



Sex is like the stock market. You can play it safe, or risk it all.

And just like stocks, STIs are **Publicly Traded**.

This is Publicly Traded – a stock market inspired, e-commerce platform for LifeStyles® Condoms that uses compelling data visualization and an engaging discounting mechanic to create 1:1 relationships with consumers outside of the bedroom.

As Australians search their symptoms, our platform uses the Google Trends API to gather real-time search data on the six most active STIs: chlamydia, HIV, syphilis, herpes, gonorrhoea, and HPV.

Our algorithm pulls the data every 15 minutes,

then visualizes it into six individual stock charts for reference.

Each chart is aggregated into a single composite – The STI Index, which drives inverse pricing for LifeStyles® Condoms. So when the need for protection is the greatest, accessibility for LifeStyles® is the highest.

Customers can buy in real-time or sign up for Price Alerts to receive notifications when condoms hit their desired price – providing LifeStyles® with an opportunity for future communication.

