

Brand Statement for Users

"Show me yours and I'll show you mine."

We're all familiar with the childhood game of playing doctor on the playground. Curious what Sally's vagina looks like? Show her your penis and find out. It's a harmless trade agreement completely free of guilt or consequence.

Somewhere along the way of becoming adults, however, and this freeing exchange of body image becomes buried under social expectations, shame, inhibition, and the idea that our privates must remain exactly that, *private*. We condemn curiosity and lobotomize libido, but our true nature cannot be covered: **We are all either voyeurs or exhibitionists.**

Our sensually charged fantasies follow us every day. We prance around naked within the safety of our bedrooms, yet we leave the blinds open just enough for a certain neighbor to peek in. When showering at the gym, we wrestle with willpower to keep our eyes from wandering on another's body. We may tell our roommates, "Don't look, I'm changing"—yet we consciously position ourselves within their field of view. *Why?*

We so badly want to expose ourselves with no strings attached, whether it's to drop trou in front of that pretty woman on the subway train, or to "accidentally" pop out of our bra in front of that cute guy at the bar. The curiosity, arousal, and satisfaction of sharing our bodies is a human desire hardwired in our blood. To deny ourselves this pleasure is to deny our very nature.

What if an environment existed where this sort of interchange was not only accepted, but *encouraged*?

PrivateSelfie is a virtual playground for adults where you are safe to reveal your body in any manner you wish. We are all **real people** here, and **we are all sexy in our own way**. Your imperfections will be praised. Your bareness will inspire. Your boldness will be revered.

Chances are you've already got sexy pics stored on your phone. But what good are they doing hoarded like secret treasure? Share that booty with like-minded others! Maybe you'll flash just a bit of skin your first time. The second time you'll warm up and flaunt your undies. Before long you'll feel secure enough to show us things that only your mirror has seen.

All forms of engagement are supported. Will you choose voyeur and peep into someone's underpants? Or will you play exhibitionist and show everyone where that happy trail leads? Only the most fearless of members will garner the greatest attention, earning the exhilarating freedom of reclaiming their self-confidence in body image.

So just how daring are you willing to go? If you think you've got the balls, then prove it! We're dying to catch a glimpse of your manhood. Remind us that we come in all shapes and sizes. Reveal to us the beauty of a woman who's comfortable in her own skin. **Put your privates on public display**, and just maybe **we'll show you ours in return**.

Strip away your fears and expose your self!

Brand Statement for PR & Investors

There are certain absolute truths about human nature: We all breathe air. We all drink water. We all like pizza. And **we are all either voyeurs or exhibitionists.**

It begins on the playground as children. “Show me yours and I’ll show you mine.” Our young curiosities drive us to compare our own bodies with another, so we pull our pants down in hopes that someone else will do the same.

When we reach adulthood we still harbor the same fantasies: our palms sweat and our blood stirs at the thought of exposing ourselves or seeing someone else exposed. Yet this once guilt-free private exchange is now suppressed by shame, inhibition, and social expectations. To deny us this pleasure, however, is to deny our very nature.

We need an environment where we are free to peek into someone’s panties or pull down our skirts with no strings attached.

This thrilling interchange is now the most titillating web app in existence. This is **PrivateSelfie** – a virtual playground for adults that encourages users to smash societal norms, break through comfort zones, and bare everything—imperfections and all—to the world.

In **PrivateSelfie** you can be both voyeur or exhibitionist. The only limits to what can be exposed or seen are those set by your own inhibitions. Be as bold and daring as you dream you can be. Be as carefree as a toddler running naked on the beach. Share your images to a specific member, or reveal them for the entire community to see.

There are no judgments here, no prudish guidelines to induce shame, and no boundaries in how free and exhilarated users feel once confining clothes are stripped away. No body is too skinny or too fat. No skin color is too black or too white. This is not a place for airbrushed abs or digitally-enhanced chests. Just **real people** showing off their **real bodies.**

PrivateSelfie is a rebellion against the commercialized libido that sells products through supermodels. Our platform seeks to reclaim the public’s self-esteem, rebuild users’ confidence of self-image, and remind the world’s people that they are beautiful and perfect just as they are. This is a safe place to expose your true self.

So strip away your fears and dive in!