

Lou & You

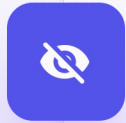
creating digital innovations against domestic & sexual violence



Our society still doesn't get a grip on domestic & sexual violence

After her friend was raped in 2018, our founder Isabel unsuccessfully tried to search for information and help online. What she found was shocking: Only 20% of victims ever access help-services, never receiving the support they desperately need. If this doesn't change, offenders aren't stopped and victims remain in a spiral of violence.

Domestic & sexual violence cause immense problems



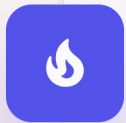
Shocking numbers, yet much to be uncovered

Every third woman has experienced domestic, sexual violence or both. But only little is known about violence¹. For example, how many men or children are victims of it.



Legal justice is an exception

Only a fraction of rape victims end up filing a report.² Many cases then don't make it into court and convictions are even more rare. As a result, the majority of rapists walk free.



Ignoring violence is unaffordable

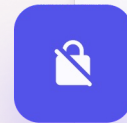
Each year, the EU member states lose a whopping 256 billion € due to gender-based violence - equivalent to almost 2% of the GDP.³ But little is invested in solutions.

The system intended to help is in terrible shape



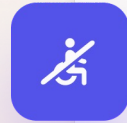
6-8 weeks of waiting time

Help services can't cover demand due to limited opening hours, few offices in rural areas and being underfunded. If you do get an appointment, it's not within a safe time span.



Barriers keep victims from finding support

The system isn't yet equipped to bridge barriers for victims like disorientation, emotional turmoil, cognitive overwhelm and security concerns.⁴



No inclusive services for marginalised groups




Even though they're most impacted by violence, there's not enough offers in a variety of languages, accessible to people with disabilities or staff trained in anti-discrimination

Many interlocking factors need to be strategically improved to finally reduce violence effectively




To most people, violence seems like an unsolvable problem. But if you break it down, solutions suddenly become visible.

The way these solutions are approached however is uncoordinated, inefficient and ineffective – and still looks like 30 years ago.




Increased public awareness

-  Improved ability to recognise violence both for (potential) victims as well as bystanders
-  Social consequences for offenders create a deterrence effect
-  Decreased victim blaming allowing more victims to come forward & get help




Improved help services

-  Easier & faster access to help services enabling victims and supporters to find help
-  More efficient help services digitally improving communication & processes
-  Availability of specialised help services reaching more victims currently not finding help




Improved research

-  create qualitative & quantitative insights especially concerning marginalised groups
-  Publish studies to affect political will proving the size of the problem
-  Improve help services based on data for more targeted & effective approaches

Better governmental approach

-  Sufficient funding of help services to make support available to all victims
-  Adaptation of law make more kinds of violent acts punishable
-  Improve police assistance violence needs to be handled appropriately & safely

More reporting & convictions

-  Enable victims to collect & save evidence proving more cases with physical & digital evidence
-  Increased awareness on legal options lower barriers to report & start a legal process
-  Higher believability of victims in court enabling them to document & verbalise their case

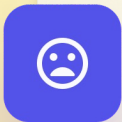
Violence prevention hasn't been digitised at all, waisting potential especially when it comes to helping those already affected– globally



88,2%

of women affected by sexual violence are between 15 and 34 years old.⁵

When they have a problem, the first thing this generation does is to google. This trend will only increase over time.

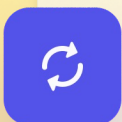
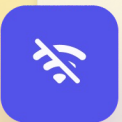


Offline help alone isn't enough

Calling a help line can be a burden and even dangerous for many victims. And even when it's not a safety risk, help services can't be reached at all times of day and in all locations.

It's completely unrealistic for victims to find help online

- ⊗ Scattered all over the place
Having to dig through dozens of websites to find the necessary information isn't possible for people who are overwhelmed already.
- ⊗ Way too difficult
Existing websites use overly complicated language, making information impossible to understand for victims.
- ⊗ The opposite of user-friendly
Completely outdated website structures & designs are the norm and most websites aren't even barrier-free and safe.

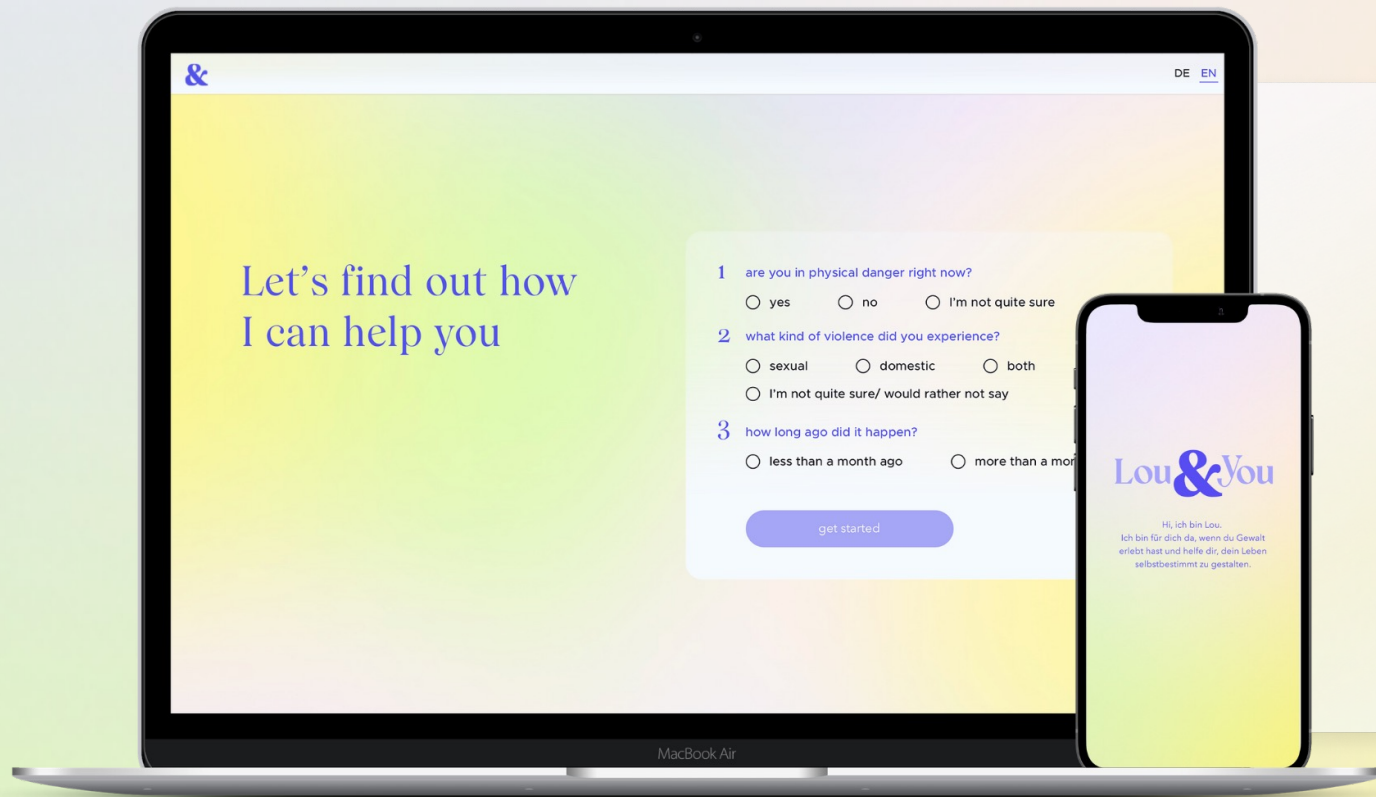


Without digitisation, the support system can't be effective

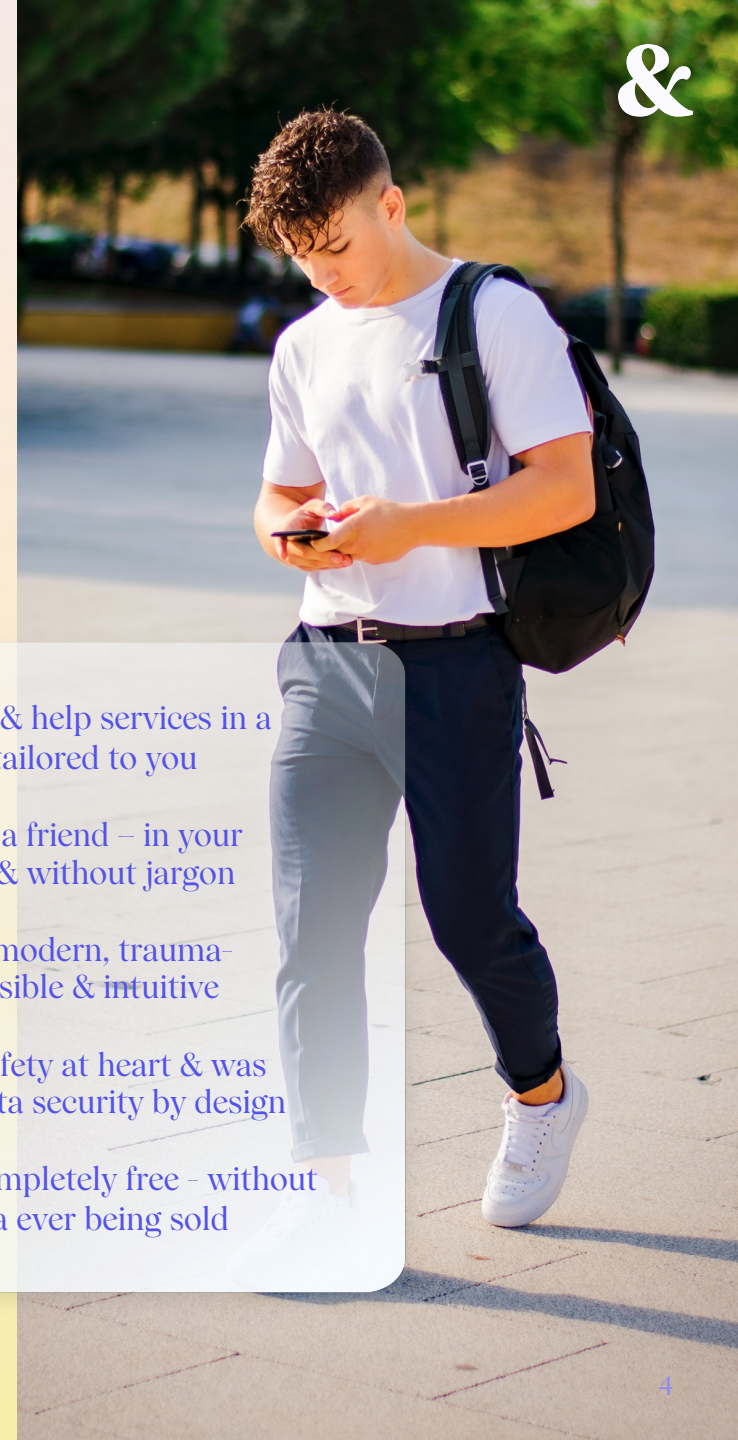
Handling this time-intensive, emotionally challenging search for information and help leaves people feeling hopeless - especially when traumatised. The probability of them seeking help again sinks dramatically.

We are digitising the help system - starting with Lou: the personal companion guiding our society into the 21st century

When you've experienced violence, it's invaluable to have the support from a trusted friend. On our website, Lou guides you on your journey towards a self-determined life - like it's never been possible before.



- ✓ All information & help services in a single website, tailored to you
- ✓ Lou speaks like a friend – in your mother tongue & without jargon
- ✓ Lou's design is modern, trauma-informed, accessible & intuitive
- ✓ Lou has your safety at heart & was created with data security by design
- ✓ Lou's help is completely free - without ads or your data ever being sold



With Lou, finding help is so fast & easy that you can get emergency help in time, save evidence and can later prove what happened

In Germany alone, Lou can help around 400.000 people every year to find the support they need.

1

When you google for help or information, Lou&You appears among the first results thanks to SEO

We can reach people most effectively & cost effectively through SEO (search engine optimisation). Additionally, we receive an ad grant from Google of 10.000€ per month.

Other ways people will find Lou is through social media marketing & PR, other help services & word of mouth.

2

You answer a few short questions on your situation so Lou knows what you need most right now

Lou currently filters results based on language, security concerns, the type of violence and how long ago an incident took place.

Over time, we'll add country & city of residence, gender, age & other factors as optional filters.

3

For the first time ever, Lou gives you an overview on all the information and help services you might need



Emergency medical care, sexually transmitted infection care & pregnancy testing



Physical evidence collection



Information on your rights, on reporting and legal proceedings, + contacts of lawyers or free legal counselling



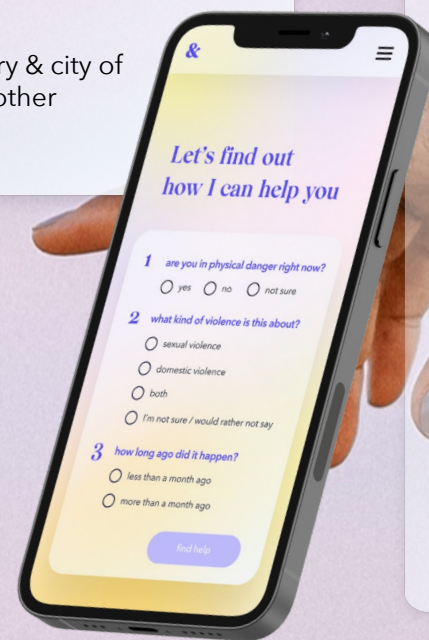
Emotional & psychological assistance



NGOs, counselling centres & helplines



Help concerning social issues



But that's not all. With innovative tools, Lou sets a global new standard for personal aftercare, support & legal agency



Your account is a personal safe space that enables you to bring order into chaos, be in control & worry less.



Safely communicate with help services

No more worrying about having to talk to someone in person or on the phone, no more worrying about your security. Get in touch with help services, doctors, lawyers or authorities easily and fast via messages. You can answer whenever it's right and safe for you and even choose to write anonymously. Also, nobody but you will ever be able to find an email, call or notification.



Document what happened

Lou's time-stamped journal enables you to document what happened in a guided and safe way. This makes it easier to process your experiences and improves your ability to describe what happened. Since entries can't be changed after saving, you also create evidence useable in court - making it much harder for others to question what happened to you.



Save digital evidence

Lou's digital safe allows you to upload evidence such as photos, videos and screenshots as well as letters from police or doctors. This way, you can delete files from your devices - reducing safety risks and emotional triggers - and still report later if it's not an option right now. Due to the meta-data Lou saves, the credibility of your evidence is improved.



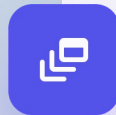
Regain control & prepare next steps

It's hard to navigate everything by yourself. Lou's planner enables you to edit to-do-lists, save helpful information & contacts, take notes and keep track of appointments. Before an appointment, Lou tells you about the process and guides you through a template with questions you might be asked. If it's hard for you to verbalise, you can print out the template and hand it over.



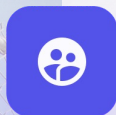
We've built Lou&You to create a global infrastructure for victims & NGOs

By expanding Lou in these six domains, we can exponentially improve violence aftercare & prevention for everyone



Expanding our content to cover evermore specific forms of violence

We'll continuously cover a bigger range of problems related to sexual and domestic violence - from child abuse to sex trafficking and knockout drops so you find as relevant information as possible



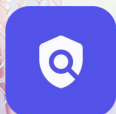
Expanding our tools & content for specific user groups in need

Where our data show certain groups being underserved, we'll create specific information & tools to help them - such as people with disabilities, migrants, people with high safety risks, queer people and others



Expanding the technologies we use to solve massive problems victims face

We'll creatively apply existing technologies like advanced emergency features in a mobile app, improved evidence with blockchain, increased data safety with homomorphic encryption & AI to identify users at risk



Expanding into data science to create research like it's never been possible before

We'll gather increasingly detailed insights into violence based on usage data and voluntary data donations from users. We'll then be able to publish the most extensive quantitative and qualitative studies ever - globally.



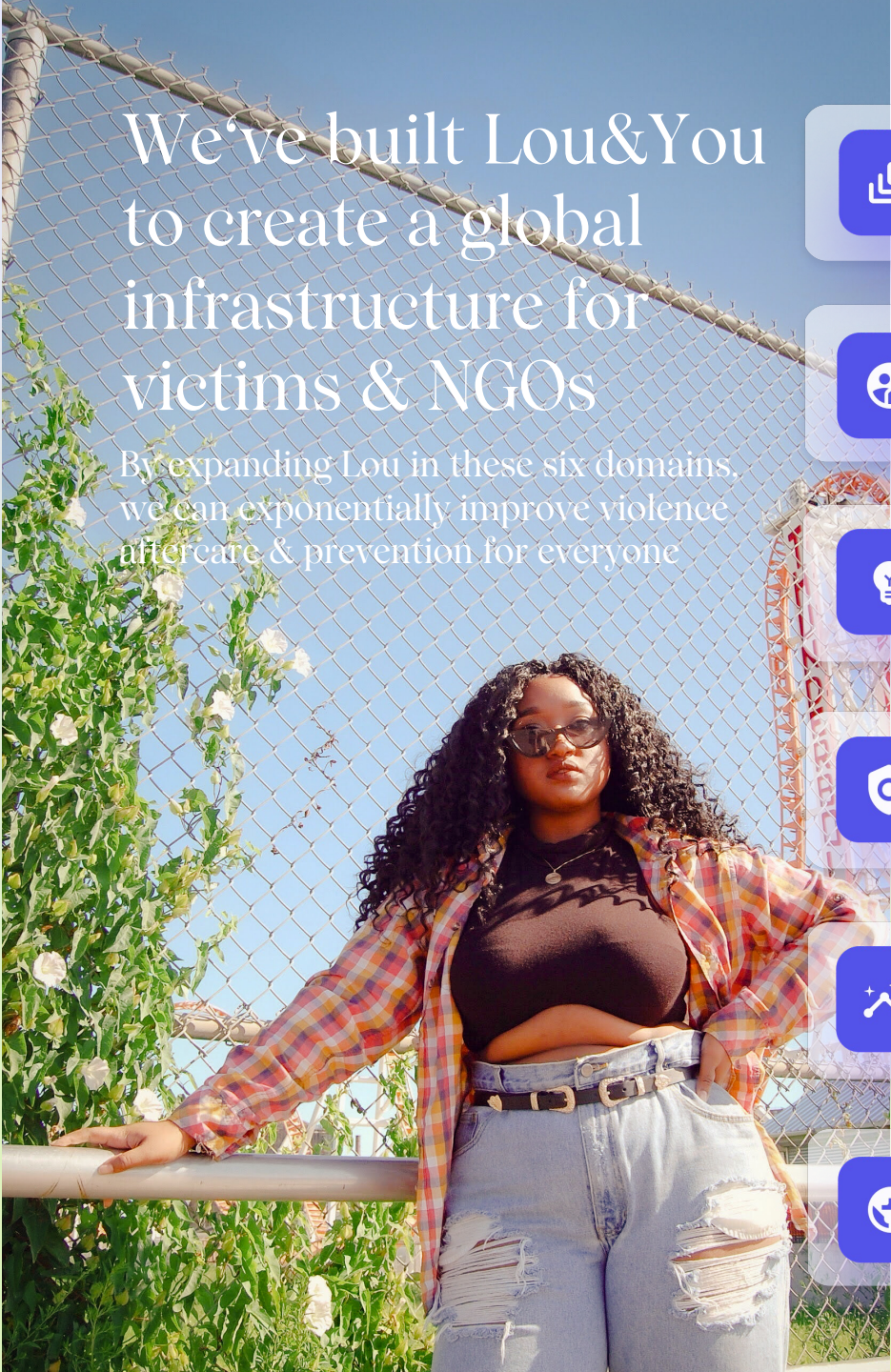
Expanding our user group to make the help system more efficient

By creating content & tools for NGOs, they can work more efficiently, help more people and save money. Our statistics will also enable them to scientifically prove to governments that adequate funding creates a win-win.



Expanding towards global availability

The beauty of digitisation is that we'll be able to provide Lou to people everywhere, at very little additional cost. So as soon as Lou has matured enough in Germany, we can start expanding Lou globally.






Digitisation directly solves 8 of the 15 factors necessary for effective violence reduction – and supports the solution of all remaining 7.




This is why we do what we do. We're incredibly proud to have established a system with the potential to help solve one of the most pressing issues of our time.

The [dark logo](#) shows you which components Lou can solve on its own while the [light logo](#) shows you which solutions are supported by creating Lou.




Lou increases public awareness

-  Improved ability to recognise violence by making information easily available
-  Increased social consequences for offenders by enabling victims to report
-  Decreased victim blaming by increasing victims believability




Lou complements help services

-  Easier & faster access to help services by showing users appropriate contacts
-  More efficient help services by providing them with digital tools
-  Availability of specialised help services by analysing data on what's needed most




Lou improves research

-  Create qualitative & quantitative insights by evaluating usage data
-  Publish studies to affect political will based on our data analyses
-  Improved help services based on data giving feedback based on findings

Lou improves government work

-  Sufficient funding of help services by creating scientific proof of necessity
-  Adaptation of law by publishing recommendations
-  Improved police assistance by publishing recommendations

Lou increases legal consequences

-  Enabling victims to collect & save evidence by providing a digital safe & journal tool
-  Increased awareness on legal options by informing victims on their options
-  Higher believability of victims in court by helping to prove & verbalise a case

We've already created the best help site nationwide – now we need donations to expand Lou's abilities & become a sustainable business

1 ✔

Research & concept

Evaluate & create the conditions for Lou to be possible

Initial idea & research
10 / 2017 – 10 / 2018

Creation & iteration of concept
10 / 2018 – 07 / 2021

Founding of SIGE e.V.
04 / 2020

Received NGO status
08 / 2021



Received funding for Lou 1.0 from BMWK

2 ✔

Creating Lou 1.0

Make information & help offers available all over Germany

Content & brand development
01 / 2022 – 08 / 2022

Cooperation building with NGOs
02 / 2021 – 08 / 2022

UX & tech development
11 / 2021 – 08 / 2022



Received an award from government

SEO & marketing
01 / 2022 – 08 / 2022

3

Refining & preparation

Expand Lou & become funding-ready for investors

 Selected for INCO accelerator in 2023

Expand help offers & information
10 / 2022 – 05 / 2023

Improve UX (user experience)
11 / 2022 – 04 / 2023

Get Lou ready for VC funding
12 / 2022 – 04 / 2023

€

now we urgently need 35.000€ to survive short-term and around 130.000€ in donations from philanthropists & our crowdfunding campaign to make Lou&You ready for VCs to fund us

4

Reach independence

Get funded & reach financial sustainability

Raise around €1.8m VC funding early 2023

Founding of sister entity early 2023

Roll-out of technical tools starting Q2 of 2023

Participate in INCO accelerator 05 / 2023 – 10 / 2023

Build & grow income stream starting Q3 2023

€ Bootstrapped by our founders Isabel & Thomas

€ 70 % funded by the German government (BMWK), 30% with donations & a foundation

€ Financial independence by providing Lou to companies for victims among staff, implementing Lou abroad & sponsoring

As digital natives, our team is passionate about creative, digital innovations – because we know exactly how powerful they can be



Isabel Henschen
co-founder & CEO

Isabel created the concept and strategy for Lou&You and is the creative mind on the team. Originally from the art market, she studied communication & cultural management, business and philosophy before getting her BA in art & visual history and ethnology. As curator, she was one of the first employees at Stilnest, interned at a globally renowned gallery and held shares in an art-market start-up that she rebranded as curator.



Nessa Bell
manager & violence expert

Before working at Lou&You, Nessa received a BA of educational sciences and then went on to hold a leading role at Germany's biggest womens' rights organisations, TERRE DES FEMMES e.V. Besides Lou, Nessa is a supervisory board member at KO - Kein Opfer e.V., is a certified life & business Coach and initiated the petition "yes means yes - sex without consent is rape" that has received more than 47.000 signatures to date.



Thomas Henschen
co-founder

At 30, Thomas holds a specialized MA in business consulting & leading big projects from ESCP and already has 8 years of work experience as a business consultant under his belt. He currently is senior manager at technology think tank CORE SE where he creates strategies for technological transformations. As co-founder, Thomas supports Lou&You part-time with his expertise in innovation and management.



Christoph Pröschel
pro bono CTO

Christ is a Full Stack Engineer who supports Lou&You as pro-bono CTO. After getting degrees both in physics as well as information systems management, Chris co-founded and sold his own start-up as CTO. He later worked at Airy Inc. as Senior Full-Stack Engineer. Chris is guiding our team in all things tech and enabling us to work with programmers & IT security people supporting Lou.



Maria Schrammen
communications

Maria got a BA in social science and an MA in history - studies which woke her up to the pressing issues of womens' rights. After uni, she started working at TERRE DES FEMMES e.V.'s communications department and was mainly responsible for social media & PR. Here, she met Nessa, with whom she initiated the petition "yes means yes". Maria created the social media strategy for KO e.V. and is now our face on Instagram.

Now, Lou needs your support to survive

We really want to make Lou thrive. Unfortunately, without the support of people who share our vision & donate to us, we won't be able to continue working on Lou. So please donate to us however much you can & share this pitch deck and our crowdfunding campaign with as many people you think might do the same.

Did you know you can even deduct your donation from your taxes in Germany? 😊 We'll happily send you a donation receipt if you send us an email with your name & your postal adress to info@louandyou.org.



how you can support us

via our [crowdfunding campaign](#) on



via PayPal to info@louandyou.org



or via bank transfer

To: SIGE e.V.
Bank: Berliner Sparkasse
IBAN: DE30400501500136131356
reference: „Spende an SIGE e.V.“



If you have questions or know a person or company who might donate to us, please give us a call. We can only make it happen together.



Isabel Henschen
+49 151 19370345
ih@louandyou.org



Thomas Henschen
+49 160 96423460
th@louandyou.org



Society for Innovation in Gender Equality e.V.
c/o ImpactHub Berlin
Friedrichstraße 246
10969 Berlin, Germany



More information on:
www.louandyou.org

Our donation account:
To: SIGE e.V.
Bank: Berliner Sparkasse
IBAN: DE30400501500136131356
reference: „Spende an SIGE e.V.“

Sources

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