

A PUBLICATION FOR TECHNOLOGISTS

SEX TECH SPACE



ISSUE 01



<EDITOR'S LETTER>

When I read interviews about fellow technologists, I always admire the way people answer the question "What's your favorite thing about being in tech?" More often than not people answer that question with something like "I love being able to use what I've learned to build something to solve the world's problems" or "I love that I can use my skills to create something related to [*insert non-tech hobby] and build something I love."

To be completely honest, I never found that space of nirvana in my tech career until recently. A better way of rephrasing that is I more or less wasn't conscious of the option to merge my interests in sex and sexuality with my tech career until I stumbled upon sextech - one of the tech industry's hidden gems.

I was so excited to finally find a place in tech where I feel like I belong. I saw all these people doing amazing things in sextech and suddenly felt so inspired but also confused why others weren't aware of this blossoming segment of tech. More specifically I was confused why people who created technology had no dialogue around this topic. As an avid conference and tech meetup attendee, why had I never heard even a whisper about this sextech before?

As I spoke with more "techies," I found out they had never even heard of it. That is why I decided to create Sex Tech Space with an aim to close that gap and be an educational resource for technologists and engineers to learn more about the evolving \$30 billion dollar empire while normalizing the conversations typically regarded as taboo.

I've decided to take this first issue to highlight those who have inspired me and pioneered the way to introduce you to this intersection sex + tech.

ALISON FALK

Founder and Editor



</cherry>

Lack of education in any subject leads to a faulty information cascade like a game of telephone. This is especially true for those who lack appropriate sexual education and thus rely on what they hear from friends or see in porn in fear of being shamed for their curiosity.

One of the most common myths is one that not only romanticizes pain during intercourse, but also feeds the idea that those with vaginas don't have ownership over their own bodies.

The myth is that those with vaginas are supposed to bleed because they've "popped their cherry" the first time they have intercourse. That it is supposed to be painful and not pleasurable. That this is how men can know the person he is sleeping with is "pure."

I've chosen the cherry as the symbol for Sex Tech Space as a sort of reclamation to womxn's pleasure. A "space" to remove the stigma and shame so we can all be part of a sexual revolution together.

DEFINING SEXTECH

Instagram users in tech give their first impression of "sex tech."

I've attended 100s of conferences and I've never seen a presentation on sextech. The truth is I had no idea what it was when I heard the term for the first time - I presumed it was something related to pornography. I was raised in a strict religious home and was discouraged from exploring my sexuality. Even now I still feel that sense of embarrassment as I talk about it!

Ryan Carson,
Founder CEO
Treehouse
@ryancarson

Glen,
Ruby on Rails
Developer
@glendcodes

The first thing that comes to my mind about sextech is how in Melbourne where there were a lot of female uber drivers and they were saying how they wanted to continue to have the freedom to work without the fear of being attacked or intimidated. They were saying that Uber should have something that marks or forwarns uber drivers of bad apples, repeat offenders...that or Uber support women uber drivers by banning those customers from using the app.

My first impression of the phrase "sex tech" was that I wanted to be IN ON THAT NOW. Both are things I enjoy. Both are things women in the field need to be proud of. What I first thought it meant was like, premium snapchats or instagrams, but also simultaneously AI sex dolls. Cool stuff.

I was thinking, "Sexy uses of technology? Sign me up."

Erin,
Database Admin
@ddisco.lizardd

Robyn Silber
Computer
Scientist
@programm.r

When I first heard about sex tech I figured it was about adult toys. After learning more about I realized what an important industry it is and was surprised that I had never heard any tech leaders talking about. I know realize why we need including this sector of tech in the conversation and I hope to amplify their voices.

My first impression when somebody told me “sex tech” is some sort of dating apps and communication tools like Pure.

Andrey,
Lead Frontend
Developer
@sitnikandrey

It was actually the first time that I've ever heard of a developer focusing on sex tech. I believe that sex tech is primarily sex toys and VR. I could be wrong since I'm not really familiar with this industry.

Vanessa,
Web Designer
+ Developer
@vanessaamilet

Brandon,
Software
Engineer
@bk_powers

If I had to take a stab at defining what it is (sort of humorously, but not really): Programmable sex components designed to improve one's sex life, alone or otherwise, with the power of technology.

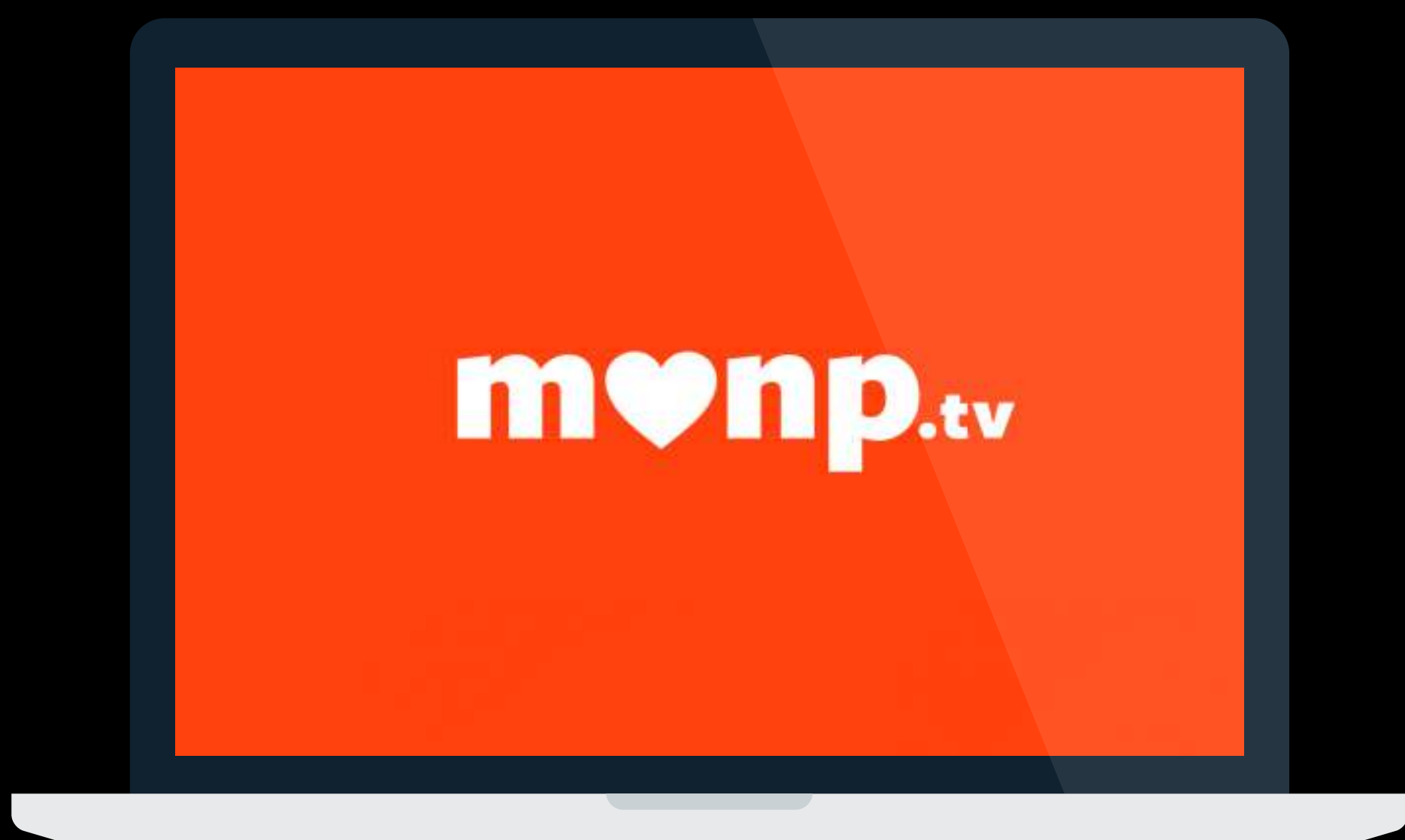
If I had to give a first impression or word association of what comes to mind when I hear the words "sex tech," it'd probably be closer to: Sex toys, dolls, etc. with moving parts and/or modifiable options for intensity. It feels a bit odd, the seemingly juxtaposition of the two words together. With that being said, why not?

CINDY GALLOP

“I don’t wait for things to change. I make them change.”

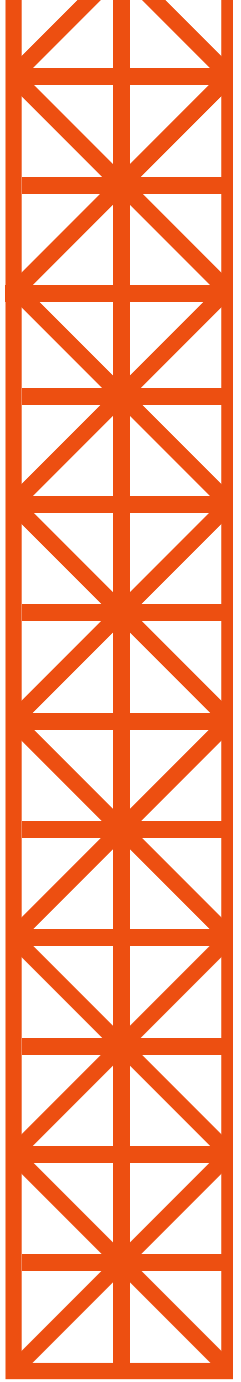
FOUNDER OF MAKELOVENOTPORN.COM
AND THE WORLD'S FIRST SESTECH FUND





"I decided to take every dynamic in social media and apply them to this one area **no other social network or platform is going to** go in order to socialize sex and to make real world sex and talking about it **socially acceptable.** "

"We are building a whole new category online that hasn't previously existed - social sex. So **our competition isn't porn. It's Facebook and YouTube-** or rather it would be if Facebook and Youtube allowed sexual self expression and self identification - which they don't."



WHY SEX TECH IS IMPORTANT

An excerpt from HotTopics: What is sextech and why is everyone ignoring it? By Cindy Gallop.

Sextech is important because sex and sexuality lie at the heart of everything we are and everything we do.

This fact cannot be overstated. Society's conflicted attitude toward sex – we all enjoy it but we don't talk about it – means that sex is defaulted in the public consciousness to an act, a thing we do. But sex is personality. Who we are sexually informs everything to do with how we feel about ourselves and how we feel about others; it informs our relationships, our lives, our happiness.

Sextech is also important precisely because of that conflicted attitude.

No other area of human existence is hedged around with so much shame, embarrassment, guilt and self-torment. **How fundamentally important sexuality is to us, combined with how fundamentally conflicted we are about it, makes it the richest possible territory for advances and breakthroughs using technology to disrupt and enhance our experience of sex.**

This is important because in a broader context the failure to openly discuss, address, solve for and improve sexual issues lies at the root of many social ills.

From sex trafficking, sexual abuse, rape, sexual violence, intolerance of alternative sexualities, through sexually transmitted diseases and unwanted pregnancies, to unhappy marriages and relationship breakdowns – all can be positively impacted through initiatives designed to change the way we think about and behave around sex.

And ultimately, sextech is important because **sex as the universal human usecase makes this the biggest technology market of them all**, and therefore potentially far and away the most lucrative.

[Click here to read the rest :](#)
What Is Sex Tech And Why Is Everyone Ignoring It

 @makelovenotporn



Image by TechCrunch

POLLY RODRIGUEZ

CEO, UnboundBabes

"When I was 21 years old I found myself with a velcro fanny pack full of chemotherapy drugs in a sketchy sex shop next to the airport in St. Louis, Missouri. I had been diagnosed with stage IIIC colon cancer and radiation treatment nuked my ovaries. My doctors told me I would never have children but failed to mention I was going through menopause. It wasn't until I googled my symptoms that I realized that for the rest of my life I'd struggle with arousal and sexual discomfort."



"I took it upon myself to buy a vibrator and lubricant. And as I awkwardly wandered the rubber penis aisle of that seedy shop on the side of the highway, **I couldn't help but feel mortified that I was there** at all. It was then that I realized, as womxn (cis gendered, femme, and non-binary), **our sexuality is a dichotomy of fertility and hyper-sexuality**. I felt like there should be something in the middle, in-between the two, where we could define our sexuality for ourselves instead of by others. And 10 years later, **Unbound was born with the goal to make sexual health accessible to all.**"

In your own words, describe what is sextech:

"**Sextech** is any product, content, art, or experience that uses technology to increase our ability to understand, explore, and enjoy our sexuality. More broadly, *it's brave humans using technology to bring us all closer together -- with other people and with ourselves.*"



How have you seen the industry evolve since you've joined?

"There was one woman who pioneered the industry before any of us set foot in it. **Cindy Gallop** was the first woman to say, *"I don't bloody care what other people think."* When she did that, **she broke down this massive barrier which was the bullshit notion of "reputational risk..."** that you couldn't be a professional, respected woman if you had a company that centered around sex. She did it anyway, and over time, others -- like me -- were able to follow in her footsteps. And in the last four years, we've seen more women innovating in sex tech than ever before. No longer afraid of what people will think, **they're designing the solutions they want to see in the world** and there's never been a more exciting time to be a female founder in sex tech."



MTA Rejected W T F



MTA Approved W T F

roman

ERECTILE DYSFUNCTION
MEDS PRESCRIBED
ONLINE, DELIVERED TO
YOUR "FRIEND'S" DOOR.

GETROMAN.COM

"While generic Viagra companies can use Facebook, Instagram, and the subway system; female sexual wellness companies are routinely denied. ***Men's sexuality is viewed as a health concern whereas women's sexual pleasure is deemed a taboo subject***, too inappropriate for most platforms."

What are some obstacles you had to overcome/tackle when starting a sex tech company that you wouldn't normally find in other segments of the tech industry?

The list is endless. To be a sex tech founder is to be the ultimate problem solver. **Everything from opening a bank account to getting HR software becomes a massive obstacle** in which you have to be creative and solve solutions because of old regulatory definitions of "vice categories."

Why is the acknowledgement and presence of sex tech important in the tech industry?

When the tech community relegates sex tech to the shadows, it perpetuates the stigma that sex is a topic only to be discussed behind closed doors. How can we normalize one of most universal experiences if we aren't even allowed to discuss it?

Why is sex tech important in general?

Because women are still fighting for the right to make decisions over their own body. Because **only 13% of states require sex ed to be medically accurate.** Because 40% of women report chronic difficulty achieving orgasm. And because orgasms are a beautiful, wonderful thing and the world would be better off if we all had more of them.

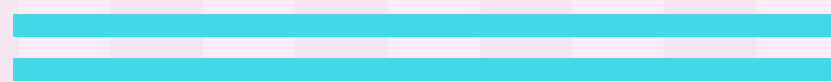
Where do you see sex tech in 5 years?

Truthfully, I think sex tech will be mainstream in the next 5 years in the way meditation has become mainstream. I think **the crucial component lies in the hands of women, femme, and non-binary individuals who are tired of being silenced** and finally empowered to create the change they want to see in the world.

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code: SEXTECHSPACE



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FUTURE OF SEX

BRYONY COLE



Bryony Cole is the world's leading authority on sextech. Since launching the top-rated podcast, **Future of Sex**, Bryony has been on stages across the world, defining the direction of sextech for governments, technology and entertainment companies. Her wide body of research and annual Future of Sex report are considered the lead in industry insights.

Bryony is an international speaker, published writer and producer, who has been featured on shows like Viceland and Technopia, and articles in Wired, TechCrunch, The New York Times, Playboy, Mashable, Motherboard, ABC, Financial Review, Brides, Glamour and many other global media.

BRYONY ON THE PAST PRESENT AND FUTURE OF SEX TECH

In an industry that faces many challenges because of society's discomfort around sexuality, it has been really special to see how sextech has made its way into mainstream vernacular, from watching sextech companies like Unbound competing at TechCrunch Disrupt to seeing Forbes and other widely regarded business publications print articles on the work we are doing.

In 2018 these are the right sort of signals in the marketplace, and culture, that show we are slowly making a topic that was once taboo, conversational. And that's the point, isn't it? At least the starting point...to normalize sex and sexuality.

The close friendships and sense of community fostered in the sextech community are just as important and critical to the industry's success as the media, and over two short years we've seen communities like the Women of Sextech grow from 30 people in Cindy Gallop's apartment to hundreds of women across the globe. That's truly revolutionary and a bit part of what sustains me.

@futureofsex



@bryonycollection

ALICIA SINCLAIR

ON WOMEN LEADERSHIP IN SEXTECH



Founder of COTR, inc. and certified sex educator.

Innovator behind the successful lifestyle brands and products: **b-Vibe** , **Le Wand**, and **The Cowgirl**.

Alicia has 15+ years of experience in the industry of sexual intimacy. Her previous role as the VP of Worldwide Sales and Business Development at Jimmiane gave her the knowledge and insight to develop a sex-ed boot camp.

With the goal to guide retailers in more accurate ways to address common adult industry questions and concerns, as well as become more familiar with bodily anatomy. Alicia has also had the extraordinary opportunity to work with the FBI and DOJ to foster clear channels of communication amongst the adult industry and government as part of the Child Protection and Obscenity Enforcement Act.

"I think we're still in the age of pioneers"

The following is an excerpt from Randolph Heil's interview with Alicia first appearing in EAN

How important is it for a female customer to know that there is a woman behind the erotic products she is buying, to who she can relate?

Having a woman at the helm of an erotic product is still a novelty, so to speak. Women are still stigmatised for embracing their sexuality at all. By being a visible ambassador for my company, I hope to help women to confidently embrace their own interest in exploring their sexual selves.

The industry isn't as male-dominated as it used to be. How would you describe the current situation?

I think that, right now, women are more accepted than they've ever been – but that they're still not the norm. Not only do women still face more hurdles (whether that be the perception of their peers or simply the plights that come with being a woman in any business), but female sexuality as a whole still fails to be fully understood and valued. I'm encouraged by the number of products that we're seeing created that cater to the clitoris, and I hope we continue to head in a similar direction. Instead of assuming what people with vulvas want, we need to conduct research, focus groups and speak with communities to create products that stem from real desires rather than figments of the male gaze.

How did this change affect the industry?

I believe that the more women we see taking places of leadership within the industry, the more we'll see a collaborative, thoughtful approach to products — something that's only just begun over the past few years. Toys for women that are function first, aesthetic second – and focused on real physical desires – will help shift perceptions towards female sexuality and pleasure, and I'm excited to be a part of that..

Do you see differences between the erotic industry and other industries in this regard? If so, which differences are there?

While women face sexism in all industries, the erotic industry can sometimes exacerbate these stereotypes due to the nature of the topic.

[Do] you have any tips or recommendations for women who would like to start out in this industry?

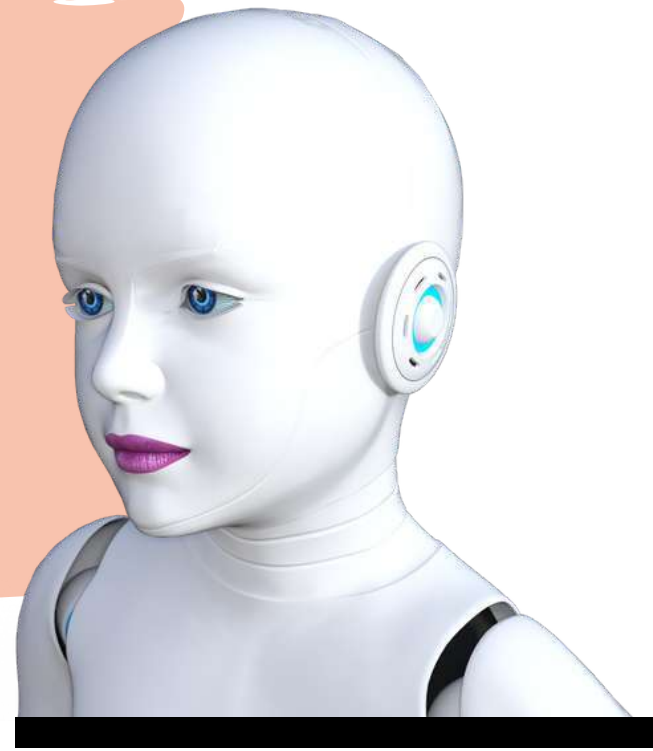
Don't take no for an answer. You're going to be told no a lot by a lot of different people in business situations — and most of the times, that's just doubt manifesting as rejection. Prove them wrong. Be thoughtful about the products you're creating. If you spend the time and energy developing a quality product for a sophisticated audience, they will come. Don't feel the need to repeat what may have worked in the past — your power is to set a new standard. In that same vein, think about what you would want. Keep in mind that women are fairly new in this industry, so the more you can use that to your advantage, the more you can create competitive products that cater to real desires.

➡ [CLICK FOR THE ORIGINAL ARTICLE.](#)



@aliciasinclair_cotr
@lewandmassager
@ridethecowgirl
@bvibe_social

Tantra, Robots, Teledildonics & more...



An excerpt from Christina Antonyan, founder of **Confident Lovers**

There is Fintech, Edtech, Greentech... and of course – Sextech. According to the Guardian, the future of sex is estimated to be a \$30 billion USD industry that is growing at 30% each year (faster than the drone industry!).



I see this revolution happening in two parts.

1. More and more people are becoming open to experience the Eastern teachings of sexuality, the most common being Tantra and Taoism.

Many people are recognizing that it's not our ultimate destiny to conform to mundane social paradigms.

It's time to replace taboo, shame, guilt, performance, and lack of emotional awareness with depth, pleasure, connection, freedom and self-love.

2. Second includes Technology in the form of AI, Teledildonics, Augmented Reality, Pleasure Implants, Multisensory experiences, Immersive VR learning, DIY erotic playgrounds and a lot more.

For people faced with physical, emotional, and geographic challenges, they'll offer opportunities for sexual fulfillment that might not otherwise exist.

Here is a short list of some of the intimate technological innovations coming our way according to **Futureofsex.net** (The extended report is mind blowing).

Virtual Sex

This is when people connect through communication devices and share sexual content. This includes typed messages as well as video and voice chats both online and over the phone.

3D worlds developed by computers are an increasingly popular place to have virtual sex by using avatars, which are digital representations of players.

DIY Erotic Playgrounds

Design hyper-customizable sexual environments and bodies, turning yourself or another avatar into the ideal sexual partner inside your own personal sex world.

Alternative Sexual Communities

Meet real people in real time in non-judgmental virtual environments who want to explore new desires and kinks.

Live out your erotic fantasies in a BDSM dungeon or indulge your animalistic side by transforming yourself into a creature for zoomorphic sex.

Or why not hire an avatar escort or sex worker to try out a new form of role-play?

Teledildonics

The term “teledildonics” was coined by Ted Nelson; the man who also gave us the words “hypertext” and “hypermedia” in 1975.

A new generation of internet-enabled play toys that fall under the umbrella of teledildonics.

These toys let long-distance partners “feel” each other in real-time via data-enabled devices. The only interactive sex toys for two-way pleasure which applies forces, vibrations, or movements to the users.

A new company called Kiiroo, wants to break into the e-pleasure biz with a hardware-meets-social-media combo.

Untethered, Full-Body Sexual Gaming

Players in adult virtual worlds will embrace hands-free technology en masse so they can explore erotic landscapes with hand motions, saying goodbye to keyboards and mouse clicks.

Haptic sex toys and suits will become increasingly sophisticated in how they send and receive touch, removing any perception that virtual sex is a form of mutual masturbation.

Neurological interfaces will push immersion deeper as players interact with each other and their digital environment using brain waves.

Virtual Reality

Sex toy developer Tenga based in Japan has gone one step further by creating a full body sex suit for men that sends impulses all over the wearer's body to make it feel like another human is touching them.

[Read Christina's full article here](#)

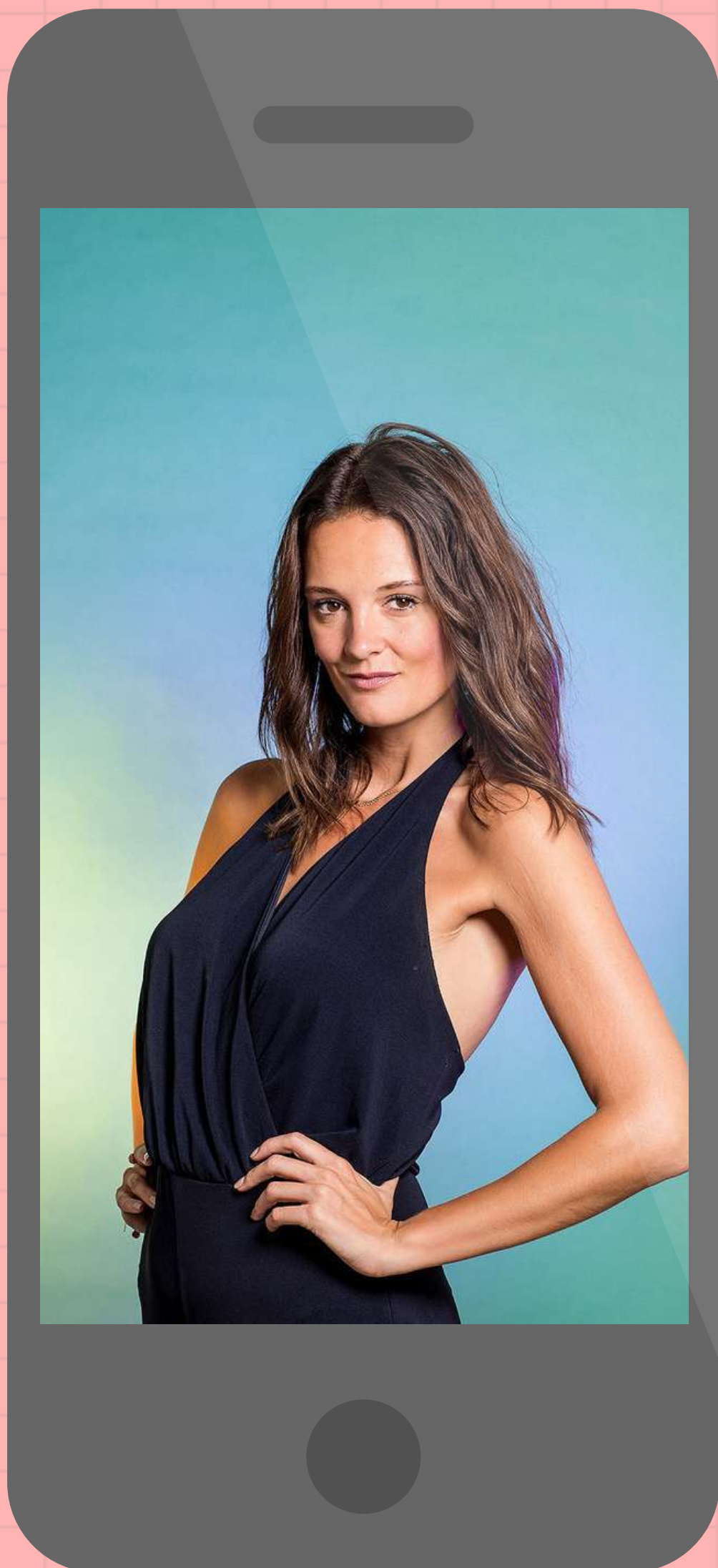
[Read the full report by FutureOfSex.net here](#)



Confident Lovers - @christina_antonyan_diary
FutureOfSex.net - @msjennaow

<h1> Estrella Jamillo </h1>

COFOUNDER OF B-WOM



<p>Passionate about women's health and mental wellbeing advocate. Aims to eradicate the anxiety women suffer when it comes to their bodies and their intimate health. </p>

Personal definition of sex tech:


Sextech **encompasses all solutions, digital, hardware, or services** that focus on enhancing the sexual experience of humans, whether from a health perspective, or focused on pleasure and exploration, also educational tools, or just by providing different platforms and way of experiencing our sexuality.

It's starting to become **one of the fastest growing segments in the tech market**, and I believe it's going to change the way we approach and view sex and relationships, providing new perspective into what was (or still is!) a very narrow vision of the human sexual experience.

What's your day like as the cofounder of a sex tech company?

It really depends. I travel a lot for work, so there are weeks where every 2 days I'm in a different city speaking at panels or meeting with potential clients! I just recently did SF-Spain-Austin-NYC.

I'm in charge of B-wom in the US, and my co-founders are in Barcelona. Many days I have calls with them in the morning, due to the time difference, and then head to the office - I now work at The Wing, and I couldn't be happier! Then I usually spend 2-3 hours on back to back calls with potential partners or clients, enterprises, physicians... Spreading the word about our work and looking for people that would help us bring our mission forward. In the early evenings I either do so research or writing or prepare if I have any speaking engagements or podcasts. And to close off the day I usually have to attend some event to connect with more people in the sector, or a dinner with mentors. Non stop, rock and roll!



What are some roadblocks you've experienced as a woman in the sex tech industry?

Standing in front of a mostly male (and older, and more traditional) audience and **explaining to them why they should care about women's intimate health issues** is definitely a trip! I had to become very comfortable with discomfort. Fundraising is obviously harder than for any tech company focusing on other areas. However, because of our health-focused approach, I think that platforms such as Facebook are more permissive and we don't have as many challenges to get the word out there as other sextech companies. **Arguing that sexual and intimate health are not "nice to haves" but must haves for a woman is one of the narratives I have to repeat the most.** As much as it becomes necessary.

How do you keep passionate in your career?

I am very passionate about solving these problems, because I think they are directly tied to gender inequalities. When we finally stop judging women by their sexual behaviour or choices, when society stops viewing aging women as less valuable, **when we really win full agency over our body, we will get a better shot at equality in every other area.** This is what motivates me every day.

Entrepreneurship is hard, and when coming from a different country, from my experience, it becomes even harder, as there are many added hurdles to the startup equation. But **every time I get a message from one of our users explaining how she now understand some symptoms she had and taking strategic actions, and is now enjoying a fuller sex life and health, that keeps me going!**

What inspired you to start a company around women's sexual health and what's the change you want to bring about?

I had my own share of unpleasant experiences when trying to get help for symptoms I had in relation to my cycle that were pretty incapacitating, and **I was disappointed at the lack of guidance i received.** That, together with the fact that it boils my blood to see how **women are sexualized by the media, but then are demolished by society if they exhibit any interest in exploring their sexuality and being comfortable with it.** Women's worth has been traditionally tied to sexual modesty - and this is something I want to end.

I want women and female identifying people to not feel ashamed or broken for not fitting into society's standards. I obviously wish the same for men, but my deepest fire burns with women and **the way we have been socialized into hating our bodies, suppressing our desires, shaming our ambitions and assertiveness, and pressured into behaving in certain ways so that we'd be considered worthy of love** - which within the context of heterosexual relationships seems to be the ultimate validation of a woman's worth.

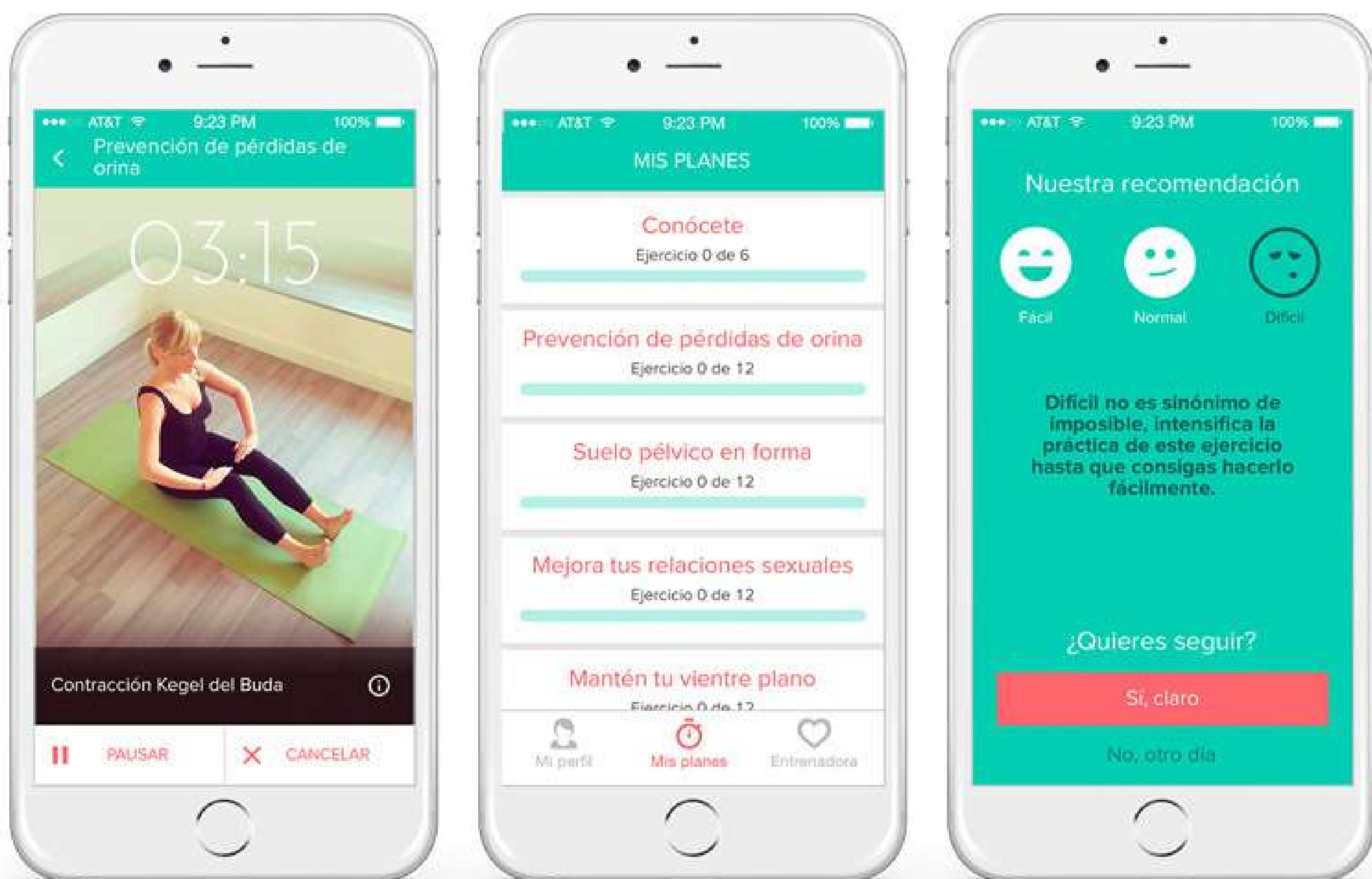
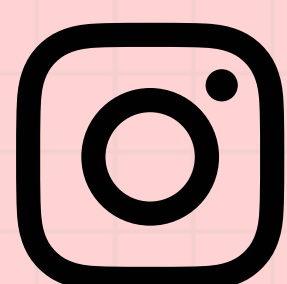


Image via B-wom

"All the areas we help with, impact a woman's confidence and we want them to be in control of them! Incontinence, sexual pain and related dysfunctions, UTI's... These issues happen to all of us. ALL. OF. US. At one point or the other, and yet we keep suffering in silence. Most women with sexual dysfunction bounce from doctor to doctor without getting a comprehensive analysis of their case and a diagnosis, and they feel that they are broken and that they have to live with it.

This is where I, and my team, say: It does NOT have to be like that.

Women's health and sexual wellness is important, and it need to receive more attention and respect."



@in_siderstar
@hellowbom

<EVENTS>

OCTOBER

10/03 Kind and Kickass event 6-8pm

at NEA Offices

10/06 Slut Walk LA Featuring Le Wand

10/11 Kali Sexual Health Pop-up

224 Mulberry Street (SOHO) 5:30-8:30pm

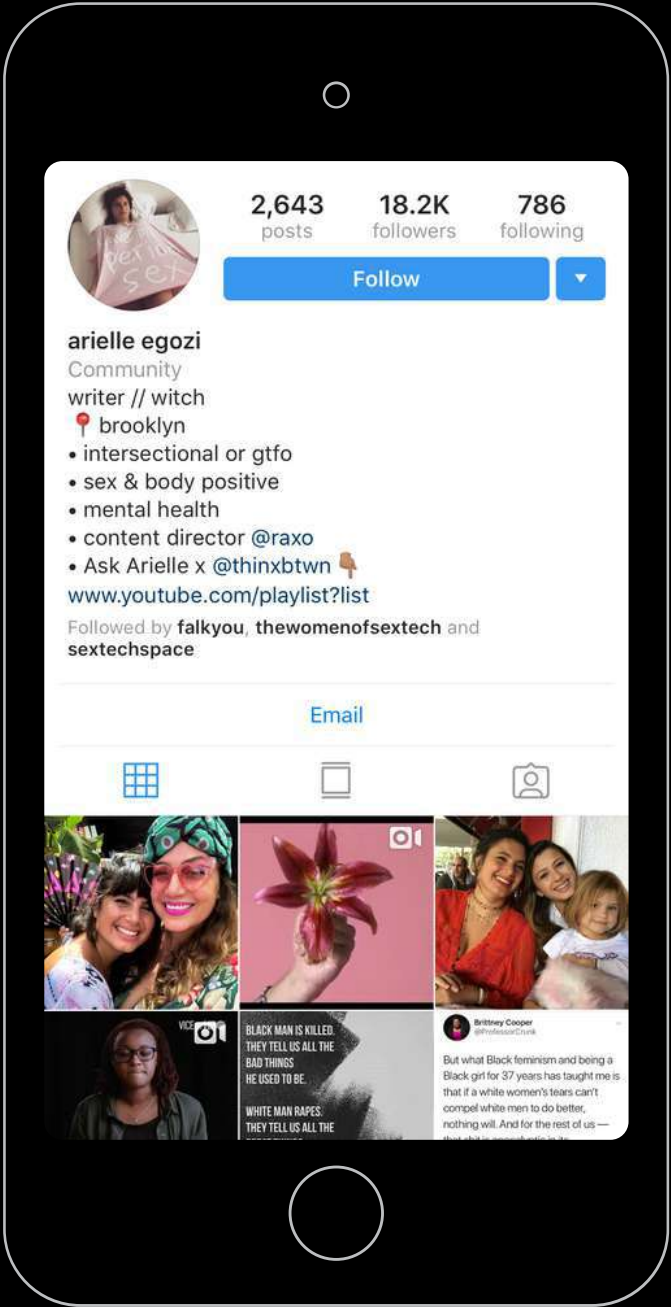
NOVEMBER

11/04 Cycles & Sex NYC

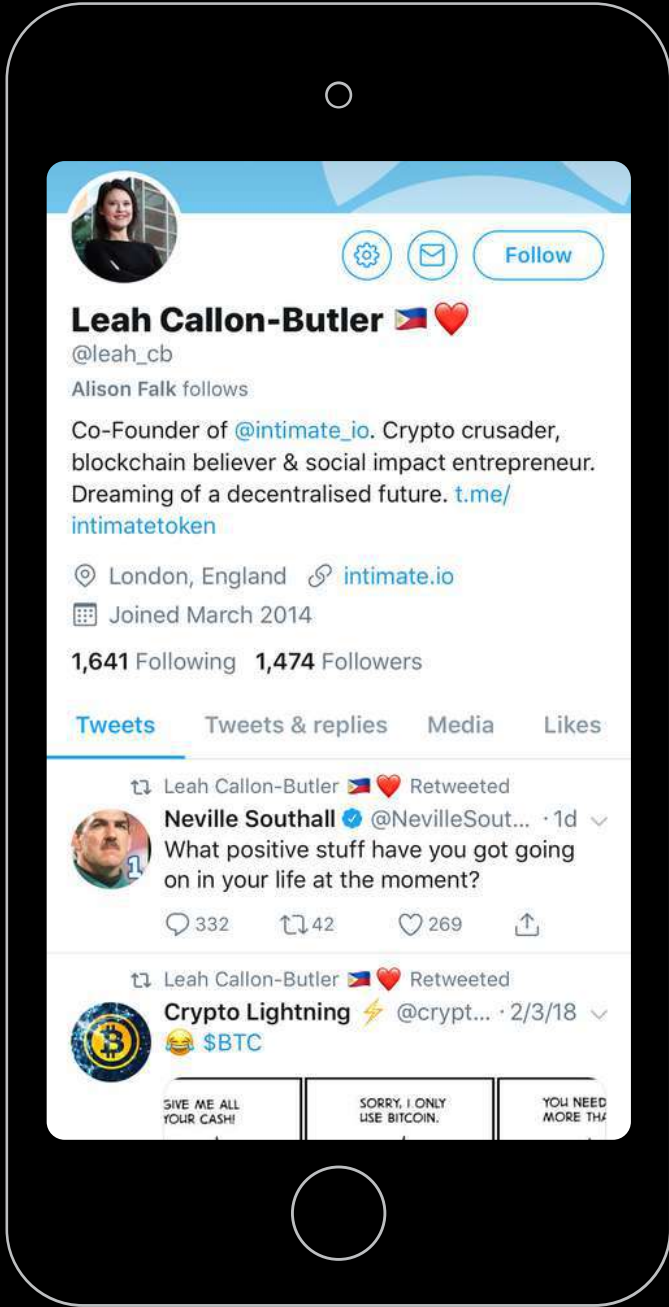
11/05 Hygienix: The Premier Event for Absorbent
Hygiene. & Personal Care Markets

11/15 Innovation Women “Enterprising Women” Event
Featuring Rachel Braun Scherl of *Orgasmic Leadership*

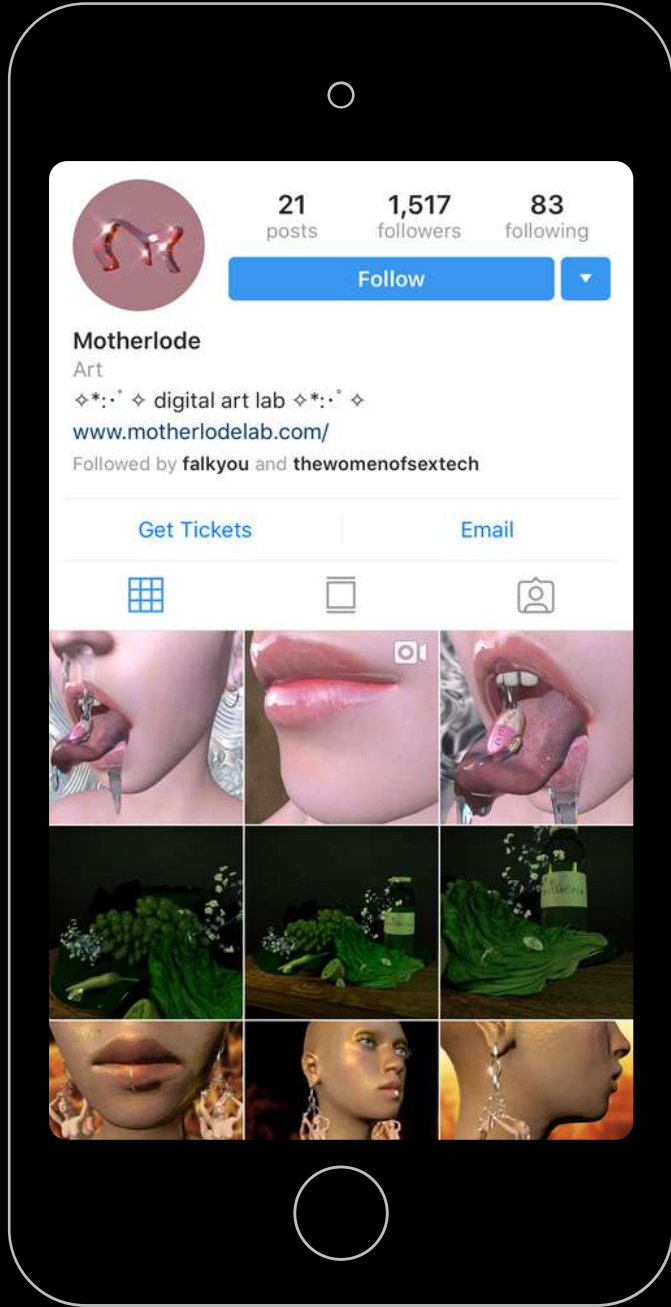
Inspirational people you should know that are working hard to educate and eradicate the stigma



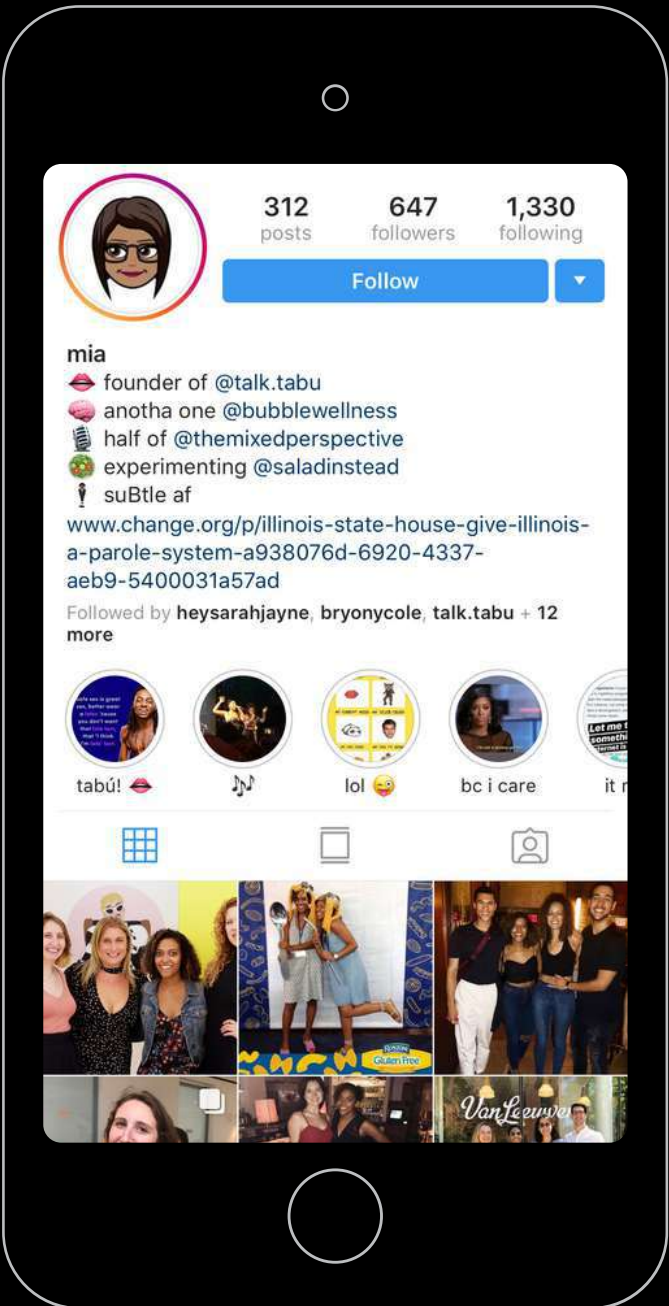
Arielle Egozi
Sex Positive
Creator + Writer



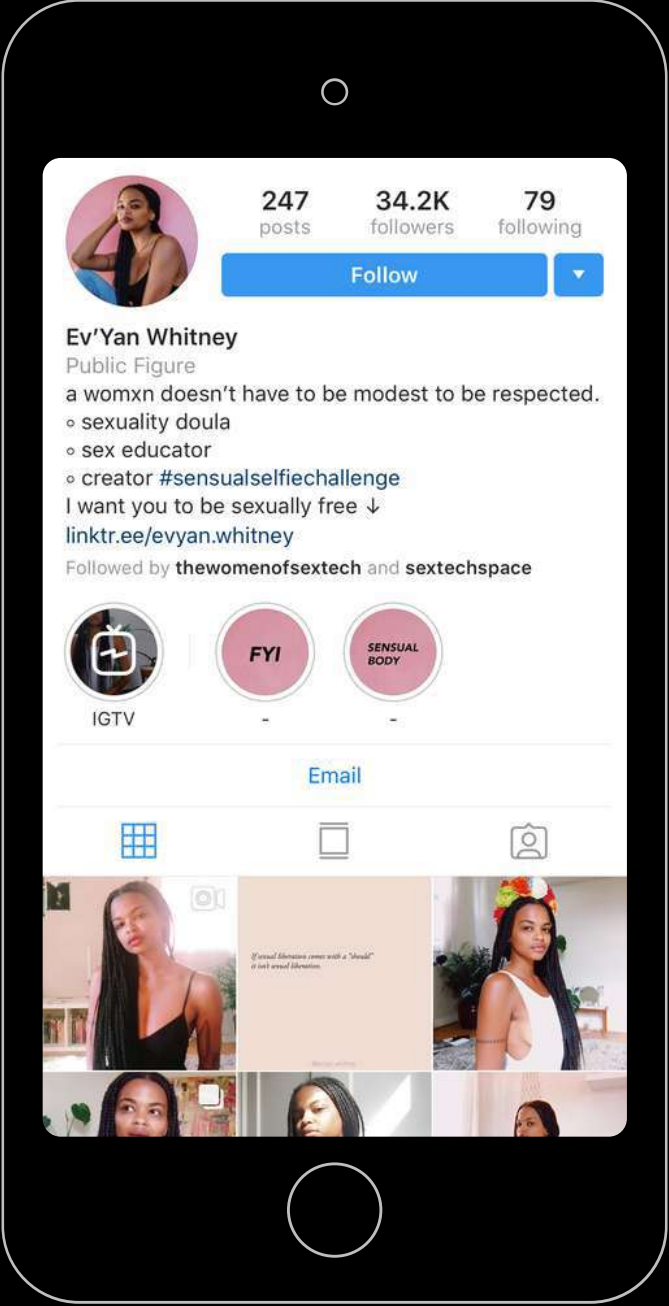
Leah Callon-Butler
Co-founder
Engagment Director
initimate.io cryptocurrency



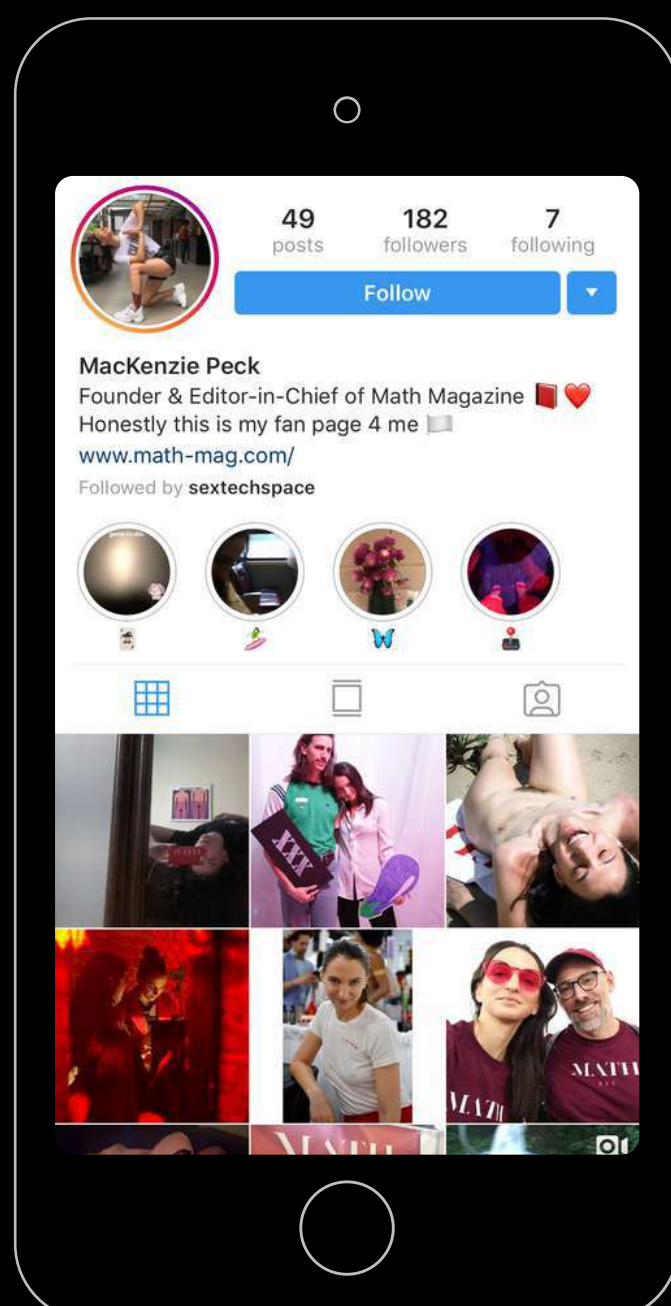
VR creators
exploring topics excluded
from traditional sexed



Mia Davis
Founder @talk.tabu
sexed platform



Ev'Yan Whitney
#sensualeselfiechallenge
creator



MacKenzie Peck
Founder
@mathmagazine



SUBSCRIPTIONS: sextechspace.com