**CURRENT SITUATION**

### GETTING HELP

The stigma against sexual activity makes it difficult to find accurate information; internet can be misleading and inaccurate. - Survey P3

91/122 choose Internet as primary resource (survey)

### TECHNOLOGY

Easy to forget #failure

Most apps use calendar based fertility awareness method. The typical user failure rate is 25%. [2]

### CULTURE

Sex is awkward #shush

“I think it points to the issue of this topic being so tabooed that is hardly brought up!” - Survey P0

SEX ED

Ablstinence-based #nosex

“People, like myself, were taught sex ed by an untrained PE teacher, and the message was pretty much ‘have sex and you will die!’” - Survey P1

### GETTING HELP

Internet is a mix #skeptical

“The stigma against sexual activity makes it difficult to find accurate information; internet can be misleading and inaccurate.” - Survey P3

**EDUCATE. EMPOWER. PROTECT.**

3.4 million pregnancies in the United States each year are unintended -- that is **1 out of every 2** pregnancies! [1]

These unintended pregnancies could be prevented if women were given the proper education about contraceptives and how to use them. We created a mobile app, Two to Tango, to educate, empower and protect today's women.

**OUR SOLUTION**

1. **Private**
   Your parents and teachers don't have to know; it is only between you and potentially your doctor.

2. **Accurate**
   Our app provides the most current and accurate information on contraceptive methods for women. All our information provided comes from the book: Our Body, Ourselves.

3. **Whenever, Wherever**
   Whether it is late at night or if you are in a new city, our app will direct you to the nearest store or make an appointment with a doctor.

4. **Accessible**
   Most people have a smartphone and carry it everywhere. Additionally, our free mobile app will not require an extra purchase.

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**Sources:**


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Two to Tango helps users monitor the proper usage and upkeep of the contraceptives to maximize its effectiveness.

Two to Tango encourages users to have both an instant and long term contraceptive method for preventing pregnancies by 99.99%. [3]

Two to Tango allows users to browse & filter through our encyclopedia of contraceptives, to help them find the right method(s) for them.

Users can implement their favorite method(s) by finding the nearest store / clinic, or by scheduling an appointment with their doctor.

Two to Tango helps users monitor the proper usage and upkeep of the contraceptives to maximize its effectiveness.