

## **FERTILITY PLANIT JOBS**

### **About Fertility Planit**

Fertility Planit (FP) aims to be the leading brand for people who want to have children, and for all services that support them.

Our media company offers a customizable social network, multimedia content with celebrated voices and personal stories on demand, and live events starting with the first annual Fertility Planit show in Los Angeles.

Users search by location and topic to connect with friends, resources, reviews and deals to suit their individual needs. Our community brings consumers and providers together -- reducing the pain of infertility by offering information, support and inspiration to people as they explore all options for having children. FP is for women and men, straights and gays, singles and marrieds. It's about popularizing the conversation around having children and making families in the 21st century.

It's not only about supporting the needs of those trying to have children right now -- FP is also for people who want to get informed and inspired about how they can have children in the future, and for people who have been through the journey and want to coach and support those going through it. We invite value providers to join us as much as consumers so we have dialogue about products, experiences and services that includes all perspectives.

We invite people and brands from across the fertility, adoption, health and wellness sectors to join us.

Fertility Planit is currently in beta/demo mode. Go to [www.fertilityplanit.com](http://www.fertilityplanit.com) to take a look. Our public launch will happen at our first annual consumer convention in Los Angeles -- tentatively titled The Fertility Planit Show. In the future, this could lead to further brand development such as Baby Planit and Family Planit.

### **BUSINESS DEVELOPMENT LEADER & CO-FOUNDER**

We're looking for a brilliant Business/Brand Development Leader to position us as the leading brand for people who want to have children.

Ideally, you're an experienced, ambitious TV/Multimedia producer with a proven track record in building a media brand from scratch. You're brilliant at forging key strategic partnerships, a whiz at monetization with multiple revenue streams going at once, and you have a passion for the growing health and wellness market. You're the kind of person who salivates at the thought of building a media brand from the ground up and has the vision, chops and ambition to make it happen.

Location is flexible, though being based in California is preferred. Working from home or remotely is possible.

### **Required:**

You're genius at building partnerships with influential people and brands. You have a proven track record with securing advertisers, sponsors and partners, maximizing existing revenue streams and creating new revenue streams -- for TV, online and offline events. You can help shape business development with a view toward integrating revenue streams and ensuring a satisfying audience/user experience comes first -- for TV, online with rich content and at offline events.

You may or may not have an MBA, and you may or may not have worked for a website business -- but you have worked with at least one start-up media channel, and know from experience what does and does not lead to start-up success.

You will contribute to the overall vision for product development -- the social network, the multimedia content, live expos and e-commerce features.

**Preferred:**

Experience producing national television programs and correlating online content for consumers.

Experience with building and leveraging online communities -- creating a win win experience for both the brand and the customers. Confidence about e-commerce and consumer technology products

Experience with health, wellness and LOHAS brands.

Knowledge and confidence about mobility -- and can help steer the development for our mobile and mobile multimedia offerings and revenue streams.

**Time line:**

In the near future, you'll develop materials to support total addressable market and fund-raising, and are available to take meetings with the executive team when we pitch to investors.

After funding is secured, you'll help ensure our first annual Fertility Planit Show in Los Angeles is an amazing experience for our users, attracting participation from influential, trend setting health and media brands. You'll make sure FP gains as much traction and revenue as possible from this R&D/marketing event and will measure traction and impact via data gathering.

Expo revenue streams include: attendee ticket sales; exhibitors; sponsors; advertisers; webcasts; FP schwag.

Overall, you'll work to establish Fertility Planit as the leading media brand for family building, build key strategic partnerships necessary to position us there, and maximize all revenue streams.

**Commitment and Compensation**

Time commitment would include regular contact throughout each week until we are funded. This is to help shape goals and milestones, get to know the product and to take meetings with investors. Compensation before funding can include equity shares -- plus a salary, commission/

bonus structure and benefits after funding is secured.

If interested contact Founder/CEO Karin Thayer at [karin.thayer@fertilityplanit.com](mailto:karin.thayer@fertilityplanit.com).

### **SOCIAL MEDIA & COMMUNITIES LEADER**

Fertility Planit engages with friends and followers across Facebook and Twitter and wants to keep up an active dialogue in both spaces. You will manage our presence on both -- as well as support and initiate engagement across Fertility Planit.

We're keen to explore new spaces for sharing our brand and content, and want to invite ever more friends and partners to our community on FP. You will seek out these new marketing spaces for Fertility Planit, create new multimedia content as needed, and report on impact and return on investment from social media marketing. You will also summarize and interpret results from Google Analytics.

You don't need to be an experienced social media or communities manager. What's important is that you're a strong communicator and articulate writer, that you're fluent with social media services and stay on top of latest technology trends, and that you are personally very interested in topics around fertility, family building, health and wellness. You personally use social media regularly, and you share our purpose: to support people worldwide who want to have children and create family.

Ideally we'd like to find someone to get started with us right away. Hours are flexible, and working from home or remotely is fine. At this early stage, this position is compensated with shares or stock options -- and will be paid with a full-time salary once funding is secured.

Location is flexible, though being based in California is preferred.