



Pilow

Deeper Connection for Couples

Relationship Episodes for Couples Created by the
World's Leading Therapists

2017

Problem

Couples need more help than ever to keep their relationship strong.



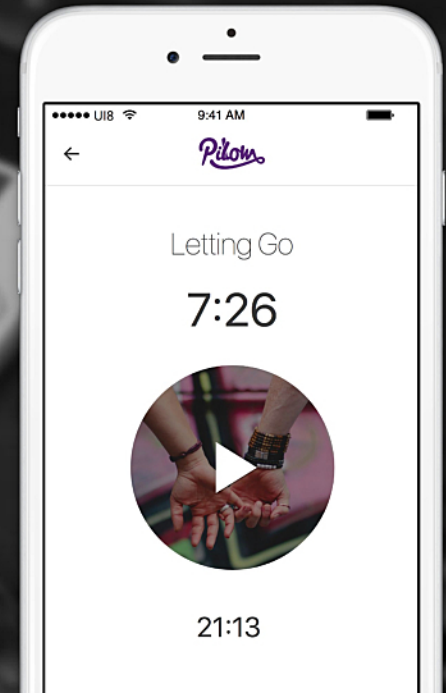
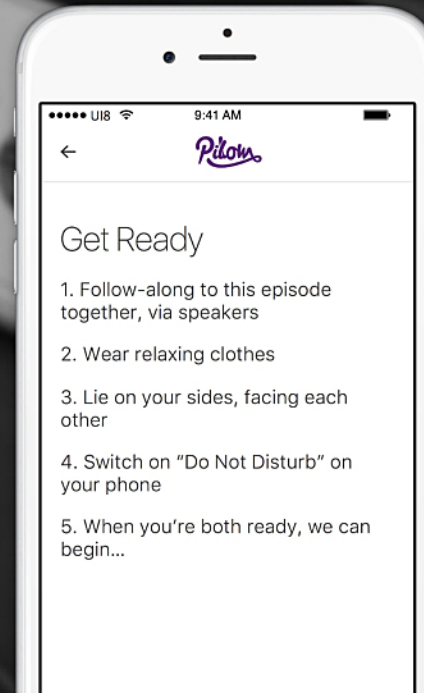
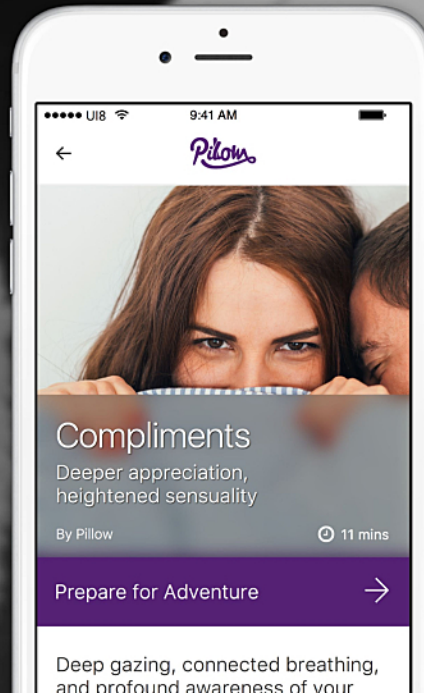
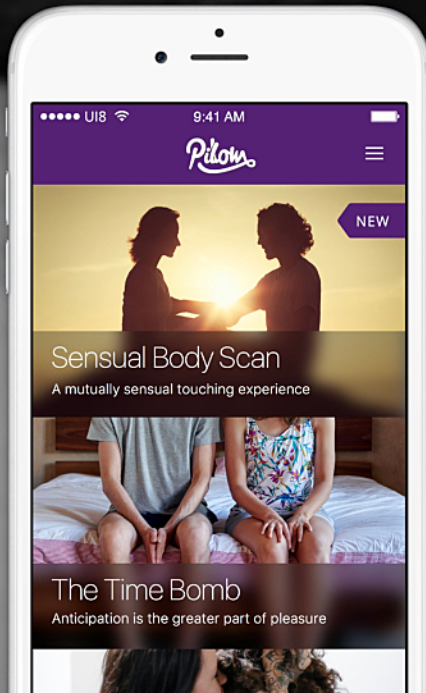
And there is no simple first step...

Product (v1)



Playful relationship app for *busy couples to build closeness.*

Affordable, accessible and discreet access to expert episodes.



Platform (v2)

Experts

CREATE



**Interactive Audio
Episodes**

FOR



Couples

Relationship Therapists, Marriage
Counsellors, Psychosexual Therapists,
Couples Coaches etc.

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- Rev share / Paid for Exercises
- Authority & Exposure
- Lead Gen for books, workshops, retreats, online courses etc.

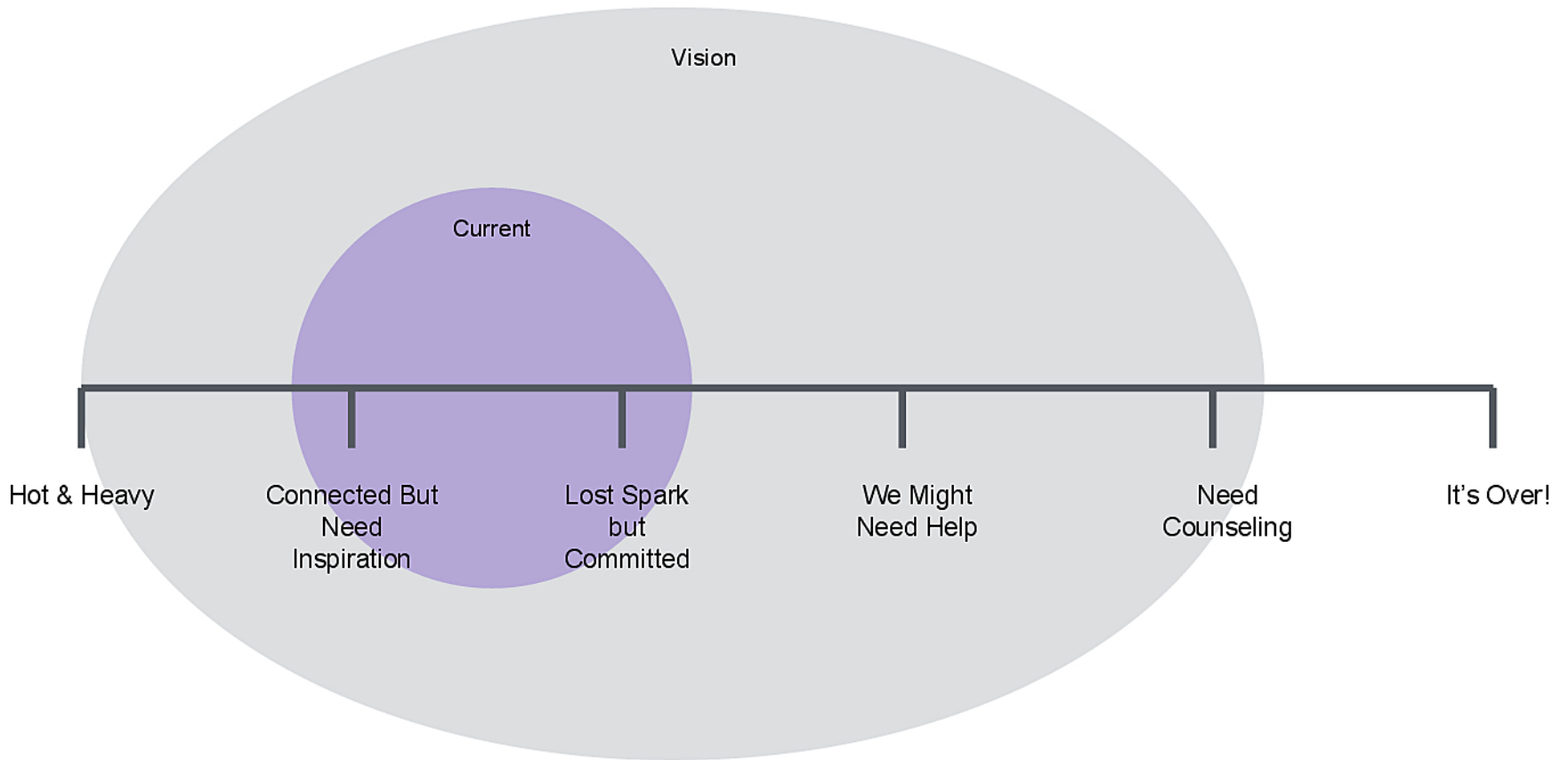
- iOS, Android, Web, TV
- On-boarding
- Personalized Journey
- Scheduling & Reminders
- Ratings & Filters
- Quality Threshold

- Discreet
- Affordable (subscription)
- Quick & Easy to Get Started
- Personalised Journey
- Fun & Playful

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Current & Future Product Fit

Relationship Fit



Market Size

Psychologists, Social Workers & Marriage Counselors (U.S.)

(48,000 Marriage Therapists in US & CA)

\$15B ↑

[AAMFT](#)

[Ibisworld](#)

Self Help Industry (U.S.)

(13.5M - Relationship books sold in 2007)

\$11B ↑

[Nielson Book Scan](#)

[prweb](#)

Global Wellness Industry

(Fitness & Mind-body)

\$500B+ ↑

[Global Wellness Institute](#)

Sexual Wellness Industry

(Est. by 2019, growing from \$22B in 2014)

\$32B ↑

[Technavio](#)

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Core Marketing Channels

	Therapists/Counselors	Long Tail Search	Paid & Affiliate
Strategy	<ul style="list-style-type: none"> ● Pillow currently recommended as “homework” ● Scale with official partner program tied to affiliate ● Printed collateral for in-office 	<ul style="list-style-type: none"> ● SEO strategy ● Leverage massive long-tail of relationship problems for landing pages (tied to specific episodes). 	<ul style="list-style-type: none"> ● Paid Social campaigns leveraging customer personas ● Paid Search ● Affiliate/Influencer to engage relationship publishers
Status	<ul style="list-style-type: none"> ● Collateral Printed ● Formal program with affiliate platform in process 	<ul style="list-style-type: none"> ● In process ● Content developed by in-house licensed therapist 	<ul style="list-style-type: none"> ● Initial Paid Social test identified a subscription adjustment which we are testing ● Formal affiliate program in process

Competitor Map

High Cost



 betterhelp

lantern

talkspace

Individual
Consumption

 HEADSPACE[®]
TREAT YOUR HEAD RIGHT



BOOKS/MAGAZINES

 PODCASTS

YouTube

Couples
Consumption

Pilom

Low Cost

Where We Are

2016



Prove audio exercise app concept

- Exceptional feedback from Experts and Couples alike
- All organic growth (25,000 Downloads)
- 11% of couples who complete an episode will subscribe
- Recommended by Esther Perel
- Featured in Wired, Salon, BuzzFeed, Glamour and more
- Bootstrapped + iOS only

2017-2018

Build platform + Exercise creation

- 75+ new exercises
- Improved Couples On-Boarding
- Platforms: iOS Update
- Marketing & Solid Metrics (35k new subs)
- Team (CTO, Content, Marketing)



Core Team



Darren J Smith

Founder & CEO

8+ years in Product for early stage startups in London, incl. Mind Candy & Memrise.

@darrenux
darren@pillow.io



Kate Moyle

**Psychosexual Therapist
Partner**

One of the youngest Sex Therapists in the UK, and director at The Thought House.

@KateMoylePsyc
kate@pillow.io



Jesse Mastro

Co-Founder & COO

10+ years in operations and digital strategy. Formally founded @fetchstorage & @gettrentanac

@jmastro
jesse@pillow.io



Vision

**World's largest relationship education platform,
teaching:**

*Empathy, Kindness,
Openness, Trust,
Appreciation, Gratitude,
Closeness, Desire,
Respect, Compassion,
Creativity...*

A man and a woman are peeking over a blue and white striped fabric. The woman is on the left, with long brown hair and red nail polish. The man is on the right, with short brown hair. They are both looking towards the camera.

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