

## Company and Product Overview

Lioness is one of the fastest growing brands in sexual wellness- awarded best of CES 2020 from Last Gadget Standing, Refinery29, and Engadget. Covered in diverse publications from The New York Times, O Magazine, Glamour, to the New England Journal of Medicine. Winner of prestigious Johnson & Johnson Women's Health Innovation Spotlight.



Lioness's first product allows women to take control of their own sexual wellness that previously never existed outside of research labs—and is now in a user-friendly consumer device that can be used from the comfort of one's own home. The Lioness Vibrator is the **first and only biofeedback vibrator that provides data on arousal and orgasm from one's own body**. This allows users to discover what works best sexually and literally see (visually) how numerous conditions like diet, mood, sleep, and medications affects their sexuality.

This year, Lioness is starting one of the world's largest medical and academic research platforms for women's sexual wellness to give researchers a way to incorporate real world sexual function data into any research project.

## Founder Background



**Anna Lee**

*Co-Founder, Head of Hardware*

- 2020 Forbes 30 Under 30; speaker at SXSW and CYFY India and Morocco
- Previously at Amazon as concept mechanical lead for Kindle Voyage and Amazon Dash Button
- B.S. Mechanical Engineering UC Berkeley



**Liz Klinger**

*Co-Founder, CEO*

- NYT'S Women of the World; speaker at TEDx, SXSW, and Commonwealth Club
- Award-winning artist highlighting female sexual wellness with work featured in publications and shows
- B.A. Studio Art & Philosophy Dartmouth College



**James Wang**

*Co-Founder, CTO*

- Formerly Bridgewater and Google X. GP at Creative Ventures
- Technical and manuscript reviewer at Manning Publications for computer technology
- M.S. Computer Science Georgia Tech. M.B.A UC Berkeley