



euphoria.lgbt, inc.



*RKA*

*Co-founder & CEO*

Front-end developer.

Technical Cofounder of Solace & Bliss.

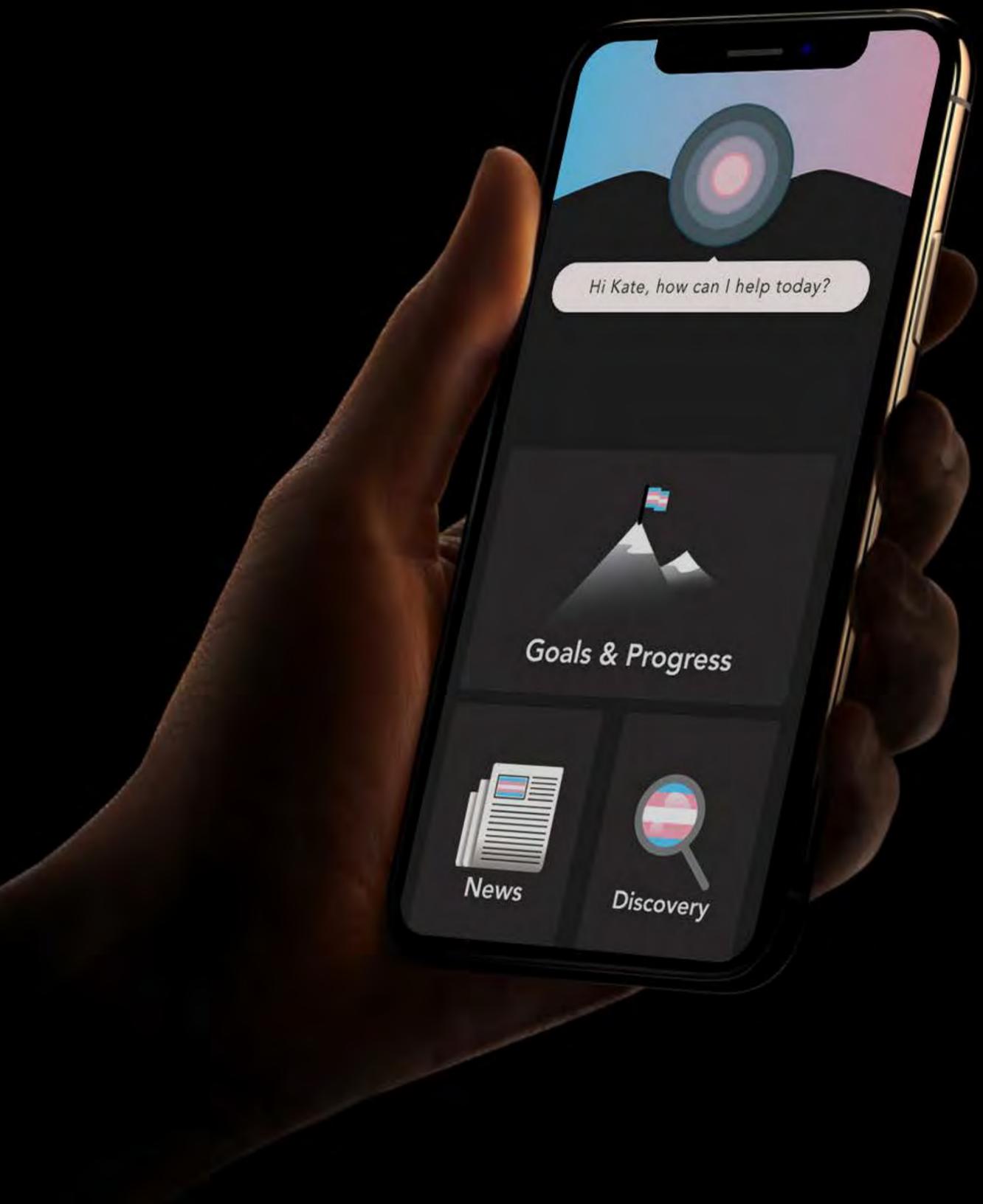


*Patrick McHugh*

*Co-founder & CCO*

UX/UI designer.

Technical Cofounder of Solace & Bliss.



*Our First App Is Beloved*



**Our First App. Released on 12.31.2019**

16,000+ Active Users

250,000+ Individual Goals Indexed  
(Almost all have a financial cost association with them.)

Largest platform for the transgender  
community in the US.

97.3% of users say that Solace has made their transition feel  
more achievable.

Average 4.3 Star Review in App Store

4 Star in Google Play

Each Solace user has a high probability of converting into a Bliss user as their transition goals have a financial cost associated with them. Bliss can be thought of as almost a monetization strategy for Solace (our first app).



# *Ethos*

**Reduce the financial burden for transgender people by creating financial tools that allows them to move through their transition faster.**



Gender transition encompasses much more than one surgery for transgender people.

Clothing  
\$2,500

Legal Name Change  
\$100 - \$500

Cosmetics  
\$500

Breast Augmentation  
\$3,000 - \$10,000

Electrolysis  
\$10,000 - \$30,000

## Gender transition costs on average

New Driver's License  
\$25

**\$150,000**

Cosmetics  
\$300

Facial Feminization Surgery  
\$25,000 - \$60,000

Hormone Therapy  
\$10,500

Gender Confirmation Surgery  
\$30,000 - \$50,000

Jewelry  
\$1,000

Therapy  
\$4,000

Attorney's Fees  
\$5,000

And this community is big. Our models estimate that there are **1,900,000+** transgender people in the U.S. and that number is growing.



## Transgender Population Estimations

### DENSITY MODEL: $\alpha * \beta = \xi$

Factoring how many, proportionally speaking, transgender folks are in a city due to the acceptance, factors of discrimination, the overall LGBT population etc.

### POPULATION MODEL: $\xi * X = Z$

Assuming that the ratio of transgender people is similar to the larger LGB population, we can use that same density ratio estimation to calculate the total transgender population per state.

Sources: [https://www.lgbtmap.org/equality-maps/lgbt\\_populations](https://www.lgbtmap.org/equality-maps/lgbt_populations)

STATE	TOTAL ADULT POPULATION (X)	LGBT ADULT POPULATION (Y)	LGBT POPULATION DENSITY (α)	US Average (LGBT Total) (β)	LGBT Density Ratio (ξ)	US Average (Transgender) (ψ)	Transgender Density Estimation (φ)	Estimated Transgender Population (Z)	Estimated Total Cost of Transition For Total Population (\$150,000 Per Person)
CALIFORNIA	39,557,045	1,859,000	5.3%	4.5%	117.78%	0.60%	0.71%	279,536	\$41,930,467,700
TEXAS	28,701,845	1,053,000	4.1%	4.5%	91.11%	0.60%	0.55%	156,903	\$23,535,512,900
NEW YORK	19,542,209	913,000	5.1%	4.5%	113.33%	0.60%	0.68%	132,887	\$19,933,053,180
FLORIDA	21,299,325	886,000	4.6%	4.5%	102.22%	0.60%	0.61%	130,636	\$19,595,379,000
ILLINOIS	12,741,080	506,000	4.3%	4.5%	95.56%	0.60%	0.57%	73,049	\$10,957,328,800
PENNSYLVANIA	12,807,060	490,000	4.1%	4.5%	91.11%	0.60%	0.55%	70,012	\$10,501,789,200
OHIO	11,689,442	462,000	4.3%	4.5%	95.56%	0.60%	0.57%	67,019	\$10,052,920,120
GEORGIA	10,519,475	425,000	4.5%	4.5%	100.00%	0.60%	0.60%	63,117	\$9,467,527,500

Transition is expensive. Take Kate for example, as only few items will be covered by her insurance (as they will be considered cosmetic or the process to get coverage is too arduous), and even with it she faces high out of pocket costs to manage.

**GOAL:** Electrolysis

**COST:** \$20,000

**Source:** Reuters, <https://www.reuters.com/article/us-transgender-costs/doing-the-transgender-math-the-costs-of-transition-idUSKCN0SN1UA20151029>

**GOAL:** Updating Your Wardrobe

**COST:** \$1,000 - \$10,000

**Source:** Alliance Data, [http://alliancedataretail.com/downloads/whitepapers/in\\_her\\_closet\\_2015.pdf](http://alliancedataretail.com/downloads/whitepapers/in_her_closet_2015.pdf)

**GOAL:** Breast Augmentation

**COST:** \$5,000 - \$10,000

**Source:** WebMD, <https://www.webmd.com/beauty/cosmetic-procedures-breast-augmentation#1>

**GOAL:** Gender Confirmation Surgery

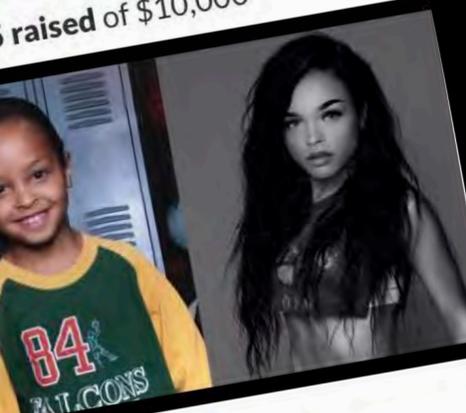
**COST:** \$25,600 - \$100,000

**Source:** NPR, <https://www.npr.org/sections/health-shots/2018/07/26/630619038/bill-of-the-month-a-plan-for-affordable-gender-confirmation-surgery-goes-awry>





**TI, OH**  
**nder Surgeries**  
 in here :) It's hard conte...  
 Last donation 3w ago  
 raised of \$10,000



**AS VEGAS, NV**  
**Jazlynn's Transgender Surgery**  
 (Please read & watch video) My na...  
 Last donation 5mos ago  
 raised of \$2,500



**SYRACUSE, NY**  
**The Road to Raileys Final Transit...**  
 and I wa...



**GRAYSLAKE, IL**  
**Free Fox!**  
 I need help raising money for my t...  
 Last donation 3yrs ago  
 raised of \$6,500



**EL PASO, TX**  
**Transgender Surgery for Rocco**  
 Hello, I am Rocco's cousin, here l...  
 Last donation 2mos ago  
 raised of \$10,000



**SYRACUSE, NY**  
**The Road to Raileys Final Transit...**  
 and I wa...



**PHILADELPHIA, PA**  
**Melissa's Transgender Surgery -...**  
 I never want to hide the beautifu...  
 Last donation 7mos ago  
 raised of \$30,000



**LAWRENCE, KS**  
**A Road to Authenticity**  
 Ever since I was a child I knew I w...  
 Last donation 1d ago  
 raised of \$10,000



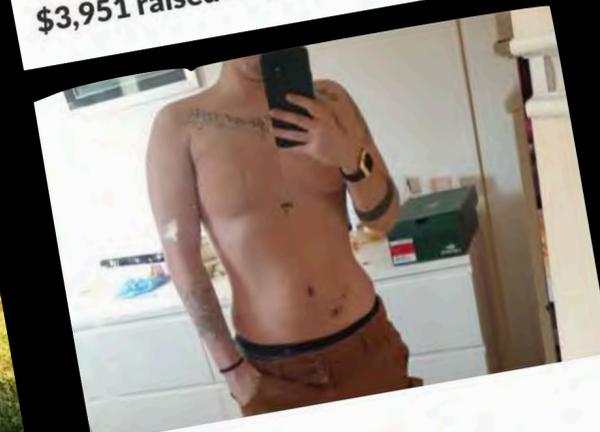
**DALLAS, TX**  
**Blayk's Transition Fund!**  
 Hi there! I'm starting this fundrais...  
 Last donation 1d ago



**SAREPTA, LA**  
**Parents Found Out I'm Trans, Kic...**  
 My parents are heavily against tr...  
 Last donation 4m ago  
 raised of \$2,000



**NEW YORK, NY**  
**August's Transition Fund**  
 Hi! I need to raise money for top ...  
 Last donation 1yr ago  
 raised of \$6,370



**La rinascita di Riccardo**  
 Ciao, sono Riccardo Pusceddu ho ...  
 Last donation 1w ago  
 raised of €6,000

**Top Surgery Fund**  
 I am a queer transgender mixed ra...  
 Last donation 3h ago  
 raised of €5,000



**MINNEAPOLIS, MN**  
**Emma's Bottom Surgery Fund**  
 Me on the left, best friend Devon ...  
 Last donation 1yr ago  
 raised of \$4,880

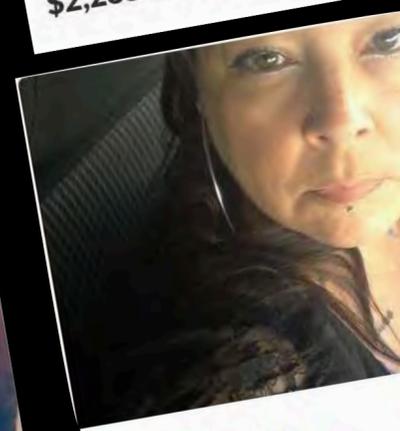


**SPRINGFIELD, MO**  
**Trans woman survived stabbing**  
 My name is Tenia Williams a blac...  
 Last donation 1yr ago  
 raised of \$5,500

**Financial aid at...**  
 Hi! I'm very hesitant to make this, ...  
 Last donation 1mo ago  
 raised of £600



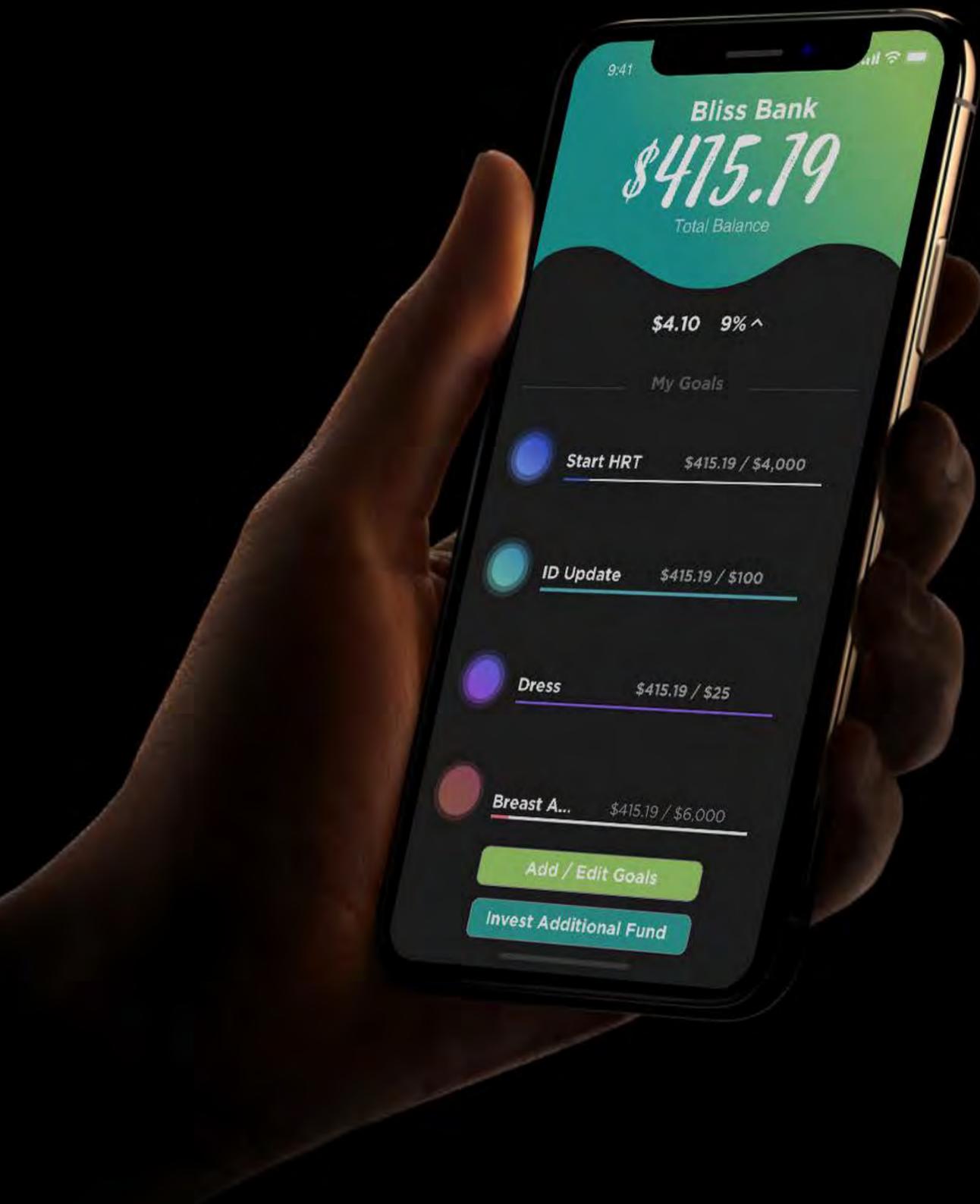
**RIVERDALE, MD**  
**Help A Black Trans Woman F**  
 Hello everyone, I recently car...  
 Last donation 10h ago  
 raised of \$4,000



**GRAFTON, MA**  
**Lion Needs Help**  
 LION NEEDS HELP!  
 Last donation 3d ago  
 raised of \$

**And while the world is changing to become slightly more inclusive of transgender people, there are *no* financial tools specifically geared towards this community with the purpose of transition in mind.**

***DID YOU KNOW?*** Transition is a term used to encompass all aspects of transition (beyond medical). Transgender people have legal transition goals which can range from updating their documents to fighting for the right to have the appropriate name. Transgender people also have to socially transition which can require moving to a new city, overhauling one's entire wardrobe, or saving to prepare for losing one's home or job once coming out.



## *The Solution*

Bliss (currently in development) is a mobile app for iOS and Android which helps users afford their transition, move through it quicker than ever before, and move on with their lives.

Using Bliss, users add legal, medical, and lifestyle goals to their list and save money in a mutual fund consisting of companies with high scores from the HRC's Corporate Equality Index (our "Rainbow Index").

As funds grow, the total is tracked against the user's goals and Bliss sends a push notification when users can afford one of them, whether that's buying a dress or affording breast augmentation surgery.

Our unfair advantage is our existing user base via our app Solace. By having an existing user base we can market directly to extremely well qualified prospective users of Bliss by integrating with the Solace app. Solace is on track to have between 32,000 users by the end of the year, and our target is to convert 25% of those users into Bliss users.

### **Equality Investing**

Using a RAINBOW  
Index To Invest

### **Lump Sum Investing**

One Time  
Contributions

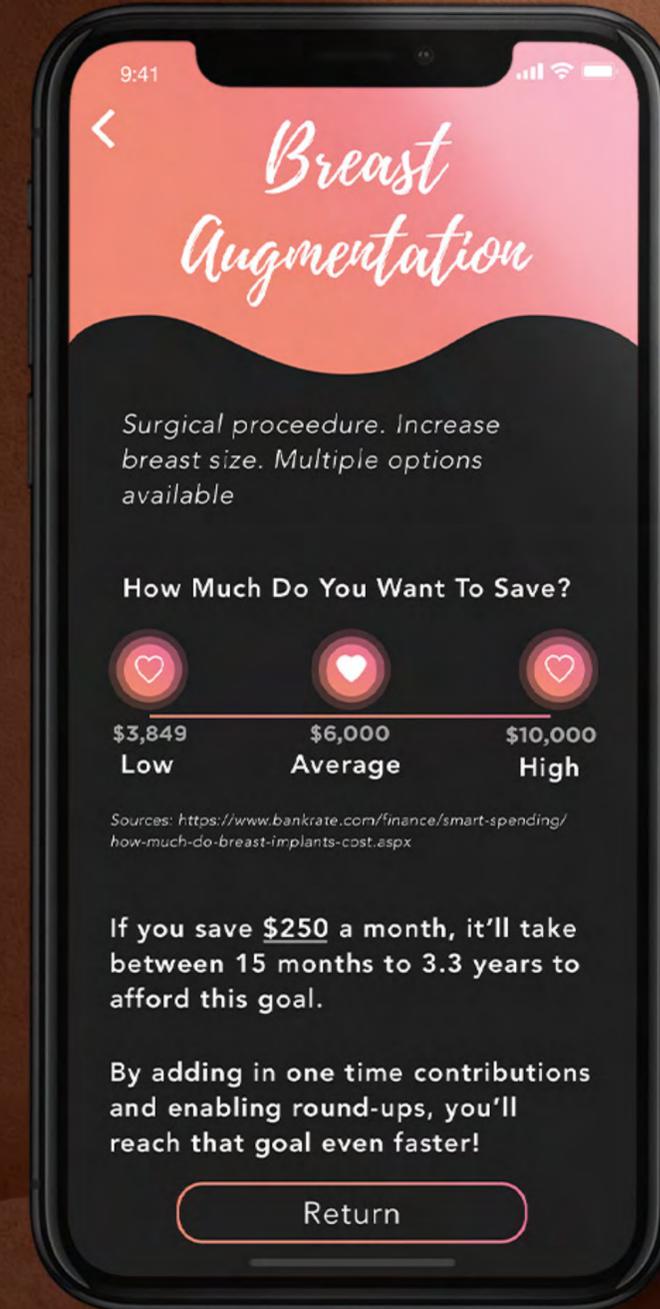
### **Interchange**

Credit & Debit  
Card Transactions

1% interchange fee on transactions.  
Revenue on money **out**.



2% Management Fee on AUM.  
Revenue on money **in**.



# From Our Users

## When asked if Solace had helped with suicide ideation\*

“Yes I have had thoughts like that, and I found that I was able to turn to this app once I was ready to form a plan to move ahead. This app has helped me organize long-term goals which has decreased the frequency of suicidal thoughts. So yes that has changed since installing the app.”

“I did have thoughts of suicide before I found the app and started estrogen. Since finding the app, I have been very happy with myself and not depressed or suicidal.”

“I have had suicidal thoughts pertaining to body dysphoria, but Solace helps me realize **I can't give up.**”

“They've gotten much less frequent since using the app”

“I've been clean for 1975 days, and Solace has helped keep it that way **because I continue to get to see the progress I'm making**”

“I was thinking about suicide and attempted to cut myself. I feel like this app has helped some. It gives me info on how to become my true, and happier self.”

“Yes, but it's a lifetime thing. The hope that Solace provides has probably helped though.”

“Yes infrequently but the app helps with a plan of action. Which **can give hope.**”

“A lot more before the app. A little less now. The future seems a bit clearer.”

\*The transgender community faces an 81% suicide ideation rate and 41% suicide attempt rate, in large part because life-saving care (medically, legally, and socially) and the means to afford it seems out of reach.

# Transition Related Goals



Market Size (United States)

1,900,000+ Users

Major Transition Goals<sup>1</sup>

28,500,000

Cost Per Goal<sup>1</sup>

\$25 - \$30,000

Average Total Spend on Transition

\$150,000

Average Length of Transition

2-7 Years (Optimal)

5-10 Years (Average)

<sup>1</sup> Based on Solace user data.

# Non-Transition Related Goals

- Buying A Home
- Retirement
- Family Planning
- Buying A Car
- Vacation
- College
- Weddings
- Non-Transition Medical Care

Win the battle for the first home and you win the rest. We are focusing on the forever home, the user's body. The vessel for their soul. And once their body is in alignment, we can focus on helping them save for items outside of their transition.





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