



EmpowerEd

REVOLUTIONIZING SEXUAL EDUCATION
FOR EVERYBODY

Logo:

Branches reaching upward with leaves representing knowledge and learning, illustrating the growth and development fostered by sexual education. Branches growing from lightbulb symbolizing ideas, innovation, and enlightenment. Representing the spread of knowledge and understanding in sexual education.

1.Introduction

My business is about holistic sexual education. In Hungary, sexual education is not present in public education; it's a part of biology class, which is naturally not sufficient. These so-called sexual education sessions are typically conducted by the school doctor, the midwife, or in even worse cases, the biology teacher. However, the competence of these professionals is limited to medical and healthcare knowledge, which is far from comprehensive or adequate. What's even more concerning is that they typically do not have a sex-positive attitude. Sexuality remains a taboo topic in the country, resulting in grandparents, parents, and children lacking sufficient sexual awareness. Young people seek information on the internet, but it's difficult to find scientifically sound sources. Content seen and heard on various websites, magazines, and TikTok can be misleading or unreliable. As a sexual educator, my certificate entitles me to conduct sexual education sessions for children (from 0 years old) and to train parents. In my business, I aim to prepare parents on how to sexually educate their children through individual consultations or group training sessions.

Additionally, I want to develop board games also for the purpose of sexual education. These board games will be available in separate packages for parents and educators. Furthermore, I am already working on a book in which I want to guide readers (children, youth, parents) through the most important facts by telling stories.

All the above are based on holistic sexual education, the WHO & BZgA (2010) Standards for Sexuality Education in Europe, and the UNESCO (2018) International technical guidance on sexuality education. Revised edition documents

1.2. Public presentation

I would advertise the trainings and consultation opportunities both offline and online. The board games and books could be purchased online, and I would also make them available for free to a few educational institutions, for the purpose of building partnerships and marketing.

Currently, there is no similar business in the country, or I am not aware of it. Novelty attracts people, but at the same time, I would like to present myself not only as something new on the market but also as a reliable and appealing opportunity.

1.3. Goal

The intimacy is a central part of human existence, everyone has the right to proper orientation (United Nations Convention on the Rights of the Child, 1989). Informal sexual education is not sufficient and sometimes needs to be balanced and corrected. There are many new, anonymous, free, and easily accessible sources of information, resulting in the rapid spread of misinformation.

With my business, I aim to make scientifically based sexual education accessible to everyone. Thanks to my business, my clients can obtain this from a reliable source, provided by trained professionals (in the beginning, just me, of course).

1.4. Measurability and reachability

It is measurable by number of participants on different training sessions, but also the number of held training session itself. Feedbacks gathered from participants and users of products. Assess the extent to which of my partnerships (educational institutions, health care providers, community groups) contribute to the effectiveness and reach of my sexual education initiatives. Profitability and cost-effectiveness. Recognition and influence (being invited to speak at conferences or events or being cited as a reputable source of information in media coverage or academic publications).

1.5. Needs addressed

Parents and educators are often not prepared for sexual education. With my business, I aim to assist them by providing knowledge and tools in their hands. The upcoming generation is much more open to the topic, and it is also beneficial for them if I make reliable, real information available to us.

1.6. General public and secondary audience

The primary audience of my business is parents, or people who are planning to have children, and want to be prepared for educate their children, or already have children, but need help in sexual education. Other target group is educators, as well as any other professionals who work with children and young people. Those who need assistance, tools, and knowledge for proper sexual education.

1.7. Society and users' benefits

Increasing sexual awareness in the long term can reduce unwanted pregnancies, sexually transmitted infections, sexual abuse, and discrimination against sexual minorities. Overcoming misconceptions and myths, and adopting a more open attitude towards sexuality, benefit society as a whole.

I would like parents and young people to be more aware, and educators and parents to be better prepared on the subject. A large part of society lacks adequate knowledge about sexuality, sexual rights, and other aspects of sexuality.

1.8. Acquiring customers

Primarily, I intend to utilize my personal connections to promote my business. My relationships with various educational institutions and individuals would bring in the first clients. For this, I would use both printed and digital communication materials.

The measure of success for my business is the number of customers and the quantity of products sold. And of course, customer satisfaction.

2.Building the business

A few months ago, I've been thinking about this business, but I'm very happy that I'm here at this training now, sitting at this table and organizing my thoughts, ideas, and plans. The need, the goal is there, and these questions help a lot in formulating the specifics. So for me, this questionnaire is the first step.

2.1. Setting

The population of a single city wouldn't be enough on its own to sustain the business, so I'm thinking on a national level. Selling books and board games isn't location-bound, and for the training sessions, I'd only rent venues initially. Such venues can be found in any city or town in Hungary.

2.2. Develop and progress

- 1.1. Create concept for board games
- 1.2. Create concept for trainings
- 1.3. Finish book
2. Book and board games production
3. Create website, web shop
- 4.Look for partners, training rooms
- 5.Look for potential clients, advertising

2.3. Impact on the customers and users and public

For the book I would also prepare clear and concrete guidelines for parents/educators how can they process the stories with the children. Board games come with instructions.

When it comes to trainings there would be 8 different topics, one session for each topic (according to age groups as well). You can choose if you want to apply for all, or just specific ones according to your needs and interest.

2.4. Competitors and obstacles

I don't have competitors yet. The challenge is if parents won't be open enough for the trainings (even though they struggle with this topic). I am sure that the educators will take the opportunity. Parents might be not open, that would be an obstacle, for sure

2.5. Potential market instability in my sector of reference

I believe the demand will be there, always. Taking into consideration the government's already implemented regulations on the topic, in case they would come up with new ones, that might cause me troubles to keep the business running. I might have to find a new way to fulfill my goal after a while, if it happens.

3. Structure

At first, it's just me. And an accountant of course. I would hire more sex-educators in the future, if needed, whom I would coordinate. I would be responsible for everything, which includes developing products, finding and keep in touch with manufacturers; communications, marketing, networking, trainings, organizing.

3.1. External partnerships

SM platforms presenting my services and products (IG posts, reels about them, clients and external partners sharing their experience) Giving free books and games to earn partners and feedback. Cooperating events with other experts related to the topic (educators, sexual psychologists) Needs assessment or surveys to gather insights from your target audience and community stakeholders about their priorities, challenges, and preferences related.

Creating clear and two-way communication channels, also Maintain consistency and frequency in your communication efforts to keep stakeholders engaged and informed over time.

Attending and organizing networking events, scheduling one-on-one meetings, and participating in collaborative projects.

Continuously monitoring and evaluating the effectiveness of your external relations and communication efforts (feedbacks received, and outcomes achieved).

3.2. Actions of public and private benefit

Partnerships with NGOs and nonprofits working in related areas, such as reproductive health, LGBTQ+ rights, or gender equality. Establishing scholarship programs to support students pursuing studies or careers in sexual health education, counseling, or research.

Developing youth empowerment programs focused on promoting healthy relationships, consent education, and self-advocacy skills, create safe spaces for young people to discuss sensitive topics, ask questions, and access accurate information about sexual health.

3.3. Digital instruments and technologies

Social media platforms and online communities to engage with target audience, share educational content, and foster discussions about sexual health topics. Content management systems to efficiently create, organize, and update digital content. Secure online payment systems to facilitate transactions for paid courses, services, or products.

Social media marketing (presenting the products, clients' feedbacks) Cooperation with influencers, bloggers, well-known experts and universities providing courses in sex education and pedagogical fields to reach new audiences and increase brand awareness.

Developing a user-friendly, visually appealing e-commerce website that reflects my brand identity and values. Digital products: e-book, guides, videos, online courses, E-commerce platform.

Not considering adapting any AI technology at the moment.

4. Environment and sustainability

Partnering with suppliers and manufacturers who prioritize sustainable practices and ethical sourcing of materials. Environmental-friendly materials, such as recycled paper for my products.

Partnering with locations offering training rooms, who are energy efficient and reduce and recycle waste.

Environmental sustainability: energy efficient training locations, where they reduce and recycle, environmental-friendly materials and products.

Social sustainability: partner with nonprofit organizations and social enterprises to address social issues and promote positive social impact in areas such as education, healthcare.

Economical sustainability: Invest in innovation and research to develop sustainable products, Foster long-term relationships with clients, suppliers, and partners based on trust, transparency, and mutual benefit.

4.1. Alternatives

Expanding my business offerings to include corporate training programs on sexual harassment prevention, diversity, and inclusion. Customized training modules and workshops tailored to the needs of corporate clients in various industries (for example my current workplace is a multinational company putting high focus on diversity and inclusion).

Online membership platform where users can access exclusive educational content, resources, and community forums for a subscription fee. Offer premium features such as live webinars, expert Q&A sessions, and personalized support.

4.2. Monitoring

Document key learnings, insights, and best practices gained from the testing phase to inform future decision-making and strategy development.

4.3. Lack of attention and money

Taking a step back and reassess your business model to identify any weaknesses or areas for improvement.

Gather feedback from clients, partners to understand why they may not be engaging with my business as expected (surveys, interviews, or focus groups).

Review my marketing strategies to identify opportunities for improvement. Experiment with different messaging, channels, and targeting methods to reach and engage my target audience more effectively.

Explore alternative funding options to alleviate immediate cash flow challenges. Considering investors or government grants available for businesses in my industry.

Review my expenses and identify areas where I can reduce costs or reallocate resources to critical areas of my business. Prioritize spending on activities that directly contribute to revenue generation, user acquisition, and retention while minimizing non-essential expenses.

4.4. Inspiration

Reconnecting with my mission and purpose why I started the business. My own personal growth and development as an entrepreneur. Identify inspirational figures in the sexual education field or other related industries, and learn from their experiences, successes, and failures, and draw inspiration from their achievements. Customer feedback and suggestions.

If nothing would be possible to turn things in my favor for my business model, I would build a similar business model but built on my other profession (speech and language therapy).

4.5. Commitment

Continuous learning and skill development (especially for digital competence)

Enhance my language proficiency, particularly in languages widely spoken in Europe (English, French, German, Spanish, or Italian).

4.6. Milestones for the Business model

1. Product development and launch
2. Launching marketing campaigns to promote my training courses, board games, and book to my target audience (launching a website, establishing social media presence, and implementing advertising campaigns)
3. Expand and scale my business by offering additional products, services, or geographic expansion.
4. Gain recognition and make a positive impact in the parenting and education community.
5. Establishing a loyal customer base, building a strong brand reputation, and achieving financial stability and profitability over time.

I would pursue the following options: Host in-person workshops and seminars in various locations for parents and educators interested in gaining practical skills and knowledge. Board Game Development and Sales. Book Publishing. Online membership community (Creating an online membership community or platform where parents and educators can access exclusive content, resources, and support). Collaborations with schools and organizations.

4.7. Support needed

Human resource: people who I can partner with (manufacturer for the board games, publisher for book a graphic designer, web designer, SM marketing expert, leaders of schools and other institutions)

4.8. Resources needed

Money for the first pieces of products, creating website and online platforms, implementing digital tools.

5. Services and products.

8 different training sessions, and 8 different board games for each topic (according to age groups as well). A book.

6. Communication and networking

Identifying target audience for sexual education, which may include parents, educators, healthcare professionals, young adults, and community organizations. Understand their needs, preferences, and communication channels to tailor my messaging effectively.

Developing a brand identity that reflects the values, mission, and unique selling proposition of your sexual education business. Design a logo, choose brand colors and fonts, and create messaging that resonates with your target audience.

Building a professional website that serves as a central hub for my sexual education business. Include information about my services, courses, resources, and upcoming events. Also, Instagram.

Developing high-quality content related to sexual health, relationships, consent, and other relevant topics. Create blog posts, articles, infographics, and videos that educate, inform, and empower my audience. Share this content on my website, social media channels, and email newsletters to attract and engage followers.

Organizing webinars, workshops, and virtual events on sexual education topics to provide value to your audience

Participate in industry conferences, networking events, and trade shows related to sexual health, education. Network with professionals, educators, and organizations to build relationships, exchange ideas, and explore collaboration opportunities.

Forming partnerships and collaborations with schools, healthcare providers, nonprofit organizations, and community groups to amplify my impact and reach. Collaborate on events, initiatives, and campaigns that promote sexual education and awareness.

Feedback from your audience through surveys, reviews, and testimonials to understand their needs and preferences better.

Track website traffic, social media engagement, email open rates, and course enrollments to measure the effectiveness of my communication and networking efforts.

7. Management system

Allocating budget resources for content creation, marketing campaigns, website development, and other essential activities based on projected expenses and revenue forecasts.

Developing content creation guidelines outlining the process for researching, writing, editing, and publishing educational materials.

Implementing customer service protocols for handling inquiries, feedback, and complaints promptly and professionally.

Establishing data privacy policies to protect customer information and comply with applicable regulations, such as GDPR.

Setting specific goals for the next 6 months, such as launching two online courses, publishing a book, and developing a prototype for a board game.

Break down each goal into actionable objectives with clear deadlines.

8. Economical tactics

Start with a minimum viable product for online courses, board games, or book, and gather feedback from early adopters to iterate and improve.

Fund my business using personal savings, revenue generated from initial sales, or small loans instead of seeking external investment.

Generating additional income by offering freelance or contract services related to my expertise in sexual education.

Cost-effective online marketing tactics such as content marketing, social media advertising to promote the business and attract customers.

8.1. Media strategy

Establish a strong presence on social media platforms frequented by your target audience, such as Instagram.

Investing in targeted online advertising campaigns to reach potential customers and also partners.

9. Schedule for the first year

Month 1-2: Pre-launch Preparation:

- Develop business plan, mission statement, and brand identity.
- Secure necessary permits, licenses, and registrations for operating the business.
- Develop content calendar outlining publishing schedule for the next six months.
- Begin creating and scheduling content for website launch.
- Develop initial marketing strategy and messaging for social media channels.
- Set up social media account
- Create email list and draft welcome email for subscribers.

Month 3-4: Website Launch and Content Creation

- Oversee website development process, ensuring functionality and user experience.
- Finalize pricing strategy for online courses, board games, and book.
- Create promotional materials for website launch.
- Publish website content, including blog posts, articles, and resource pages.
- Continue creating and scheduling social media content to drive traffic to the website
- Monitor website analytics and make adjustments based on performance.

- Launch email marketing campaign to announce website launch and encourage sign-ups.
- Monitor social media engagement and respond to comments, messages, and inquiries.
- Begin planning collaborations for future campaigns.

Month 5-6: Product Development and Testing

- Develop course outlines and curriculum for sexual education trainings.
- Research and identify potential suppliers for board game production.
- Begin writing content for the first draft of the sexual education book.

Month 7-8: Marketing Campaigns and Partnerships

- Finalize course content and materials, ensuring alignment with educational objectives.
- Review and provide feedback on board game designs and prototypes.
- Continue writing and revising content for the sexual education book.
- Launch marketing campaigns to promote trainings, board games, and book pre-orders.
- Collaborate with influencers and partners to create sponsored content and joint promotions.
- Monitor campaign performance and adjust strategies based on results.

Month 9-10: Product Launch and Community Engagement

- Launch trainings, board games, and book for sale on the website.
- Plan and host launch event to celebrate the release of new products.
- Begin outreach to schools, libraries, and community organizations for partnership opportunities.
- Engage with community members, respond to inquiries, and foster discussions on social media.

- Attend industry events and conferences to network with potential partners and collaborators.

Month 11-12: Growth and Expansion

- Evaluate sales performance and customer feedback to identify areas for improvement.
- Explore opportunities for expanding product offerings or entering new markets.
- Begin planning for future product development and content creation initiatives.
- Continue monitoring website traffic and engagement metrics to track growth and performance.
- Develop and execute content strategy for ongoing blog posts, articles, and social media content.
- Analyze marketing campaign performance optimize future efforts.
- Expand influencer partnerships and collaborations to reach new audiences and markets.
- Develop customer retention strategies, such as loyalty programs or referral incentives.

10. Sustainability after the first year

Staying attuned to changes in the sexual education landscape, including emerging trends, evolving regulations, and shifting consumer preferences.

Streamline business operations and processes to improve efficiency, reduce costs, and facilitate scalability as the business grows. Invest in technology solutions, automation tools, and workflow optimization strategies to streamline administrative tasks, enhance productivity, and free up time for strategic initiatives and business development.

Nurturing relationships with existing customers to foster loyalty and encourage repeat business. Implement customer retention strategies such as loyalty programs, exclusive offers, and personalized communications.

Maintaining a consistent and strategic approach to marketing and promotion to sustain visibility and attract new customers. Continue to leverage digital marketing channels, social media platforms, and influencer partnerships to reach and engage your target audience effectively.

Diversifying and expanding your offerings to appeal to a broader audience and capture new market segments. Introduce new courses, workshops, or educational resources on relevant topics.



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What?

- Adequate sexual education: comprehensive and science based
- I aim to prepare parents on how to sexually educate their children through individual consultations or group training sessions.
- I aim to give tools for educators working with children/youth in different institutes
- Raise awareness on sexual health and sexual rights

Why?

- sexual education is not present in public education
- Sexuality remains a taboo topic in the country
- People are lacking sufficient sexual awareness
- Young people seek information on the internet
 - misleading or unreliable

How?

- Board games
- Individual and group training sessions
- Book
- Online platforms
 - Instagram
 - Website
 - E-commerce

Sustainability

Environmental: energy efficient training locations, where they reduce and recycle, environmental-friendly materials and products

Social: partner with nonprofit organizations and social enterprises to address social issues and promote positive social impact in areas such as education, healthcare

Economical: Invest in innovation and research to develop sustainable products, Foster long-term relationships with clients, suppliers, and partners based on trust, transparency, and mutual benefit.

ITEMIZED FINANCIAL PLAN - EmpowerED

	Date Activity Month / Year	Activity type	Estimated Cost	Expense Category*	Purpose
EX	January 2025	(EX, Purchasing Market Research)	150.00 €	Materials and Supplies	Gather data on direct competitors to develop a marketing strategy that targets segments X, Y, Z,
2	January	Buying Canva Pro	120.00 €	Marketing and Supplies	Expanding social media target groups for attracting customers,
3	February	Website Development	500.00 €	Technology	Improving website functionality and user experience to enhance online presence and customer engagement,
4	February	Social Media Ad Campaign	300.00 €	Marketing	Launching targeted ads on social media platforms to increase brand awareness and attract potential customers,
5	March	Hiring Freelance Writer for Blog Content	200.00 €	Personnel	Generating high-quality blog content to attract and engage target audience,
6	March	Attending Sexual Education Conference	250.00 €	Professional Development	Networking with industry professionals and staying updated on latest trends and research in sexual education,
7	April	Printing Educational Materials	400.00 €	Marketing and Supplies	Producing brochures
8	April	Email Marketing Software Subscription	50.00 €	Technology	Investing in email marketing software to automate campaigns and engage with subscribers,
9	May	Hiring Graphic Designer for Logo Design	300.00 €	Personnel	Creating a professional and visually appealing logo to represent the brand and enhance brand recognition,
10	May	Sponsored Content on Influencer's Blog	200.00 €	Marketing	Collaborating with an influencer to feature sponsored content promoting the business on their blog,
11	June	Video Production for Social Media	600.00 €	Marketing	Creating engaging video content for social media platforms to increase engagement and drive traffic to the website,
12	June	Hosting Webinar on Sexual Health	100.00 €	Professional Development	Educating the community and establishing thought leadership in the field of sexual health and wellness,
14	July	Donation to Sexual Health Nonprofit	200.00 €	Philanthropy	Supporting organizations dedicated to promoting sexual health and education in the community,
16	August	Creating Infographics for Social Media	150.00 €	Marketing and Supplies	Designing visually appealing infographics to convey key information and attract engagement on social media,
17	September	Customer Feedback Survey	50.00 €	Marketing	Gathering feedback from customers to identify areas for improvement and inform future business decisions,
19	October	Launching Board Game	800.00 €	Materials and Supplies	Designing
20	October	Partnering with Sexual Health Clinic	300.00 €	Marketing	Collaborating with a local clinic to promote sexual health resources and services to their patients,
21	November	Conducting Focus Group	100.00 €	Marketing	Gathering insights and feedback from target audience to refine products and marketing strategies,
22	November	Hosting Virtual Summit on Sexual Education	500.00 €	Professional Development	Bringing together experts and educators to discuss important topics and trends in sexual education,
23	December	Year-End Review and Planning	0.00 €	Business Development	Reflecting on achievements and challenges of the year
Total Amount Requested:			5,120.00 €		