

PURPUR

We improve relationships through
communication

feelpurpur.app

[Purpur App](#)

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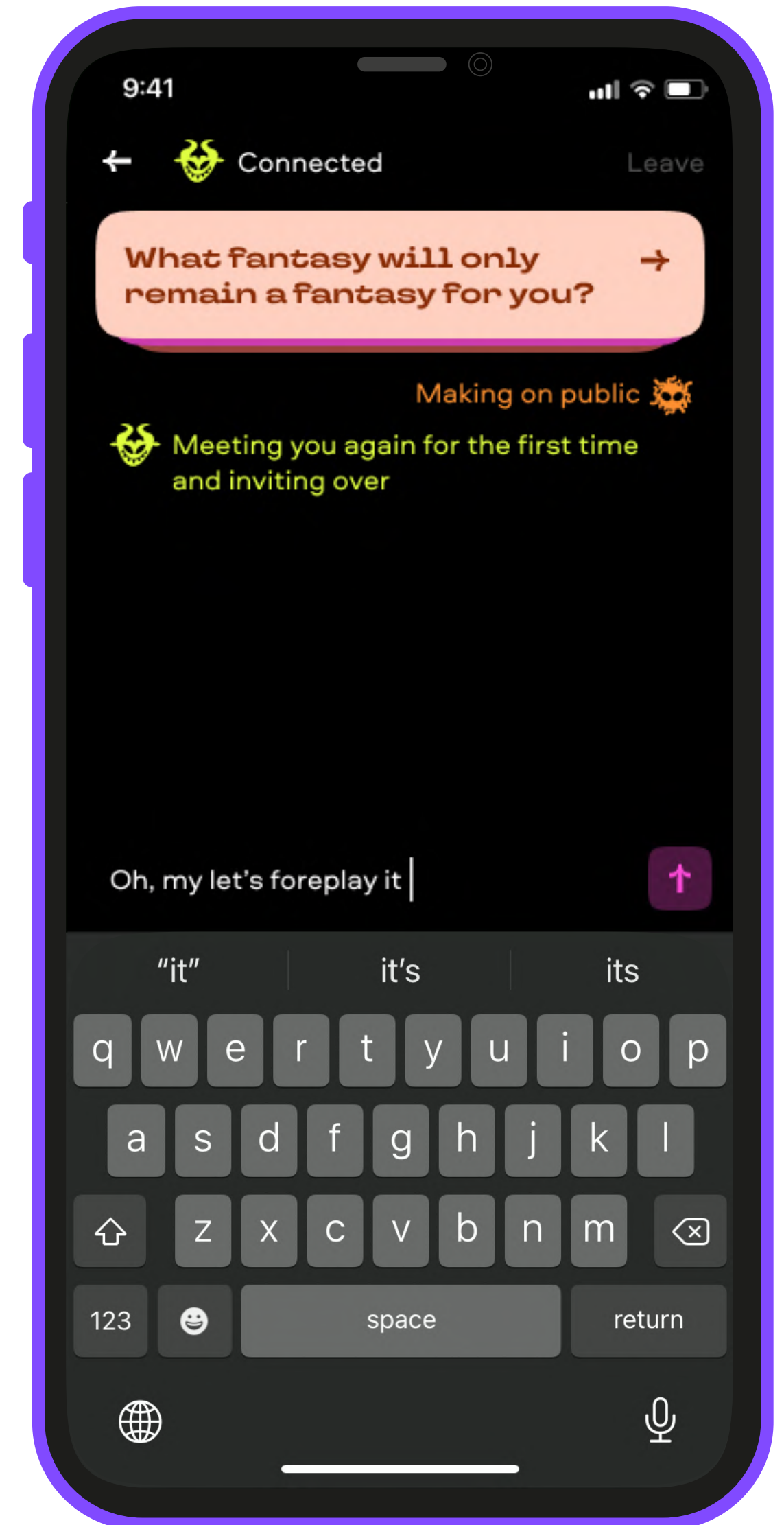
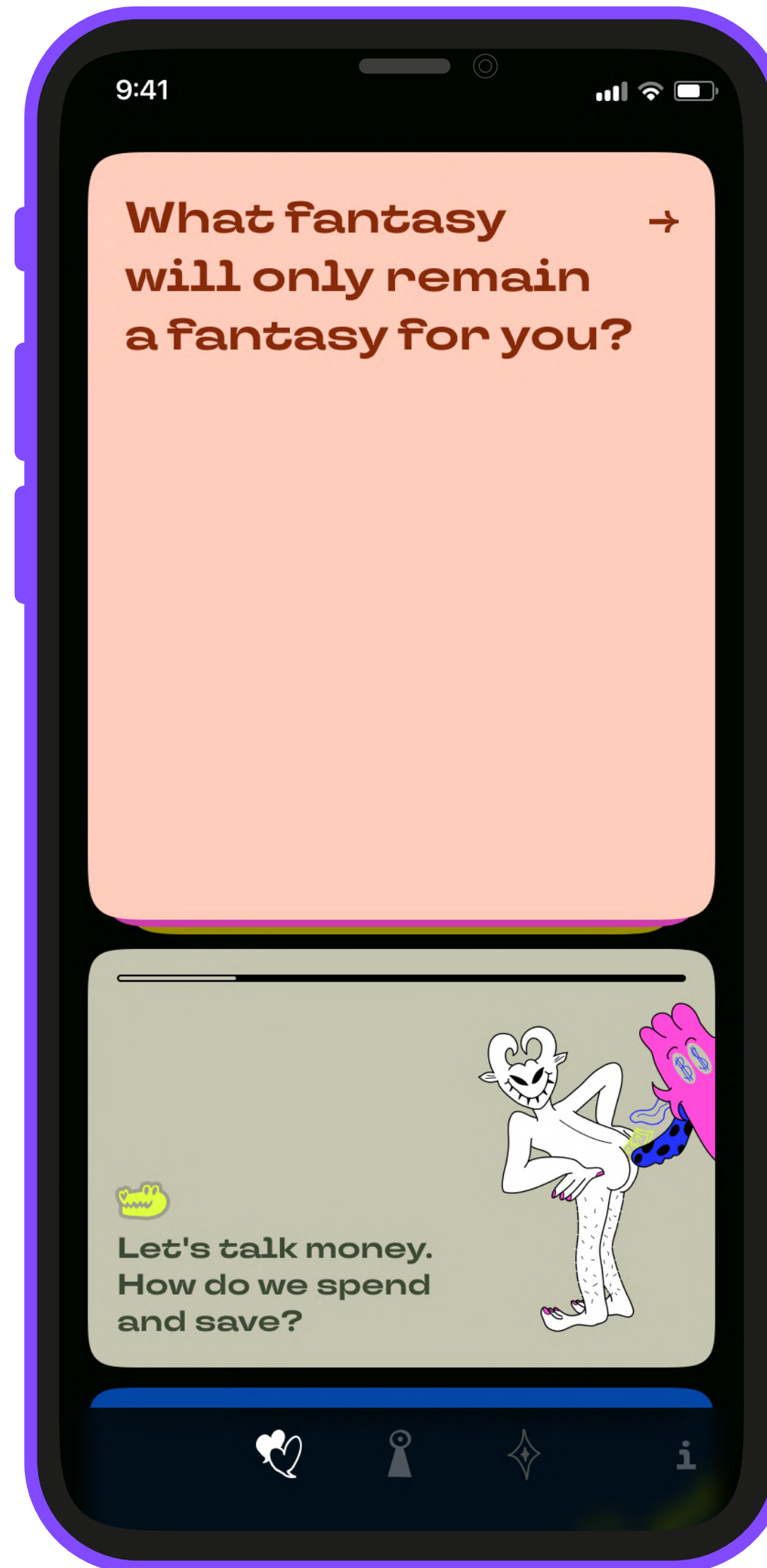
People Avoid Talking

It leads to: unhappy relationships
and unsatisfying sex life

- * Sexual communication is positively associated with all domains of the sexual function (desire, arousal, orgasm, erection)
based on a study of 12, 145 respondents
- ** 58% of respondents have never discussed the importance of “being a caring and respectful sexual partner” with their partners. Yet the majority of respondents who have engaged in such conversations with parents describe them as at least somewhat impactful, based on a study of 3, 000 respondents

Solution: A Therapy Game to Talk It Through

- Purpur helps navigate challenging conversations
- Provides couples with a communication tool and prevents conflicts
- Deepens relationships



As Simple as This:

[App Demo](#)

[Download the App](#)

1

Invite your
partner/crush/lover
[to the App](#)



2

Answer card-game
questions about sex
& relationships



3

Bond through
conversation



Purpur App is Based on our Bestselling Card Games → Proven PMF

Growing Demand
for Question-Based
Therapy Games:

50K

copies of paper
card games about
sex & relationships
sold

\$240K

in paper card
games revenue
in 2022

Purpur App & Competitors



Purpur App

improves relationships
without therapy

- affordable
- fun to use
- doesn't require discipline
- therapy gamified



Evergreen

helps couples grow
together and build
healthy, lasting relationships

Non-disclosed
information on funding



Real

Real reimagines
group therapy
\$53M raised



Coral

helps couples & individuals
deepen their connection
\$2.5M raised



Kama.Lab

transforms how people
experience pleasure
\$3M raised

Purpur Works Because of «Learning by Doing»:

1

You talk
and develop
communication
skills

2

You try
different roles
and experiment

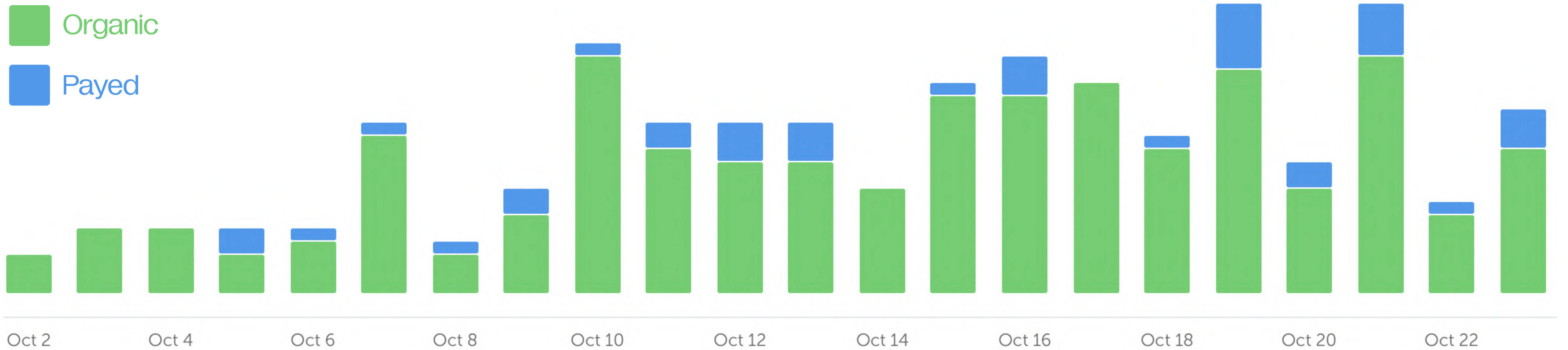
3

It doesn't
require
discipline like
online-classes

4

You never
get bored.
Thanks for
gamification

Strong Viral Mechanic is Key to Purpur's Growth. Every User Brings 3 More Users.



Main Acquisition Channels: Collabs, Content & PR

**“We-are-
pregnant” sex:
fears and fun
facts**

PURPUR × am
ma

Free installs &
brand awareness

Branded therapy passes
with progressive brands
like sex during
pregnancy with Amma.

Sexy breast check-up

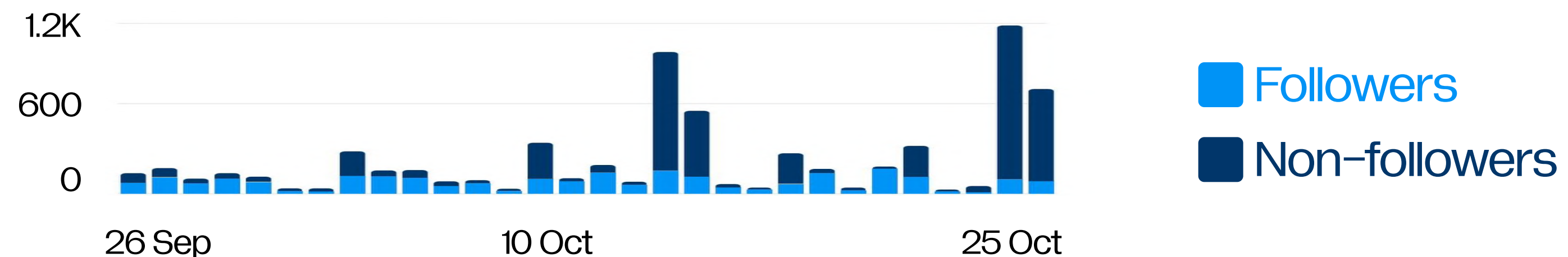


Shared
by bloggers
with 100K+
subscribers.
For free.

Viral projects focusing on
sexual health, consent
culture, family planning,
etc.

4,075 accounts reached
in the last 30 days

3,860 are non-followers



Press Coverage: 363 mln Views in Q4 2022.

yahoo!news



UK Daily News



INDEPENDENT

TikTok's 'virginity testing' obsession proves we're still fixated on the myths of female sexuality

s Starter story

How These Two Founders Created & Monetized A Therapy iPhone App



HACKERNOON

Launching a sex therapy app during Covid



Falling in love again with your husband



Product Hunt

#3 Product of the Day

\$2.36 bln Online Therapy Market is Already Out There

1

50% of married couples have tried some form of couple counseling at least once; 39% of them never start regular therapy because of the cost

2

Purpur gamifies therapy, making relationship counseling affordable and engaging for everyone

We Make Money on App Subscriptions and Consumer Goods

Projected P & L with diffferent MAU							
MAU	Conversion, 4%	Monthly Revenue per user	Churn Rate, 13%	Yearly App Revenue	Yearly In-App Purchase* Revenue	Yearly Operational Cost, incl CAC	Operating profit before tax
300K	12K	\$12.99	1560	\$1,627,387	\$270,000	\$795,000	\$1,102,387
500K	20K	\$12.99	2600	\$2,712,312	\$450,000	\$1,134,000	\$2,028,312

*In-App purchase:
card games and sexual wellness cosmetics are products with a high profit marginand are also great for viral marketing.

We are Raising \$600K to reach 500K MAU & \$3.2M in Revenue in 2023

2022 — Done

- ✓ Pre-seed round closed
- ✓ PMF proved
- ✓ Key team members hired: CTO, Lead designer, PR
- ✓ Purpur App launched
- ✓ Marketing Strategy tested

We need money to:

- Hire an SMM specialist to build a community and create viral content
- Produce paper games as a viral marketing tool
- Hire a project manager to run social campaigns/wild postings, and manage collaborations
- Hire another developer and product manager
- Attract renowned mental health advisers on board for better brand recognition

On Board:



Anfisa
Savchenko

Co-founder, CPO/CMO,
Warsaw, [Linkedin](#)

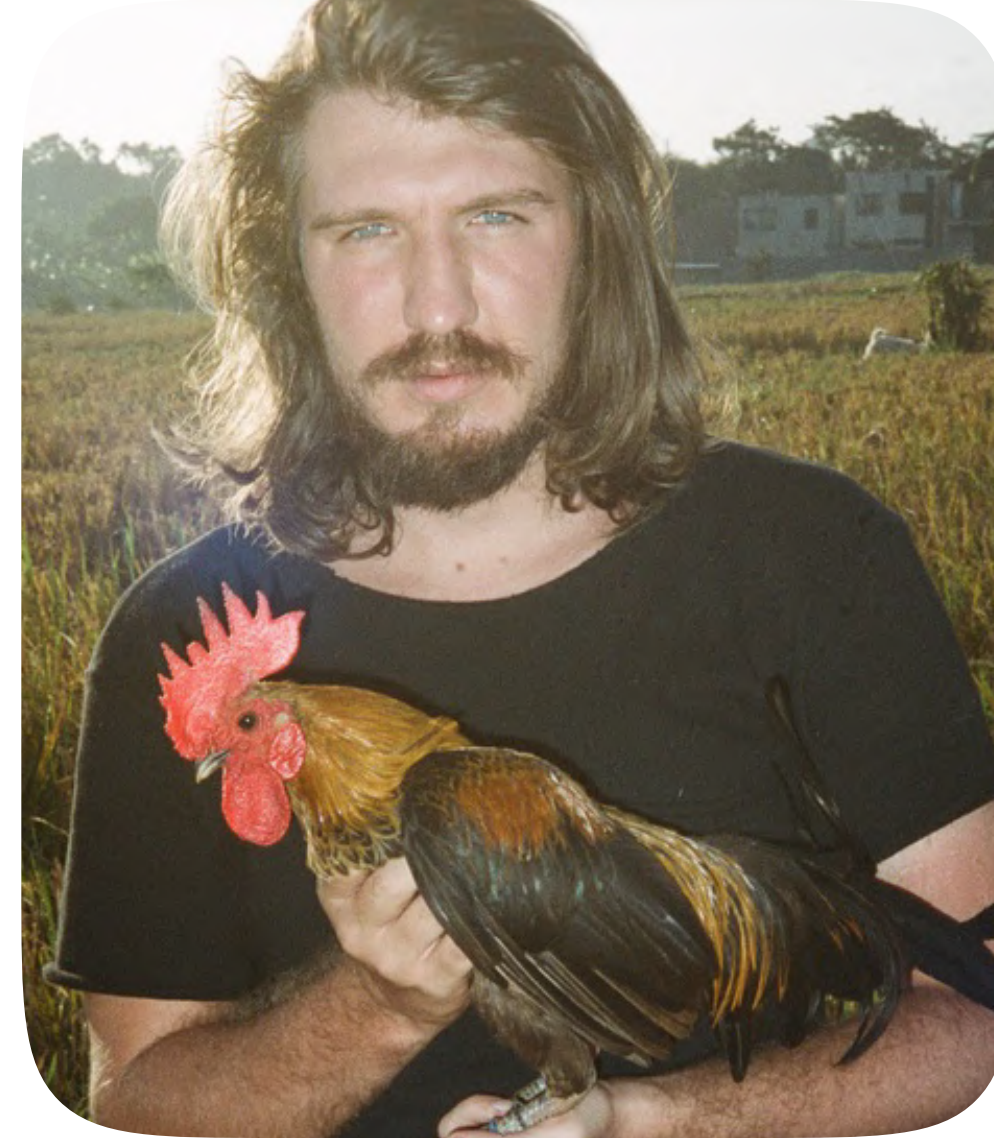
Business Degree of University of London. Ex-Brand Director of the largest FMCG company in Eastern Europe. Dreams of getting Kim Kardashian play Purpur.



Lena
Zaharova

Co-founder, CEO,
Amsterdam, [Linkedin](#)

Journalism Degree & marketing background. Ex-Creative Director of the largest FMCG company in Eastern Europe. Balances speed, vision and trends.



Vitaly
Berg

CTO, Indonesia (Bali),
[Linkedin](#)

Ex-Lead Software Engineer of Prisma Lab., one of the top 10 apps in 2016 with over 7.5M downloads and 1M active users. Fast & smart.



Konstantin
Siniushin

Purpur's angel investor.
[Linkedin](#)

Founder of [Untitled Ventures](#), first investor of [the Pure App](#)



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