Sextech School

Cohort 10 Outline

About
Welcome to Sextech School, a transformative 10-week program that brings together founders, career-changers, and those with an interest in sextech to level up together.

Who we support
We primarily support four groups of people:

- Existing sextech founders
- People with a sextech or sexual wellness idea they are wanting to bring to life
- Humans that are curious about sextech
- Job-seekers

What is included

- ☑ 2 hour live workshops with industry insiders
- ☑ 10 hours of group coaching
- ☑ Weekly accountability partners
- ☑ Exclusive access to a private community Slack
- ☑ In-person meet-ups to strengthen your network
- ☑ Student perks program

Program: Cohort #10
Program dates: Mon 19 June - Mon 21 August 2023
Location: Anywhere in the world
Role duration: 10 weeks
Cohort 10 is our first 10 week cohort

Why did we add 4 more weeks to our live cohort?

- Expanded Networking Opportunities
- Emerging Industry Insights
- Enhanced Skill Development

The story so far...

In June 2020, we opened a beta program into what we wanted to build to be our definitive course on sextech - a course to teach people everything they need to know about getting started in the industry and making the next step with the support of a global community.

In this beta program, we worked closely with a test cohort, helped them achieve results -- but more importantly, incorporated their feedback to refine the curriculum.

We bolstered the guest lecturer series, created a private community platform for current and past members to connect and share opportunities, as well as a jobs board and knowledge base library.

Three years and nine cohorts later, we have an extensive mentor program to complement the course.

The next step...

Overwhelmingly, our graduates say, "I can’t believe it’s over. I want more!"

So we’re putting extra support and more time into this cohort to allow you to foster connections and build thoughtfully with the full confidence of our graduates, mentors, and advisors behind you.
What’s the value in doing Sextech School?

Our cohort provides you with the skills, confidence, tools, and connections needed to create your own impact in the sextech industry.

We focus on supporting you in 5 key areas

⭐ **Networking:** Develop a strong professional network within the sextech industry, connecting with like-minded individuals and experts.

⭐ **Confidence & Self-Promotion:** Gain the confidence to bring your idea to life and talk about your work, promote yourself effectively, and openly discuss sextech.

⭐ **Industry-Specific Knowledge:** Acquire in-depth knowledge about sextech.

⭐ **Business and Venture Capital Understanding:** Develop a functional understanding of business models, venture capital, pitching, and creating impactful pitch decks.

⭐ **Community Building:** Learn effective strategies and best practices for building thriving communities within the sextech space.

These values encompass essential skills and knowledge that empower you to excel in the sextech industry, establish yourself as an industry professional, and contribute to the growth and advancement of the field.
What’s included:

🎉 1 x Welcome Mixer | Online | June 20 or June 21
Learn about the program, ask questions, set expectations and connect with your cohort.
*Tuesday Mornings Europe / Tuesday Afternoons Australia / Wednesday evenings USA*

💡 4 x Live Guest Sessions | Online | 26 June - 7 August
Come together for 2 hours/week to learn from world’s foremost sextech industry experts.
*European friendly classes are Tuesday mornings 9am BST
US friendly classes are Wednesdays evenings 8pm EST*

🎓 4 x Alumni Host Sessions | Online | 3 July - 14 August
Every other week connect for ~75 min with your cohort pod and Alumni leaders

📚 1 x Video Library | Online | Anytime
*Access 100+ hours of content* from leading experts in our Video Library

💻 1 x Slack Community | Online | Anytime
An exclusive private community to connect with other Sextech School people, find job opportunities, collaborations and receive advice and answers to your questions

👥 10 x 1-1 Check ins | Anytime | Online or in-person
Get paired with others to check-in on your goals and learn together throughout the program

.Optional: In-person Socials
Catch up in person to connect and build strong relationships with other community builders in New York, Berlin, Copenhagen, London, Brisbane, Hong Kong and Melbourne

Add on: 1-1 Coaching | Anytime | Online
Book 3 x 1-1 60-minute coaching sessions with Bryony Cole to deep dive into your top questions and challenges
**Weekly Topics Snapshot**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>What's the topic?</th>
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<tbody>
<tr>
<td>1</td>
<td>19 June</td>
<td>Welcome Mixer</td>
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<td>2</td>
<td>26 June</td>
<td>Introduction and current trends in sextech</td>
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<td>3</td>
<td>3 July</td>
<td>Industry Knowledge</td>
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<td>4</td>
<td>10 July</td>
<td>Sextech Network &amp; Alumni Support Sessions</td>
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<td>5</td>
<td>17 July</td>
<td>Business models</td>
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<td>6</td>
<td>24 July</td>
<td>Building a plan for your plan</td>
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<td>7</td>
<td>31 July</td>
<td>Creating a sextech brand</td>
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<td>8</td>
<td>7 Aug</td>
<td>Community Engagement</td>
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<tr>
<td>9</td>
<td>14 Aug</td>
<td>Pitching your assignment</td>
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<tr>
<td>10</td>
<td>21 Aug</td>
<td>Showcase and Graduation</td>
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**Curriculum**
The curriculum is focused on deep dive into four keys:

**Module 1: Foundational Industry Knowledge**
The sextech industry is large and varied, people often don’t know what it is and who is involved. How do you measure a $30 billion market? What is the sexual wellness conversation and how is it useful in driving a conversation? Why is there stigma and how might you overcome this in conversations with investors, collaborators, various audiences. What is the origin of sextech and what is the impact of gender in its developments? How might media and culture play a part in technology industries’ success? What are the main sextech verticals?

**Module 2: Launching a business or new career path**
How do you start to think through business models with the unique challenges of sextech at the forefront, such as manufacturing, advertising, banking, corporate tech and government policies, and of course social stigma?
What about job-seeking in sextech? How do you break into sextech and carve out your own career path? What are the 6 key pathways to pursue in sextech?
Module 3: Building a brand and reputation
How do you design a brand in the sexual wellness or sextech space? What do you need to consider when speaking publicly about sex? Are you ready for reputational risk? What are the key challenges to brand building in vice spaces? How do you pitch media and prepare press releases that cut through?

Module 4: Community engagement
How critical is the public vs private conversation? Where are the sextech communities and how do you become a part of the conversation? How do you start your own community? What can case studies in community inside and outside sexual wellness teach us? Start to design your own community strategy and work with others inside sextech to establish your own network and engagement plan.

Confirmed speakers for Cohort 10 (more to be announced):

Maaike Steinbach, CEO @ FemTechFuture
Sam Caffrey, Sextech PR Specialist
Rahul Ramchand, CEO @ Care & Bloom
Viv Conway, Co Founder @ Girls Get Off
Lilly Sparks, Founder @ Afterglow
Jeff Bennett, Founder @ Morari

Live Workshops Cohort 10:
Viv Conway, Founder of Girls Get Off teaches how to win at personal branding
Lilly Sparks CEO of Afterglow teaches essential career transition skills
Jeff Bennett CEO of Morari teaches industry knowledge and how to test your ideas
Maaike Steinebach, CEO of FemTechFuture teaches vice business and investment 101
Sam Caffrey, teaches PR and Media relations for sextech and sexual wellness
VIDEO LIBRARY ACCESS
OVER 100+ HOURS OF LECTURES & EXPERT WORKSHOPS

Access content from all 9 cohorts:

Cindy Gallop, CEO
Make Love Not Porn

Andrew Gurza and Heather Morrison, Founders of Bump’n

Carey Smith, Unorthodox Ventures

Polly Rodriguez, CEO
Unbound

Frances Tang, Founder
Awkward Essentials

Dr Son Vivienne,
Scholar of queer identities and digital storytelling

Kenneth Play
Pleasure Hacker

Oli Lipski
Sextech Editor ...and many more

Frances Tang
Awkward Essentials

Suzanne Sinatra
Private Packs

Cindy Gallop
Make Love Not Porn

Glenise Kinard-Moore, VDOM

Soum Rakshit
Mystery Vibe

Emily Sauer
OhNut

Rob Godwin
Lovehoney

Jackie Rotman
Center Intimacy Justice

Polly Rodriguez
Unbound

Farah Kabir
Hanx

Ola Miedzynska
SxTech.Eu

Andrew Gurza
Bump’n

Rachel Scherl
Vagipreneur

Andrea Barrica
O.School

Billie Quinlan
Ferly

Shakun Sethi
TickleLife
Why join us? Hear from our Alumni...

**Kat**

This course has given me the confidence...

This course has given me the confidence to start my own sex tech business and given easy-to-understand advice on the steps needed to do so.

Date of experience: April 17, 2023

**Lisa**

Can't recommend enough

I joined with no confidence in working in the SexTech industry and was unsure of what I would gain from STS. What I am certain of is that I developed my network, my knowledge of the field, and my confidence to be part of this incredible journey. Cohorts members, Speakers and Staff from STS all make you feel seen, heard and empowered. If you are scared to make the step to enter the SexTech industry, join STS first and it will answer most of your questions!

Date of experience: January 10, 2023

**Stephanie Spiegel**

Sextech School was exactly what I needed

Sextech School was exactly what I needed. Even though I was not interested in forming my own sextech company, this program provided me with a community of individuals that share a common goal and passion for the same subject. Bryony is incredibly dedicated to making everyone feel welcomed and has provided me advice, feedback and connections that have made me feel more confident in navigating the space. I highly recommend!

Date of experience: February 01, 2023

**Cécile Caminade**

A great program fuelled by an incredible community

An incredible community of passionate people who are incredibly resourceful and generous with their time. Created by the fantastic Bryony Cole, this program is the perfect springboard for anyone looking to enter the Sex Tech space. It steps you through some very important exercises that will help you define your goal but also acquire very important information that will help you take your idea, project or life to the next level.

Date of experience: January 31, 2023

“I have to admit, the whole experience was an eye opener. I went in not really knowing what to expect. I didn't really have any expectations because I'd never done any kind of online group learning before. And part of me, I think if you'd asked, would probably have expected, just like a whole lot of people sitting in silence while someone went through a PowerPoint presentation for six weeks. And I'm
greatly relieved that that wasn’t what it was. But it was honestly like the diversity of ideas that came out of a group that really blew me away. You know, a whole lot of, you know, women, but, you know, our brains were so diverse and came up with such brilliantly different ideas that it was really, really exciting to be part of. Like it felt like being part of something really quite big."

“Learn from those in the know (you won’t find it elsewhere) - connect with movers and shakers in the biz, get stuff done, make tangible progress. That’s what I loved about it.”

“The course provided me with an instant group of engaged likeminded people. I was able to bounce ideas around, network and deepen my understanding of the industry”

“The best thing about Sextech School was obviously the people, but I’ll also say the SLACK channel. Getting to hear from others, see their posts, articles, feelings, conversations, etc is invaluable to making communication within this community faster and more accessible. Love it and can’t wait to continue to be active there.”

*Check out more Sextech School reviews on TrustPilot.*
The Investment

**Option 1: Core:** 😍💡Cohort 10 Program | 3 months Community Access
Access the Kick Off Call, Cohort Workshops, Cohort Portal, Video Library, 1-1 Check Ins, Slack Community, and In Person Socials.

- Single Payment $977
- 12 x Month Plan $97
- 18 x Month Plan $67.67

**Option 2: Premium:** 💦🔥Cohort 10 Program | Unlimited Community Access | VIP Channel + 3 Coaching Sessions
Access everything in the Live Cohort plus 3 x 1:1 60-minute coaching sessions Bryony to get the tailored support and advice you need and VIP Slack Channel.

Live Cohort + Coaching - $1,297 USD (10 week program + 3 months community access)
Payment plan available: $147 month x 12

Limited places available for Premium. To apply, contact Bryony hello@sextechschool.com.

**FAQs 😐📚**

I am not a founder; is Sextech School still for me?
It sure is! While founders often flock to Sextech School, there tend to be three main types of sextech people:
- Those just curious about sextech
- Those looking for a job in sextech
- Those launching or scaling a business in sextech
And our bespoke course content has been specially catered to each of these groups.
I don’t have a formal qualification in sexuality / sexual health. Can I still enroll in Sextech School?

Absolutely. In fact, most of our students don’t have formal qualifications in sexuality studies, and no prior training is required to enroll in Sextech School. That being said, if you’re a sexologist or sexual health professional looking to level up on the tech side of things, look no further.

I’m looking for a job in sextech; what opportunities can I find?

As the world’s only industry-led course for sextech, we sit at the epicenter of global sextech development. Not only are many of our guest lecturers actively recruiting, but our jobs board is hot and growing + we offer direct connections to some of the industry’s best.

How long does the course last and what is the time commitment?

The live component of the course lasts ten weeks. Allocate 2 hours each week for live class components.

What if I’m not in the US?

Don’t worry; we have two cohorts running concurrently to suit the global needs of the sextech curious like you. One cohort is optimized for time zones in the US and Europe, and another for Australia and Asia-Pacific.

Do you offer financial support for those not from the US?

Yes. We recognize that in certain countries, the average income levels create systemic disadvantages when it comes to participating in the world of sextech entrepreneurship.

Sextech School has recently introduced "Parity Purchasing Power" – an equation that allows us to calculate a well-deserved discount tailored to your local purchasing power.

For now, these discounts are by request (we don’t have a way to automate this with our just yet) but we’re happy to do the extra work if it means more people can build and contribute to the sextech community worldwide.
You can check this page to see if your country is included, and email hello@sextechschool.com to learn how to apply the appropriate discount for your country if you need it.

What happens if I can't attend the live sessions?
We try to accommodate everyone with the timing of our live sessions. That said, things happen, and if you can't attend some or all of them, each one will be recorded and uploaded to the Course Video Library immediately. There are also many other ways to engage with our live events throughout the ten weeks and with other members of the Sextech School community.

How long will I have access to the course?
You’ll have access to the course and the Sextech School community for the ten weeks and another three months after that. If you’d like lifetime access we also offer an option after you graduate to stick around!

What happens if the course is sold out?
We cap our cohorts so that everybody who attends Sextech School can get the most out of the curriculum and the connections they build. Don't worry; if our current cohort is full, stay tuned on our mailing list for when we announce the next session.

Is it possible to pay in installments?
Yes. All you have to do is select the option to pay in installments, though please note that there is a discounted rate if you pay in full upfront.

Is there a money-back guarantee?
Yes. We believe attending Sextech School is an easy and rewarding decision, and we all stand by the incredible results and community you’re about to be involved with. You can request a full refund if it doesn’t meet your expectations by week two.

When do applications open?
Applications for our Cohort #10 are now open. Secure your spot by applying now. Doors close June 10.
When do classes start?

European friendly classes are Tuesday mornings 9am BST
US friendly classes are Wednesdays evenings 8pm EST

Next cohort kicks off the week of June 21 2023.

What happens after I sign up?

As soon as you sign up you will have instant access to our private Slack Community so you can start connecting with all the amazing humans in Sextech School. Join a mixer, find your local people, search for jobs and collaborations. You will also receive access to our Video Library so you can start watching expert lectures before class begins!

Enroll now for Cohort 10