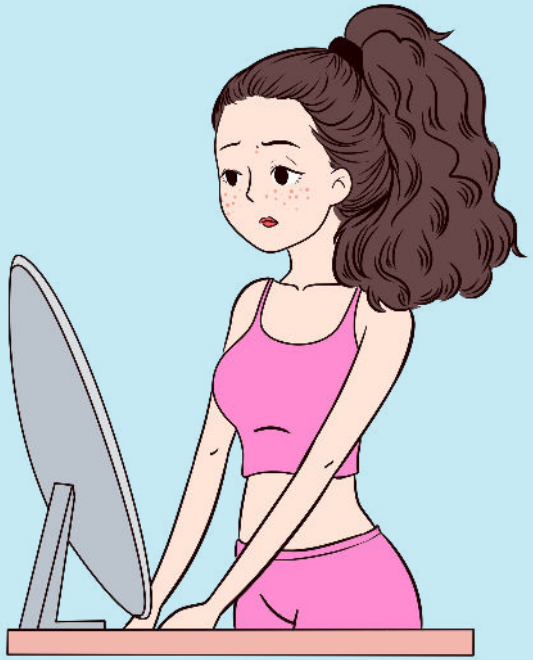
Heavy bleeding

13

Hair loss & acne

23



Insecure

Lonely

Iron deficiency

Side-effects

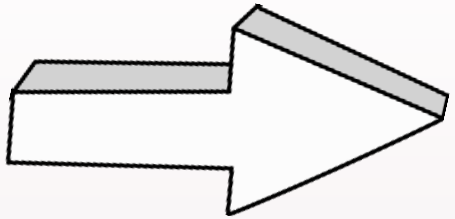
LOVE LAB

WE ~~TALK~~ ABOUT AMORE
TEACH

JULIA POLLIN & ANGELA MONTANARO

THERE IS A LACK OF SEX EDUCATION IN GERMANY

Of 116 quiz participants between 17 and 30 years answered the questions **Incorrectly**



44.8%

Source: Quiz Poll over Google Forms, 6 quantitative questions, n=116, Data collection period 30.12.2022- 03.01.2023

SCHOOLS FAIL TO PROVIDE COMPREHENSIVE EDUCATION

66%

Of teachers are not prepared to teach sex education in college

3.7

Is the average grade students give their sex education classes

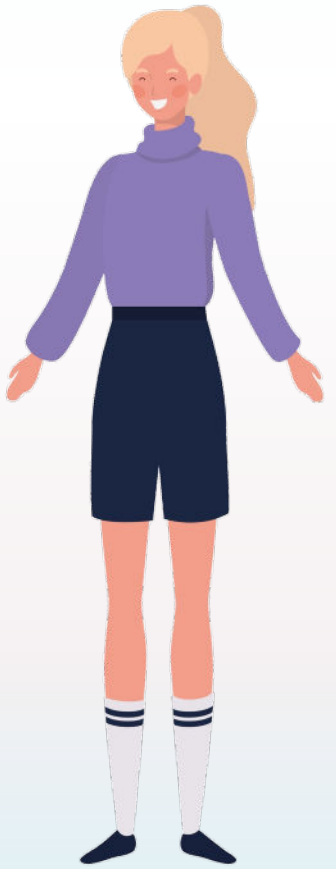
Source: Knowbody, Survey of 460 teachers and 350 students, Data collection period: August 2022

SEXUALITY EDUCATION IS NOT ONLY A "NICE TO HAVE" OPTION

"It is too late to start sex education in adolescence. It should take place at elementary school because sexual abuse can already start there."

- Pro Familia, 2023

20.451 views



VISION

To create a world where **everyone** has the **knowledge** and skills to make **informed decisions** about their bodies and relationships, leading to **healthier and happier** lives.

MISSION

To **provide high-quality, age-appropriate sex education** to young **children** in a **professional** and **caring environment**, **ensuring** that they have access to accurate information and are better prepared for life.

Love Lab
empowers elementary school teachers with comprehensive quality sex education material through a user-friendly digital platform

Courses Contacts

We are LoveLab

WE TALK ABOUT AMORE

Welcome to the LoveLab Homepage!

LoveLab is an innovative platform for teachers who are looking for high quality learning materials for sexual education in elementary school.

What we're good at?

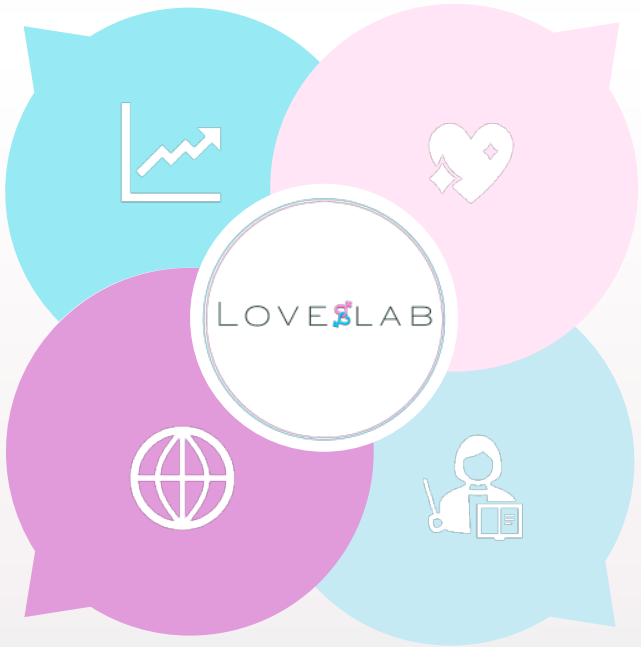
Our team of experts has designed LoveLab to be easy to use and adapted to the specific needs of teachers. The platform offers a wide range of learning units covering topics such as body and health, relationships and feelings, and sexual identity and orientation

THE STRATEGY FOR MAKING IT A SUCCESS

To achieve better growth we use our website to measure which content is most interesting for our customers to put our focus on it.

Growth

01



We partner with Knowbody because we complement them, not compete. With their support, we can benefit from their network and reach the Ministry of Education and schools

Partnership

02

03

Political Influence

With the influence in the Young Union, we are requiring teachers to use quality resources and learning materials to teach sex education.

04

Focus on Schools / Teachers

School is the place in which everybody can be reached, regardless of social, religious or ethnic background and where knowledge is acquired, attitudes are fostered and skills are learned

BUSINESS MODEL: WE ARE USING A SUBSCRIPTION BASED MODEL

Free

- One learning unit

- €

Six-month license

- Access to all learning units
- Learning videos
- Games
- Box with teaching materials

250€
p.a.

Annual license

- Access to all learning units
- Learning videos
- Games
- Box with teaching materials

400€
p.a.

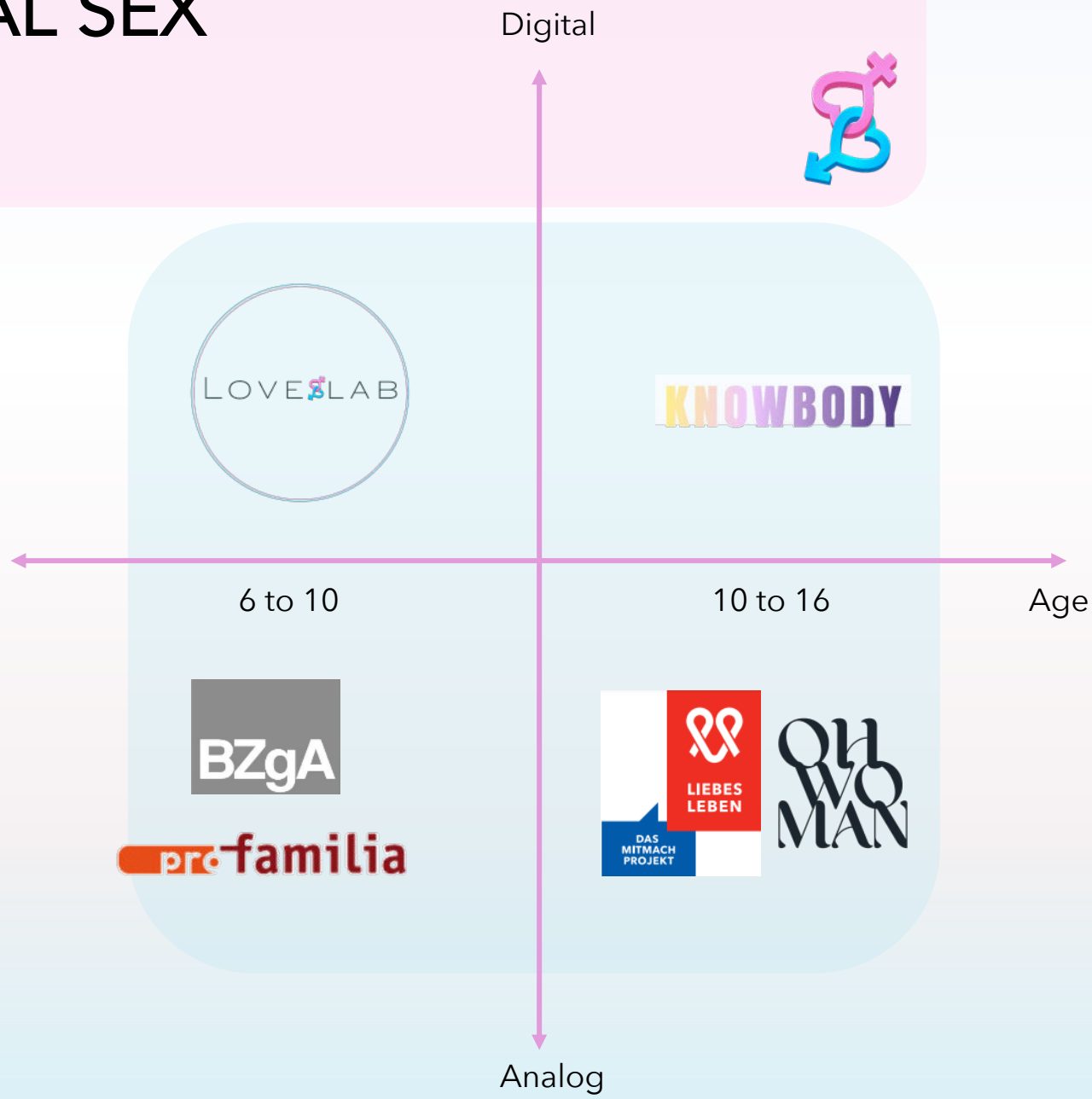
Device license

- License per device
- Access to all learning units
- Learning videos
- Games
- Box with teaching materials
- 20 % p.a. Maintenance cost

800 €

DISRUPTING TRADITIONAL SEX EDUCATION

- Over 15,5 K elementary schools in DE
- First digital solution for elementary schools



WHAT MAKES US SPECIAL

EASE OF USE

Our curriculum-aligned learning units are tailored to a 45-minute school lesson and can be taught across different subjects

TRAIN THE TEACHER SESSIONS

Certificate of core competencies to make educators feel competent and encouraged/comfortable to deliver quality sex education

CONTINUOUS UPDATES

Our digital solution and subscription business model allows continuous updates and new additional learning units

TARGETED LEARNING UNITS

Each learning unit is designed specifically for elementary school children and are fully customizable to meet the individual needs of students

THE TEAM: THE EXPERTS FOR THE NEXT GENERATION OF SEX EDUCATION

CEO

JULIA POLLIN

CEO

ANGELA MONTANARO

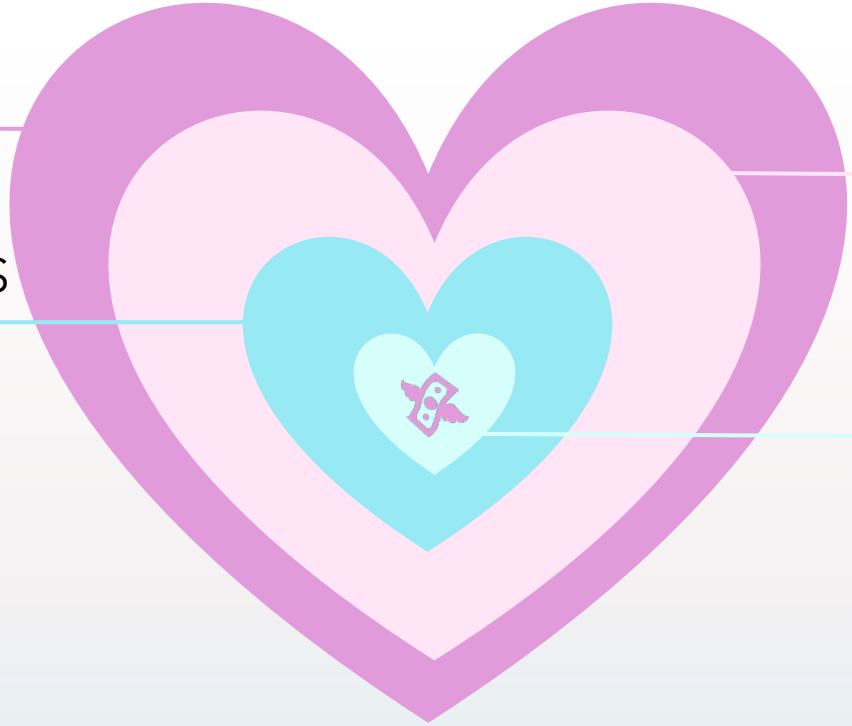
APPENDIX

MONETIZATION

CHARITY

FUNDING AND PRICES

Participant of the Social Business Creation (SBC) Competition with the chance to win prizes totaling 160K USD plus scholarships and other benefits



BUSINESS MODEL

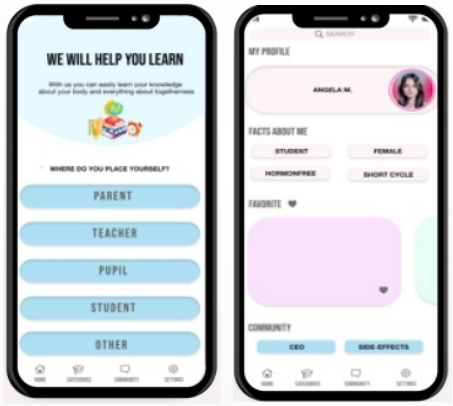
Recurring Revenues through annual subscription fees and advertising

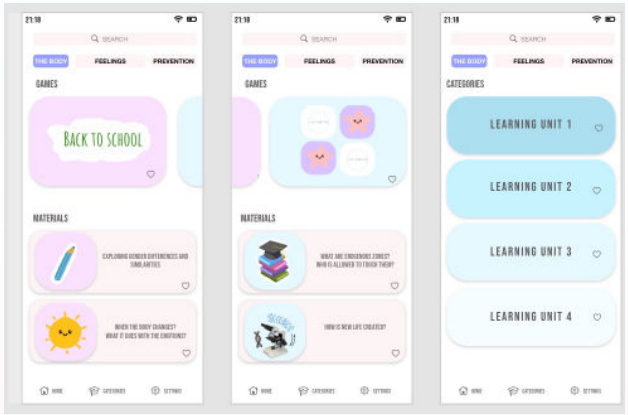
SPONSORS /PARTNER

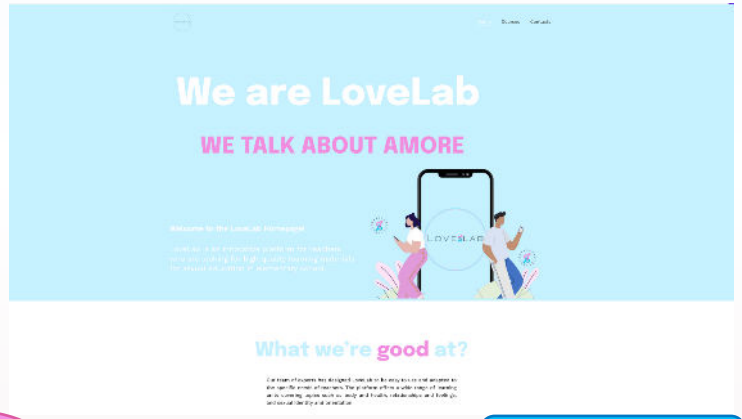
Enter sponsorships with big organizations such as governments, companies, or nongovernmental organizations

WHERE ARE WE GOING?

PROTOTYPE







Pivot

Pivot

1st Learning Game

Goal: 1st Pilot

USER FEEDBACK

- No community function needed
- Parents don't use apps
- Students won't pay
- Strong need for teachers/schools

- No app for elementary schools
- Website is requested by teachers for whiteboard use
- Teacher trainings needed
- Incorporation of tangible learning material

- 4 pupil testers + 9 teachers/trainees
- Memory is an enganging game type
- Mix of digital and analog media works well

- Concept and Implementation of first learning unit in cooperation with teacher
- 1st pilot with one elementary school class on first learning unit

JAN MAR APR MAY JUL

WHY WE FOCUS ON ELEMENTARY SCHOOLS

1

Reach

School is the place in which everybody can be reached, regardless of social, religious or ethnic background

2

Media Use

95 percent of children aged 6 to 9 use a smartphone or tablet

3

Sexual Abuse

As sexual Abuse already starts at a young age, it is important to educate at an early stage

4

Environment

Sex education is sensitive and complicated in a diverse world. It can cause harm and distort values if applied unprofessionally and with poor quality

Source: Bitkom 2022, n=920 children and youth between six and eighteen years in Germany

MARKET SIZE IN DE

15.466

ELEMENTARY SCHOOLS IN DE

130.600

ELEMENTARY SCHOOL CLASSES IN GERMANY

52.24 MM

TAM IN GERMANY WITH ANNUAL SUBSCRIPTION FEE OF 400€

Source: Statista 2022

PARTNERSHIP

KNOWBODY

Society and diversity

Contraception and Pregnancy

Sexuality and Media

Family and Family Planning

Sexual self-determination

Body and Gender

LOVELAB

Society and diversity

Values-based Education

Body Images and Media

Relationships and Communication

Puberty

Origin of life

THE NETWORK

OUR CURRENT NETWORK

- CEO of KnowBody
- Pro Familia Ingolstadt
- Social Pedagogues and Teachers in elementary school
- Chairwoman of the JU Germany Commission Society & Family

WE ARE LOOKING FOR

- UX Designer
- Sexual Scientist
- Psychologist
- Programmer
- Student teachers