About OnDelights

1. Who we are?

At the heart of our team is a shared passion for innovation and inclusivity. Comprising sex therapists, educators, psychologists, and software developers, we're united by our commitment to leveraging technology and science to enhance sexual satisfaction for all. Recognizing sex as a fundamental aspect of human existence, we're driven to create an application that transcends barriers and empowers individuals of all gender identities to explore and embrace their sexuality with confidence.

Sexual fulfillment is not just a luxury—it's intricately linked to our happiness and overall well-being. However, accessing tailored support and guidance can often be challenging. That's why we're harnessing the power of artificial intelligence to develop an intuitive platform that offers personalized recommendations and insights. By combining our expertise in psychology, therapy, education, and technology, we're creating a space where individuals can navigate sexual health concerns, explore relationships, and pursue pleasure in a safe and inclusive environment.

Through our collaborative efforts, we're on a mission to revolutionize the way people experience satisfaction in their sex lives. By breaking down stigma, promoting education, and providing accessible resources, we're paving the way for a future where everyone has the opportunity to unlock the full potential of their sexuality. Join us as we harness the power of AI and collective expertise to foster happier, healthier, and more fulfilling lives for individuals around the globe.

2. Our mission

To empower individuals of all gender identities to explore, embrace, and celebrate their sexuality by providing accessible, inclusive, and evidence-based resources and support through innovative technology and compassionate expertise.

3. Our vision

We envision a world where every person feels empowered to navigate their sexual journey with confidence, authenticity, and fulfillment. Through our platform, we strive to break down barriers, challenge stigma, and foster a culture of openness and acceptance around sexuality, ultimately promoting happier, healthier, and more fulfilling lives for individuals worldwide.

4. How we want to do this

While we have a grand vision for our business, we are taking a phased approach. Phase one prioritizes a fast time-to-market to drive initial revenue. Afterward, we will focus on building the heart of our platform—an AI agent. We plan to implement the features below:

1. **The AI Core & The "Delights Map"** Our system is powered by an AI core designed to enhance sexual satisfaction. A key feature of this AI is the "Delights Map"—a highly personalized profile of each client's sexual preferences. The AI generates and refines this map through a continuous five-step cycle:
   - **Step 1: Individual Discovery & Body Mapping.** Through interactive questionnaires and guided conversations, the system assesses the user's desires, orientations, dysfunctions, boundaries (red flags), and taboos. We pair this with educational content and guided self-exploration exercises (solo play) so users can learn about their bodies and provide real-world feedback. This data forms their individual Delights Map.
   - **Step 2: Partner Discovery.** We guide the user's partner through the same discovery process to create their own personalized Delights Map.
   - **Step 3: Shared Mapping & Intimacy Planning.** The AI analyzes both maps to identify overlapping desires, shared boundaries, and areas for mutual growth. It then generates a "Shared Delights Map" and creates tailored intimacy plans designed to elevate the couple's sex life.
   - **Step 4: Real-World Implementation.** The couple puts their customized intimacy plan into action, experiencing the AI's curated suggestions together.
   - **Step 5: Feedback & Machine Learning.** Post-experience, the couple provides feedback on what they enjoyed and what they didn't. This creates a continuous learning loop for the AI, enabling it to deeply understand the couple and offer increasingly accurate, personalized plans in the future.
2. **The Expert Marketplace & Ecosystem**
   Another core objective is establishing a curated marketplace of sexual wellness professionals, including sexologists, psychologists, and educators. This ecosystem creates a symbiotic relationship: experts provide high-quality care to our users while helping train and refine our AI for greater accuracy. Furthermore, hosting vetted professionals elevates our platform's credibility and authority in the market.
   - **Business Model & Value Proposition:** We offer experts a free, fully equipped digital workspace to manage their practice. We operate on a performance-based model, taking a 20% commission only on the clients we secure for them, leaving 80% of the revenue with the expert.
   - **Diversified Monetization:** Experts can expand their revenue streams by publishing free or paid educational content, hosting online classes and seminars, and forming collaborative groups with other professionals.
   - **AI-Driven Lead Generation:** During interactive sessions with users, our AI seamlessly recommends relevant experts to drive bookings. This acts as an automated, highly targeted digital marketing channel for the professionals on our platform.

- **Comprehensive Digital Toolset:** Each expert receives a dedicated public profile and storefront. This includes: booking and calendar management, online video meetings, live chat, CRM, invoicing, order management, contract management, e-learning creation, event management, and secure online payments.

3. **Third-Party App & Game Marketplace**
   To further scale the platform and diversify our revenue streams, we will introduce a dedicated marketplace for third-party applications and games. By establishing a robust developer framework and API guidelines, we will invite external businesses to build within our ecosystem. This marketplace will host interactive intimacy games, wellness-enhancing add-ons, and IoT integrations for smart devices and sex toys, creating a comprehensive and endlessly expandable user experience.
4. **Global E-Commerce & Immersive Audio Hub**
   To maximize the lifetime value of our users and provide a fully integrated experience, the platform will feature a comprehensive e-commerce marketplace and a dedicated audio media hub.

   - **Curated Global Marketplace:** We will invite related businesses and manufacturers worldwide to sell their physical sexual wellness products through our platform. By curating these offerings under our own unified brand, we ensure a seamless, high-quality shopping experience that reinforces user trust.
   - **Audio & Education Hub:** Recognizing that auditory stimulation plays a crucial role in arousal and sexual satisfaction, we are launching an immersive audio section. This media hub will offer a dual approach:
     - **Entertainment & Intimacy:** Premium erotic audio stories and curated "intimacy radio" streams.
     - **Education & Community:** Expert-guided sex education, instructional audio guidelines, and free, moderated group discussions to expand users' knowledge and foster community engagement.
5. **Romance & Surprise Concierge Service**
   To bridge the gap between emotional connection and physical intimacy, we are introducing a "Surprise Planner" service. Many individuals want to romance their partners but lack the creative bandwidth or planning skills to execute it effectively. We connect users with highly empathetic, detail-oriented, and creative experts who act as a personal romance concierge. These experts consult directly with the client to understand their partner's unique profile, then design bespoke, step-by-step romantic scenarios. The core objective of this service is to foster deeper emotional bonds, which serves as a vital foundation for long-term sexual satisfaction and relationship health.
6. **B2B Matchmaking API & Middleware**
   The current dating app market relies heavily on superficial matching metrics, such as profile photos and surface-level interests. We intend to disrupt this space by developing a

B2B middleware framework that allows existing dating and hookup applications to integrate our proprietary "Delights Map" technology. Through our API, third-party platforms can cross-reference users' maps in the background, matching them based on deep sexual compatibility and shared desires. The API generates a reliable compatibility score, ensuring users are aligned before they even connect. This creates a highly lucrative B2B licensing revenue stream and positions our AI as the underlying engine for the future of online dating.

7. **Corporate Social Responsibility (CSR) & Community Support**
   As part of our commitment to holistic social impact, we are establishing a dedicated support framework for sex workers. Our objective is to improve their safety, security, and overall quality of life. In partnership with established NGOs, we will provide access to essential digital safety tools, physical security education, and comprehensive mental health resources. Additionally, for individuals seeking to leave the industry, we will offer structured guidance and resources for career transition. This initiative ensures our platform actively contributes to the well-being and empowerment of the broader sexual health community.

5. Implementation Roadmap & Current Traction

We are executing our business rollout in strategic phases. Having successfully completed our foundational and market validation stages, our core infrastructure is now fully operational. We have officially entered our growth phase, with our immediate focus shifting to market expansion, user acquisition, and driving initial revenue generation.

- **Phase 1: Ideation & Market Validation (100% Complete)**

  We conducted comprehensive market research, executed a thorough competitor analysis, and finalized our business plan. To ensure product-market fit and efficacy, we stress-tested our core concepts alongside industry experts.

- **Phase 2: Technical Infrastructure & Operations (100% Complete)**

  We established our secure backend architecture, including primary and backup servers and enterprise mail protocols. We successfully launched our consumer-facing web platform (**ondelights.com**) and deployed a fully integrated ERP system (**erp.ondelights.com**) to streamline internal operations and ensure scalable, data-driven management.

- **Phase 3:First step of Brand Awareness & Market Testing (100% Complete)**

  To build our digital footprint and validate consumer demand, we produced and published 104 SEO-optimized articles and 7 high-quality promotional videos. We launched our brand presence across key social channels (YouTube, Instagram,

LinkedIn, Facebook). Most importantly, we ran targeted test campaigns that successfully measured high market interest and delivered strong preliminary results.

- **Stage 4: Marketplace Deployment & Expert Onboarding (In Progress)**

  In this current, continuous phase, we are finalizing the backend infrastructure for our B2B Expert Marketplace while aggressively running acquisition campaigns. Our goal is to officially launch the marketplace with a curated roster of 100 to 200 vetted professionals.

  Platform Development Status:

  - **Client Booking System:** 100% Complete
  - **Expert Profile Architecture (4 custom templates):** 100% Complete
  - **Expert Directory & Search:** 80% Complete
  - **Expert E-Commerce Storefronts:** 70% Complete
  - **Expert ERP Management System:** 60% Complete
  - **Onboarding:** Comprehensive training materials successfully created.

  Market Traction & Acquisition Funnel: Our initial outreach campaigns have yielded overwhelming demand from the professional community:

  - **Lead Generation:** Secured 2,000+ vetted expert leads and 32,000+ B2B company leads.
  - **Inbound Interest:** Received 1,992 applications from sex experts and 421 applications for psychology/sexology internships.
  - **Pipeline:** 97 experts currently in active contract negotiations; 14 finalizing signatures.
  - **Signed & Onboarded: 98 experts signed globally** to date.
  - **Live Assets:** 53 expert profiles and 33 expert storefronts are already built and live on the platform, awaiting final payment gateway connection.
    You could check on below link: https://ondelights.com/experts/

- **Stage 5: Educational Ecosystem & Content Monetization (Upcoming)**

  We will leverage our onboarded expert community to diversify our revenue streams and increase user lifetime value. This phase transforms our platform into an educational hub by introducing:

  - Paid and free online educational masterclasses, webinars, and live seminars.
  - Moderated group discussions and workshops.
  - Bundled expert packages (e.g., pairing a sexologist with a couples therapist).

- A clinical internship program that pairs psychology/sexology students with our top experts, providing us with a scalable pipeline of high-quality, cost-effective content creators and future practitioners.

- **Stage 6: AI Core & Proprietary "Delights Map" App (Upcoming)**

  This is our most resource-intensive and technologically advanced phase. We will allocate capital toward intensive R&D, UI/UX design, and software development to build the first iteration of our mobile application.

  - **The Engine:** We will build and train our core AI system using the proprietary data and knowledge generated by our expert community.
  - **The Feature:** We will officially launch the "Delights Map" and the continuous intimacy improvement cycle, integrating seamless expert recommendations directly into the user's AI journey.

- **Stage 7: Global E-Commerce Marketplace (Upcoming)**

  To capture the physical product market, we will launch a highly scalable, B2B2C (Business-to-Business-to-Consumer) e-commerce marketplace.

  - **The Strategy:** Instead of holding inventory, we will invite global retailers of sexual wellness products (toys, lingerie, medical devices) to open storefronts on our platform.
  - **The Value:** We provide the digital infrastructure and targeted marketing, while the third-party vendors handle product fulfillment and shipping, creating a lucrative, low-overhead revenue stream.

- **Stage 8: B2B Dating App Middleware & API (Upcoming)**

  Once our core platform is fully established, we will leverage our technology for B2B user acquisition. We will initiate pilot partnerships with select dating apps to test the integration of our "Delights Map" matching algorithm. Upon successful validation, we will build out a robust API infrastructure, allowing dating platforms to license our matching engine. This serves a dual purpose: generating B2B licensing revenue and aggressively promoting our brand to an existing, highly relevant user base.

- **Stage 9: Third-Party Developer SDK & App Ecosystem (Upcoming)**

  To ensure infinite scalability, we will transition our platform into an open ecosystem. We will release a secure developer framework (SDK/API) allowing third-party organizations to build and monetize add-on features and intimacy games within our app.

  - **Data Security:** This stage will include strict privacy and regulatory governance to protect user data.

- **First-Party Seed Apps:** To launch the marketplace, we will develop our own initial suite of micro-apps, including an AI-driven spicy chat, a smart intimacy planner, a menstrual cycle support system and some sex spacy game.

- **Stage 10: Corporate Social Responsibility (CSR) Initiative (Upcoming)**

  As the platform matures, we are committed to reinvesting in our community. In partnership with established NGOs, we will launch specialized workflows to support sex workers. This initiative will provide them with critical safety features built directly into our app, alongside free access to educational resources and psychological support services, ensuring we are a positive force for occupational safety in the industry.

6. US

- **Email:**

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- **Please check introduction video about platform:**

  https://erp.ondelights.com/r/8Nv

- **Video About System for Experts:**

  https://erp.ondelights.com/r/0ln

  https://erp.ondelights.com/r/U7G

- **Website:**

  https://ondelights.com/

- **YouTube Channel:**

  https://www.youtube.com/@ondelights

- **Linkedin Profile:**

  https://www.linkedin.com/company/ondelights

- **Instagram Profile:**

  https://www.instagram.com/ondelights