

Instagram alternative built for women, the LGBTQ+ community, & their fans

PITCH VIDEO INVESTOR PANEL



lips.social San Diego CA

Entertainment Software Technology Social Female Founder

OVERVIEW UPDATES 6 WHAT PEOPLE SAY 24 ASK A QUESTION 7

Highlights

- 1 📈 Over 10,000 (!!) new users in our first month
- 2 📰 Featured in Mashable, The Daily Beast, Forbes, Huffington Post, and Maxim
- 3 🌟 Celebrity support with over 6M reach ready to engage post-funding
- 4 📊 Untapped Market of 350M+ Social Media Users
- 5 🛡️ Patent-pending ML & Blockchain applications to prevent biased censorship, harassment & plagiarism
- 6 🍷 Headstream Grad - supported by Pivotal Ventures, an incubation company created by Melinda Gates
- 8 🏆 Winner LGBTQ+ Inclusion in Tech Award from WomenTech Network

Our Team



Annie Brown Founder

Published social algorithm researcher & Forbes contributor with 10 years technology development and marketing experience. Previously @ Grameen Bank, Planned Parenthood, & participated in Y Combinator as Communications Director @ Superside (W16).

I myself am a member of the LGBTQ community, as well as an abuse and eating disorder survivor whose mental health was made worse by the lack of diverse bodies and honest discussions of sexuality in popular media. I am also an older sister, and aimed to create a space in which my sister and others could avoid hate and express their authentic selves.



Barbara Bickham CTO & Blockchain Advisor

Invited to be on the first Women of Color in Blockchain Congressional Briefing in D.C. Past Fundraising: \$50M, 3 Acquired. 25+ years of experience in technologies ranging from IoT, Blockchain, Augmented Reality, and Artificial Intelligence.



Val Elefante Head of Community

Expanded Lips community to over 2K brands and influencers, as well as 20K engaged Instagram followers. Sextech newsletter writer & erotic filmmaker, Studied intersectional feminism & queer theory at Harvard.

SEE MORE

Pitch

what is *lips*?

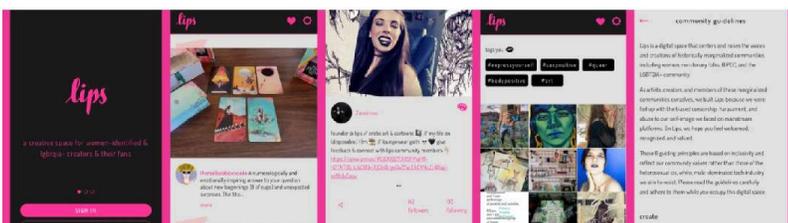
Lips is a community-designed social media platform and marketplace with a social mission: to improve the mental health and financial well-being of women, non-binary folks, & the LGBTQIA+ community.

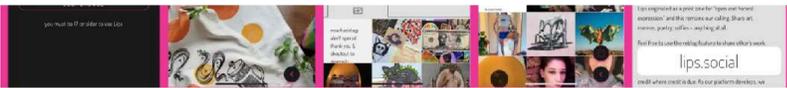
Censorship, harassment, and plagiarism on mainstream apps hinder us and *reproduce inequality*.

Lips is a digital space where these groups can express themselves creatively, buy and sell their work, and never worry about being banned or targeted with abuse.

explosive growth

- 10,000+ organic, active, new users in our first month live!
- *Featured in* Mashable, The Daily Beast, Forbes, Huffington Post, & more
- Celebrity support, including creator partners with a *reach of over 6M*





Lips unlocks extraordinary opportunities (and revenue) lost on mainstream platforms as a result of the inability to serve these marginalized groups. But rather than trying to fix existing platforms, we want to give our community ownership over these technologies so that they can actually, finally profit from the immense value they bring to the platform.

To be clear, all posts on Lips are LEGAL ARTWORK - only banned on other platforms due to blanket policies & discrimination caused by insufficient awareness, lack of nuance, encoded biases, and a shortage of diversity on technical teams.



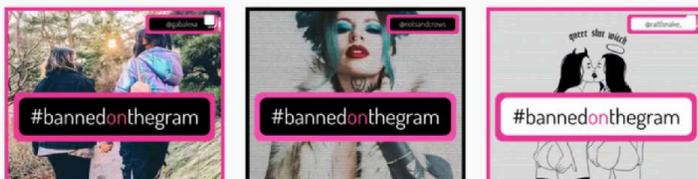
the problem

Research shows that women, non-binary folks, & the LGBTQIA+ community do not feel safe expressing themselves online due to censorship and harassment.

One study by CHEQ found that 73% of LGBT content online is (wrongly) flagged as "inappropriate." And in May of 2021, GLAAD ruled all major social media platforms "categorically unsafe" for LGBTQ users.

Artists, activists, sex educators, and sexual wellness companies regularly have their posts removed, advertisements rejected, and accounts deleted without warning.

Our viral Instagram campaign, #bannedonthegram ↗ has had 250K reach & growing.



#bannedonthegram

Hannah aka @rattlsnake_ is a 22 year-old, body-positive activist & professional artist whose account was deleted

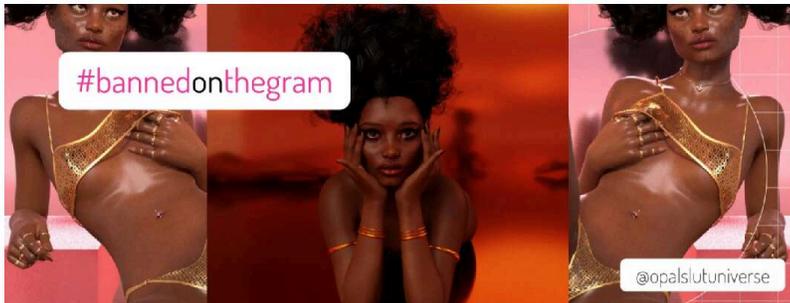


There are millions like her

at 15.3K followers.



looking for a more ethical and trust-worthy platform.



our solution

The Lips app is designed with marginalized voices at its center. We combine patent-pending machine learning and blockchain technologies, clear community guidelines, proactive & feminist moderation, and built-in UI/UX protections against censorship, harassment, and plagiarism to create a space online where marginalized communities can thrive.

Right now, there is so much potential revenue opportunities lost because platforms are not adequately serving women, non-binary, BIPOC, & LGBTQIA+ people in digital space.

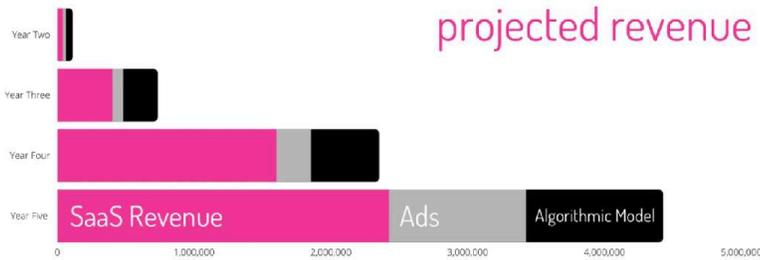
Rather than serve us, these platforms censor us; stunt our businesses;

- NFT sales for marginalized artists
- Secure payment options for marketplace
- Secure community voting for moderation and community representation

market-size

Because Lips is already available on all devices worldwide, we estimate that we can immediately target 87M women and 264M LGBTQ users with a global marketing strategy.

These numbers do not include the millions of heterosexual male fans who will use Lips to support their favorite creators.



Disclaimer: This slide contains forward-looking projections that cannot be guaranteed

ADWEEK
2 Female Sexual Wellness Companies Call Out the Ad Policies of MTA and Social Platforms
 In addition to creating a website, the brands are hosting a protest outside of Facebook's New York offices

@dameproducts (Workshops)
Dame
 Enhance your intimacy with our suite of courses, exercises, and materials developed by experts.

#bannedontheagram
 approved, not approved

@unboundbabes

My hand
 My vibrator

#bannedontheagram

Something isn't working
 Briefly explain what happened. How do you reproduce the issue?
 deleted @ 700K followers

@katsandcrows has had her account accidentally deactivated for the FOURTH time. Please reactivate the account!

#bannedontheagram

@riotsandcrows

@msgiggles

YOU DON'T HAVE

This year let's have more compassion and care and love tummy



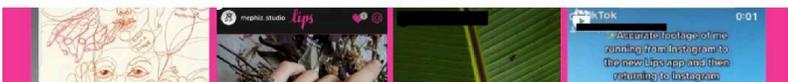
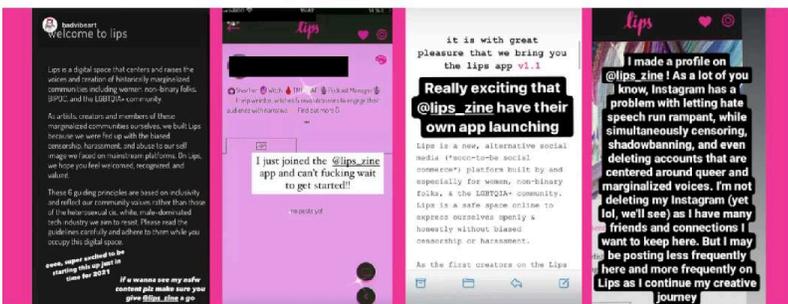
invest in inclusive technology

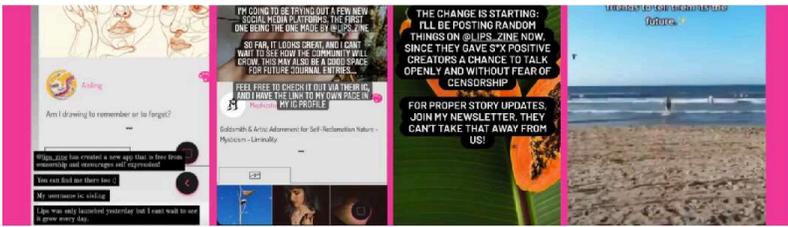
When built right (aka 'with' not 'for' communities), these technologies ultimately better serve everyone.

Lips is already deeply invested in our community's wellbeing – from co-design sessions, to community guidelines, to an active user feedback group on signal. **We are committed to involving the community in decision-making about everything going forward.** Selling equity in Lips to you, the community, is one way how we can act on that commitment on a financial level.

Your investment will go directly towards meeting growing demand, as well as community-requested and co-designed features, such as:

- Safe & innovative commenting features
- Marketplace for creators
- Creator advertising & analytics dashboard
- Improved feed and profile customization
- Improved user safety & protections against plagiarism





This space to create and express in such a creative and empowering community is like a breath of fresh air. Damn this feels so good. No explaining, no shame, no second guessing or feeding harmful constructs about my body or it's expression. Unapologetically Me 🍷💋

I'm an artist of many many mediums who's been explicitly targetted online for my sw content. I have been harassed, targetted and had accounts deleted for it. Here's to a new era. 💙

AHHHHH I'm so excited about this app holy shit!!!! I hope all of you enjoy my presence as much as I'm going to enjoy being here!

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! ❤️

Lips is definitely becoming my favorite platform to use. I love how one can be free here and I hope myself as a content creator of color can grow here and see more people like myself in the future as well. Thanks so much for providing us with such an expressive platform

Loving the Lips app!! 🍷💋

this platform is making me feel so hopeful! hopeful I can continue to share my art, and promote my work so I can feed myself, and to see everyone on the explore page is such a refreshing change from the shit instagram tries to feed us. I didn't go to instagram to buy from celebrities!! I went there for community! and thats really close to dying entirely (debatable it might already b dead) but I am so HAPPY to see an app that takes the love I have for art and community and allows us to share it in an unbiased way! It's allowing me to release so much of the shame Instagram has caused, and is allowing me to continue to connect with y'all and continue healing...💕 there's nothing wrong with a human body!!! also kids shouldn't be on the internet lmao. I really



questions? email us @ team@lips.social

explore the app @ [lips.social](https://www.instagram.com/lips.social)

art provided by [@rattlsnake](https://www.instagram.com/rattlsnake)