



Problem

Sex and relationships education (SRE) in the UK is inadequate. A large proportion of young people say they have had little or no SRE, while staff report having had poor training or none at all. For most, SRE remains heteronormative and outdated, and does not address 21st century matters.

Solution

We provide comprehensive and inclusive SRE workshops for young people and training for staff. We cover all topics, including porn, consent and pleasure: no subject is off-limits or taboo! Our approach is LGBTQIA+ inclusive, intersectional feminist and sex-positive. Our programmes are delivered by our team of relatable & unembarrassable 'sexperts'.

Marketsize

Our programmes are suitable for all secondary schools as well as university student groups; our training is designed for all educators.

Competition

Our primary competitor is in-house delivery. Other external providers include Brook and 'It Happens'.



Revenue model

Our revenue model is a mixture of grant funding and school sales. We have a tiered pricing system for Independent and state schools.

GTM strategy

We have a website, blog (www.sexplain.org.uk) and newsletter, containing information about our work, approach, our social impact, and stance on contemporary issues. We also share this via our Instagram and Twitter (@SexplainUK).

Traction:

We aim to become a leading voice in sex and relationships education through official statements, our blog and opinion pieces. Through monitoring and evaluating our workshops and demonstrating our social impact we will evidence the need for our work and approach.

Who are the leaders?

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Bringing Sex Education into the 21st Century

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