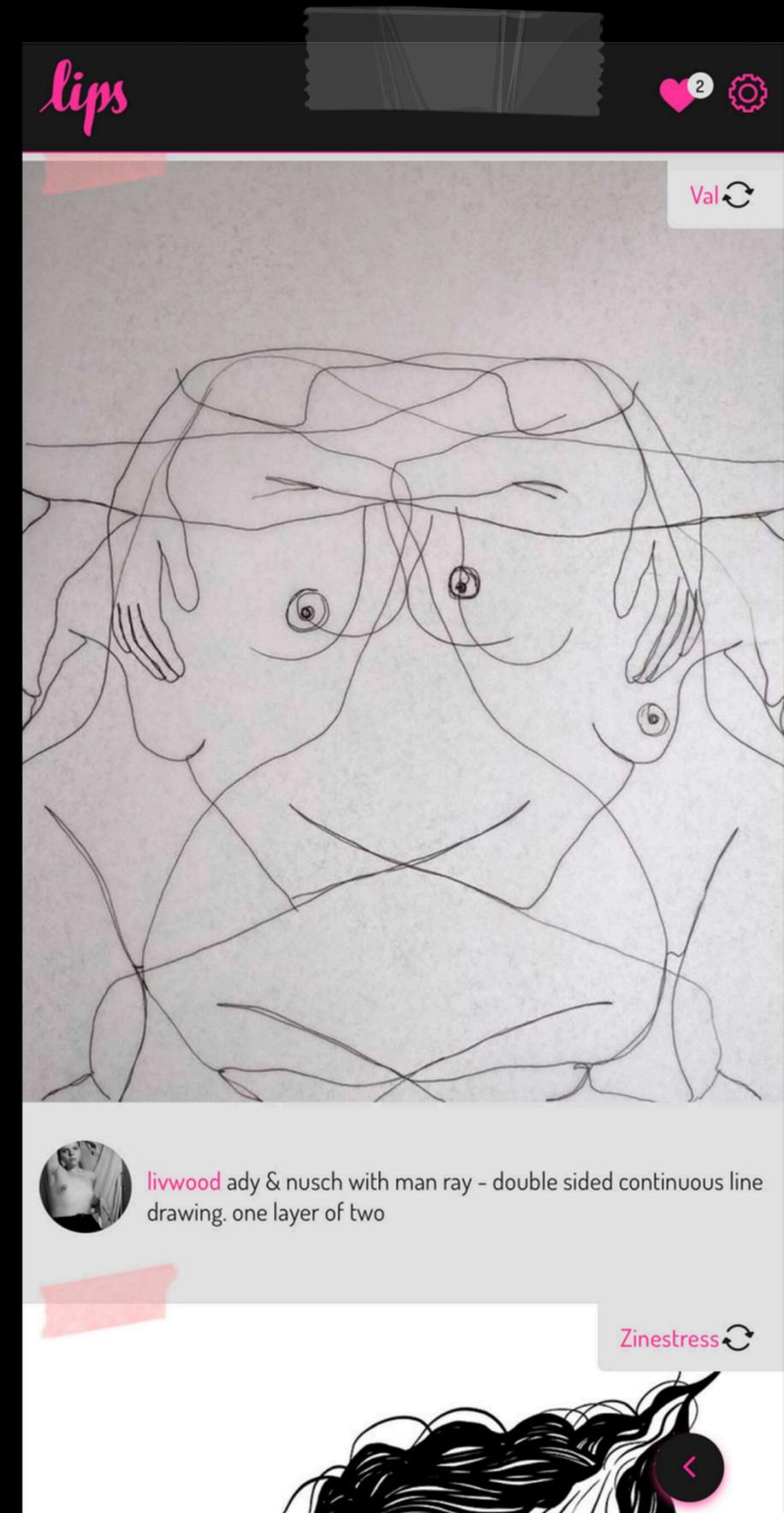


It doesn't have to be this way...



The Lips app is designed with marginalized voices at its center.

- Improved UX
- Patent-pending, inclusive moderation system
- Community guidelines written and enforced BY the community
- Built-in protections against harassment & plagiarism
- Economic opportunity for underserved creators



Our Traction

July 2019	Crowdfunding Campaign (\$10,000 raised)
March 2020	Angel Investment From Fmr. Google Blockchain Engineer
April 2020	Accepted into Headstream Accelerator (30K Grant)
May 2020	15K Organic Followers on Instagram (13% Engagement)
June 2020	Solidified Influencer & Brand Partnerships with 6M total reach
July 2020	Machine Learning and Blockchain Patents Filed
August 2020	Prototype Completed
November 2020	Beta Launch, Viral Post (3K followers on IG and 900 signups in 5 days)
December 2020	Launched app on December 31st - 10,000+ users in first 30 days live (no paid marketing)
January 2021	Featured in Mashable, The Daily Beast, and international outlets such as French Slate



I am excited to see where this app takes us! I believe we can generate some wonderful energy, especially based on what I've seen thus far! It's truly a great relief to feel freedom!!!

Let's rise up & push our peers to also liberate themselves with a platform that's focused on inclusivity!!! This is a tool & an art form- we must use it well. ❤️

Loving the Lips app!! 😍💕💋

Lipscommunity ↻

#lipslove



mephiz.studio *lips* ❤️ 1 ⚙️

I'M GOING TO BE TRYING OUT A FEW NEW SOCIAL MEDIA PLATFORMS, THE FIRST ONE BEING THE ONE MADE BY @LIPS_ZINE

SO FAR, IT LOOKS GREAT, AND I CANT WAIT TO SEE HOW THE COMMUNITY WILL GROW. THIS MAY ALSO BE A GOOD SPACE FOR FUTURE JOURNAL ENTRIES...

FEEL FREE TO CHECK IT OUT VIA THEIR IG, AND I HAVE THE LINK TO MY OWN PAGE IN MY IG PROFILE

Mephizstud

Goldsmith & Artist Adornment for Self-Reclamation Nature -
Mysticism - Liminality

We are the leading voice on inclusive social tech.



☰ **Mashable** 🔍

“Technologists write algorithms that are interacting with these very complicated social systems with no consideration or background in their complexities. But there's already a lot of information out there on how to approach gender and sex that you just have to incorporate into your algorithm,” said [Annie Brown](#), the founder of [Lips](#), a social media sharing platform that uses machine learning to create a safe space for women and LGBTQ folks to express themselves sexually.

HUFFPOST

The algorithms policing sex on social media can't even differentiate porn from [commentary](#). Sexism and homophobia plague algorithm-driven sextech devices and exclusionary ideals about what the of scientific research and data around it comes to people with vaginas, makes to deliver on its promises of sexual opti

'Nowhere To Go'

After Tumblr's ban on adult content in December, Annie Brown, a San Diego-based digital marketer and feminist activist, noticed sex workers and sexually expressive artists were “floating around the internet with nowhere to go because they were told that they're unwanted or inappropriate,” she said. She's now working to transform [Lips](#), the sex-positive magazine she founded years ago, into a social media site where users can freely embrace and share their sexuality.

Raising awareness about this initiative has been a challenge, she said. Lips' Instagram account, [@lips_zine](#), has had its posts deleted and, Brown believes, algorithmically demoted.

“Bots can't tell the difference between erotic art and pornography,” she said. “So now with Instagram [demoting] 'suggestive' content, they're basically saying, 'We don't care if it's art, we don't care if it's activism, we don't care if it's self-expression.'”

Forbes

Lips founder [Annie Brown](#) believes that one of the most impactful applications of blockchain could be its role in reducing the negative impact of technology (especially social media) on young women's mental health.



Founder of Lips ANNIE BROWN

“The Internet as it exists today is not a great place for women,” says Brown, “this is in part because the majority of technologies that make up our online communities were created by men.”

Why now?

The next \$1B consumer startup will be a vertical social network — here's why



Justine and Olivia Moore [Follow](#)
May 21 · 11 min read



TECH 11/19/2019 05:45 am ET

Women Are Pretending To Be Men On Instagram To Avoid Sexist Censorship

The app's shadow ban on vaguely "inappropriate" content has disproportionately affected female users.



Blue Sky Innovation / T

Internet is a scarier place for women than for men, report finds

By **Andrea Peterson**
The Washington Post

Ad closed by Google

INEQUALITY

How activists of color lose battles against Facebook's moderator army

By **Aaron Sankin** / August 17, 2017

WOMEN 04/29/2019 07:04 pm ET | Updated Apr 29, 2019

Instagram's Shadow Ban On Vaguely 'Inappropriate' Content Is Plainly Sexist

The platform's new policy will disproportionately affect women and sex workers.



By **Jesselyn Cook**

them.

How Instagram May Be Unwittingly Censoring the Queer Community

"Shadow banning" exists to filter out spam, but LGBTQ+ content gets caught in the net.

Solo-ish

Erotica artists are reaching huge audiences on Instagram. But they fear getting deleted.

Women feel more insecure about the way they look after spending just an hour looking at other people's photographs on social media

TECH TUMBLR

After the porn ban, Tumblr users have ditched the platform as promised

28

Tumblr has lost 30 percent of web traffic since December

By **Shannon Liao** | @Shannon_Liao | Mar 14, 2019, 4:37pm EDT

Hannah aka @rattlsnake is a 22 year-old body positive activist & professional artist whose account was deleted at 15.3K followers. There are 350M+ like her looking for a more ethical and trust-worthy platform.



exotic.cancer 7h
4 posts 1,512 followers 208 following
Message

[@THERATTLSSNAKE](#)
[@EXOTIC.CANCER](#)

hannah
Deleted at 15.3k 💔
Artist 🐍
Witch 🍷
22 🐛
Au: This 📢 **account deleted** 💔
rat **Is why we are building a social media platform for women.**



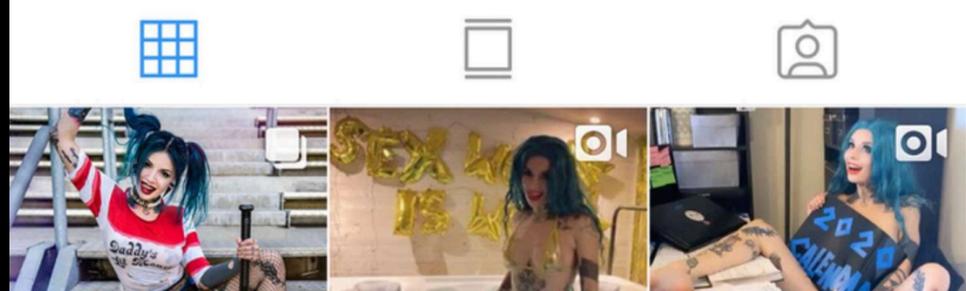
Just Some of Our Insta-Celebrity Partners



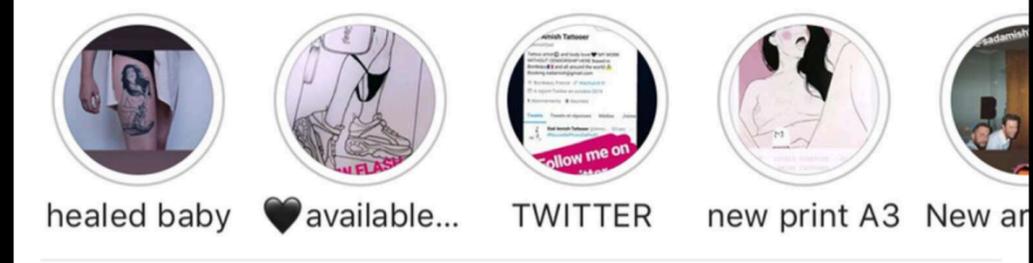
Instagram profile for **unskinnyshero**. Profile picture shows a woman in a burlesque outfit. Stats: 2,969 posts, 538K followers, 5,275 following. Bio: Carina Shero, Business, Transforming the way society perceives fat people. Includes a link to a YouTube channel.



Instagram profile for **katsandcrows**. Profile picture shows a woman with blue hair. Stats: 3,479 posts, 720K followers, 662 following. Bio: REBECCA CROW, Public Figure, Your friendly, local n@ked activist. Includes social media links and a website.



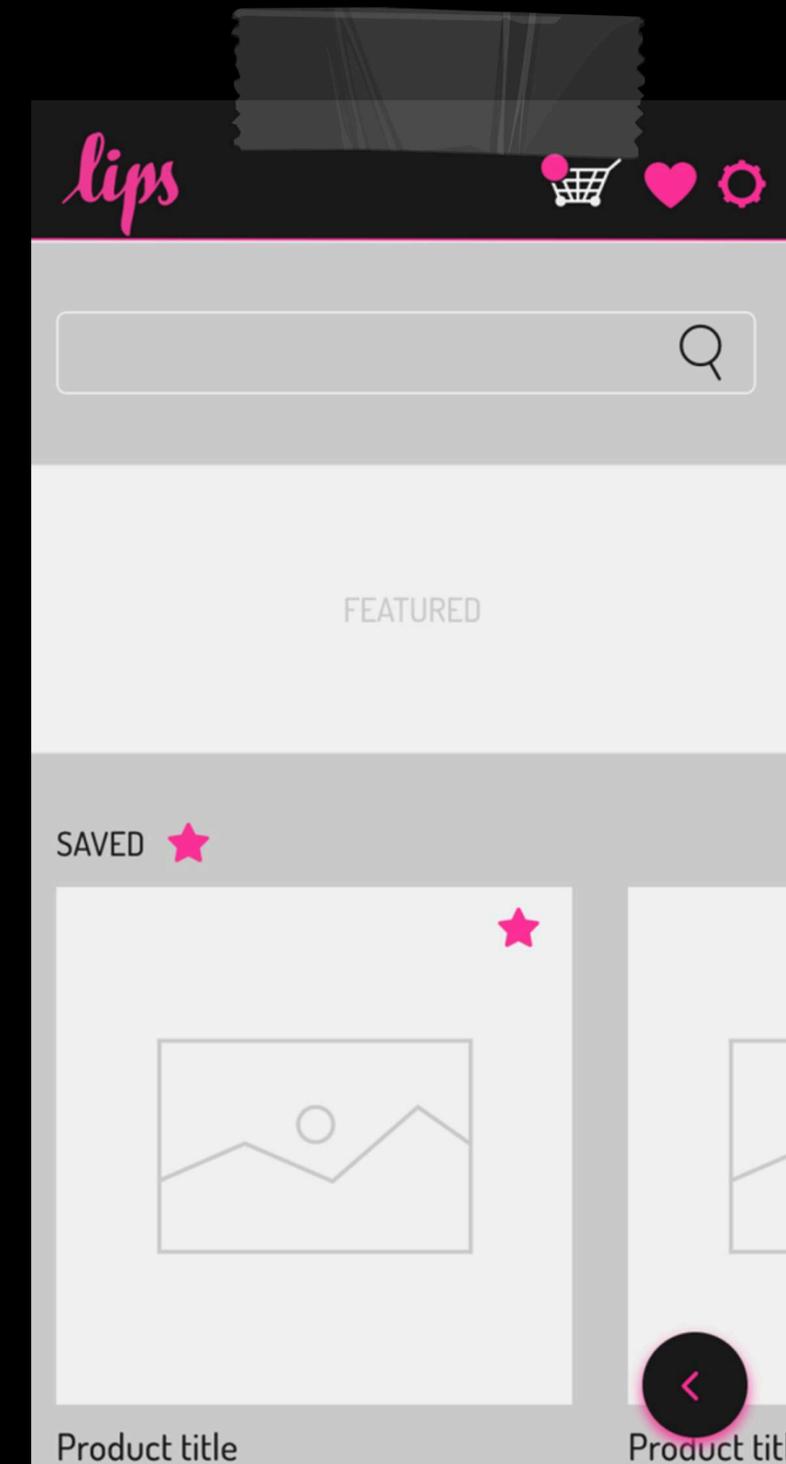
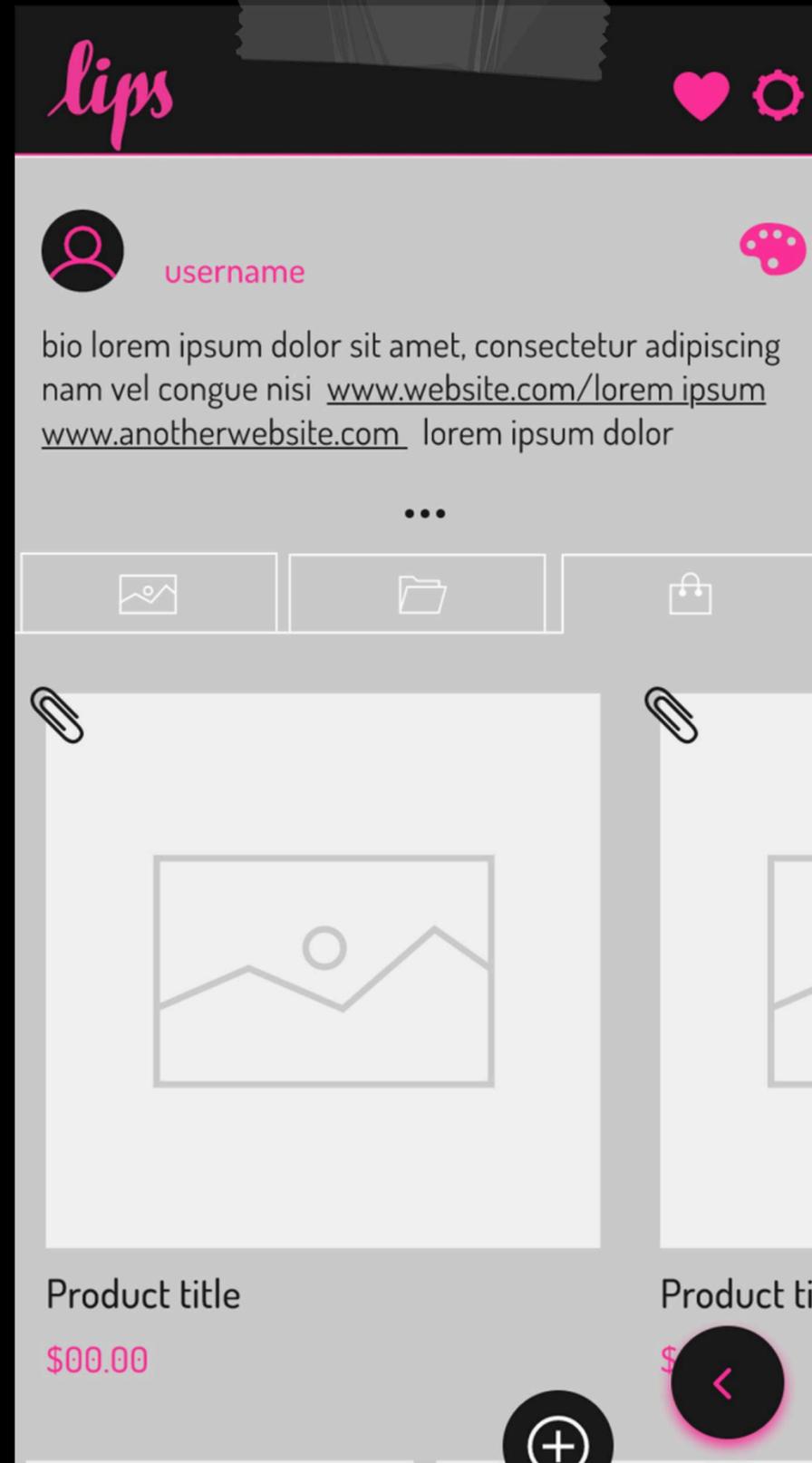
Instagram profile for **sad_amish_tattooer**. Profile picture shows a woman with a tattoo. Stats: 575 posts, 528K followers, 549 following. Bio: SAD AMISH Tattooer, Artist, BODY LOVER, BORDEAUX. Includes contact information and location.



Business Model

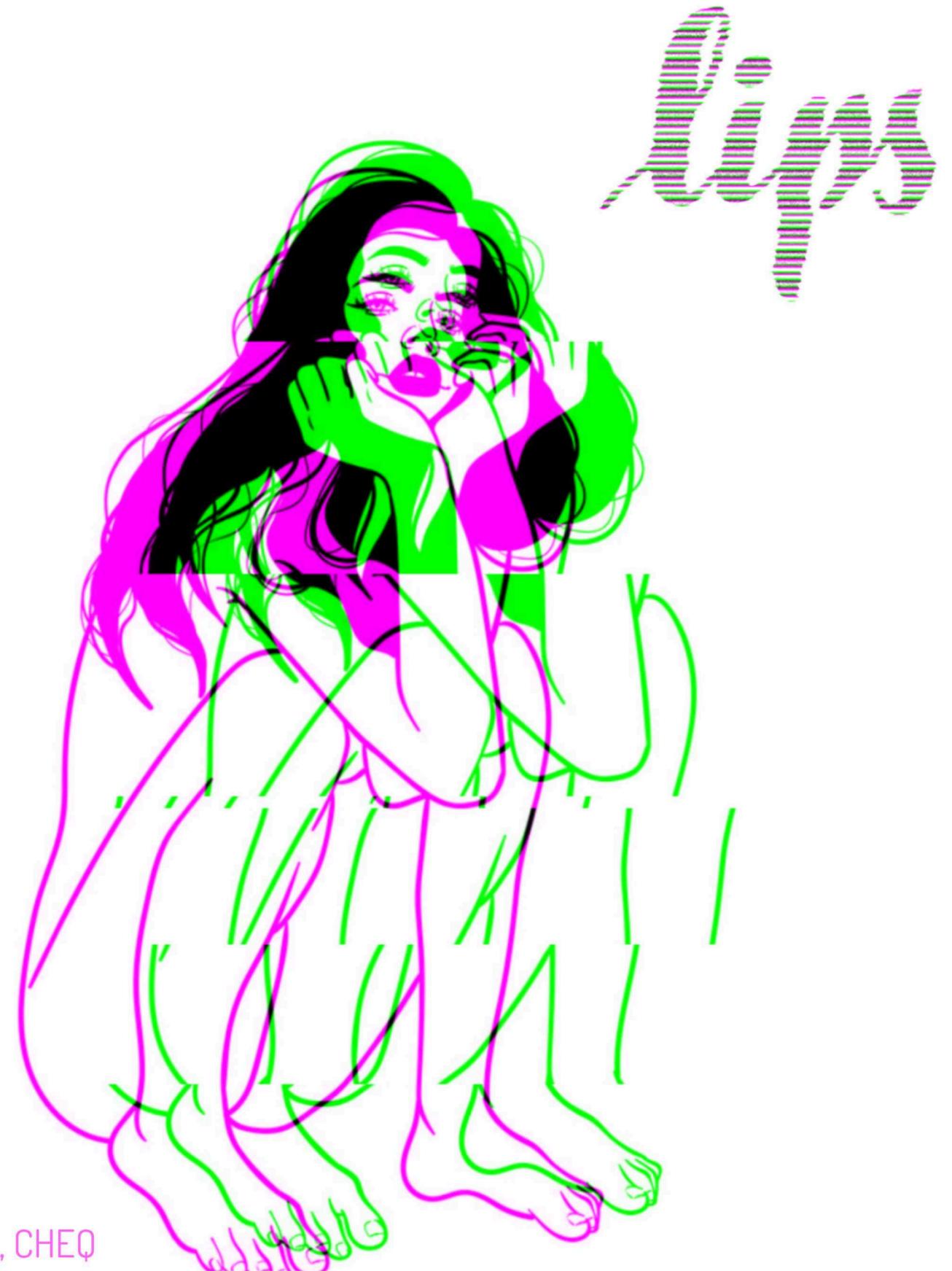
3 main sources of revenue:

- Subscription (For Creator SaaS Tools & Marketplace)
- Advertisements
- Algorithmic Model/Data Sales



Gap in the Market [LGBTQ+]

- The aggregated annual spending power of the global LGBTQ+ community is \$3 Trillion.
- 80% of LGBT population uses social media, compared to 58% of the general public.
- 73% of LGBTQ content online is flagged as inappropriate.



Sources: LGBTQ Capital, The Hornet, CHEQ

Our Brand Partners

AIDS/LifeCycle®

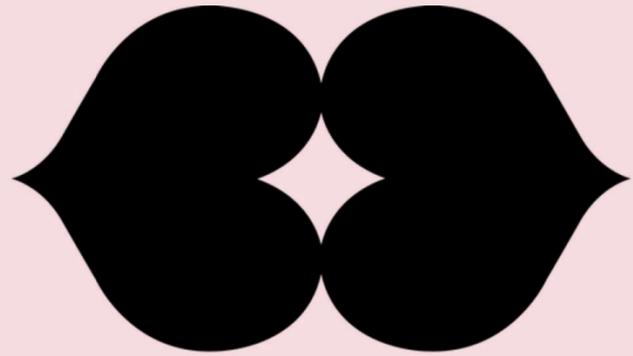
SF TO LA • END AIDS • 545 MILES



pandia
health



(Products)
Dame



MUSEUM OF SEX



Lorals™

ERIKA LUST

MOMOTARO
APOTHECA

BLUME

...of knots...



Annie Brown, Founder



Barbara Bickham, Advisor
CTO Trilyn Ventures
Blockchain and AI expert



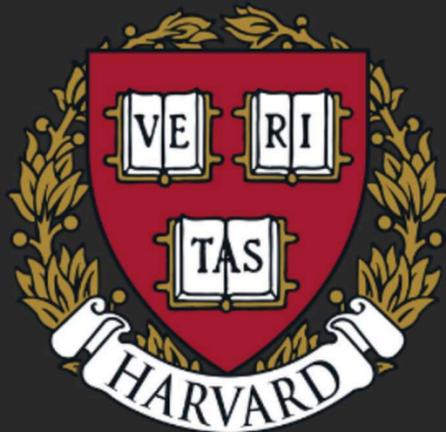
Julija Rukanskaite, UX/UI



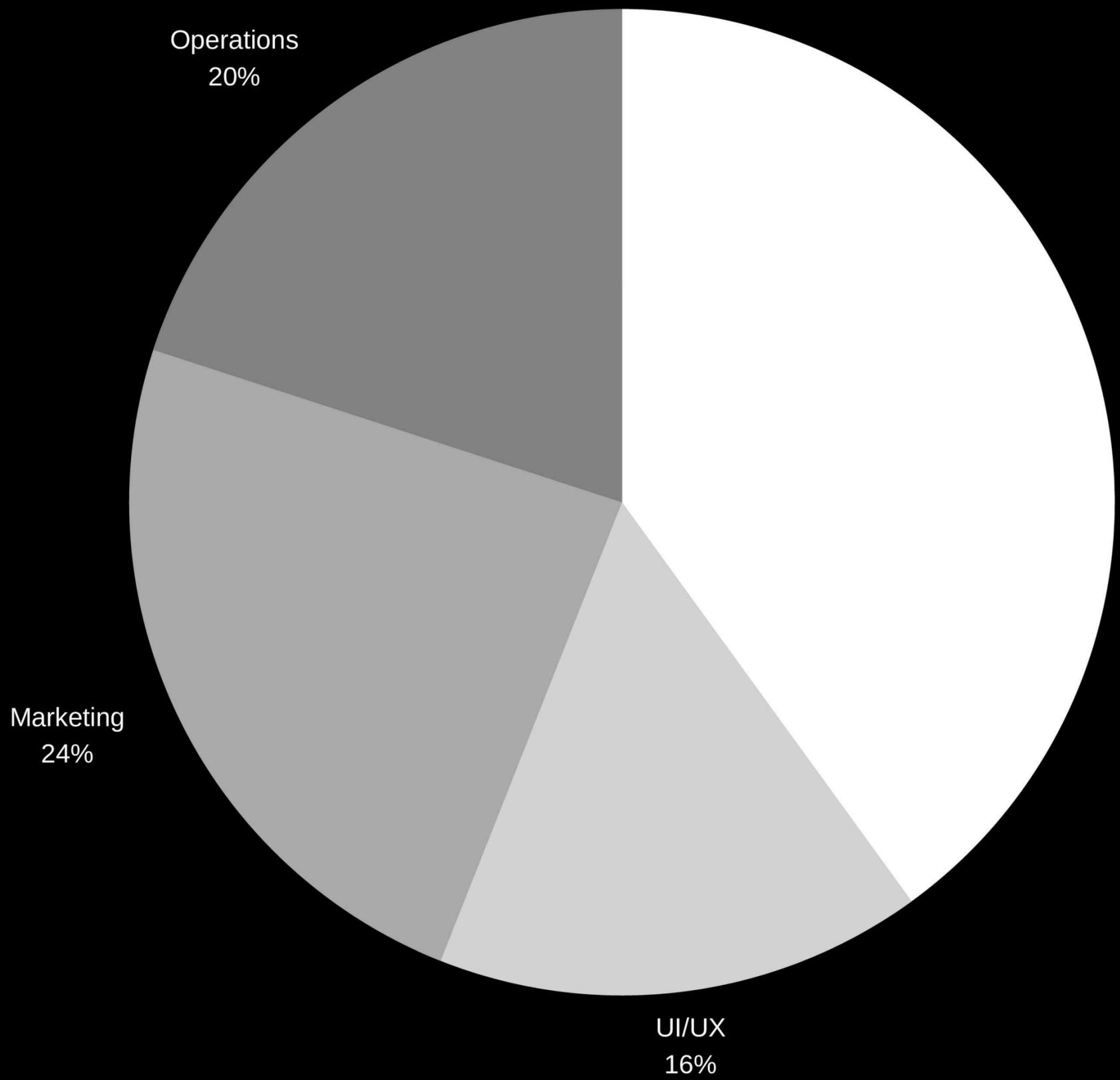
Raj Sanghvi, Lead Engineer
CEO at BitCot



Val Elefante, Community Manager



Lips Team



Development
40%

Marketing
24%

UI/UX
16%

Operations
20%

We are seeking a minimum of \$50,000 in pre-seed funding to improve and scale the Lips app.

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@andreafrancesb



lips.social



@lips_zine

lips
OPEN & HONEST