



The International Sexual Health and Wellness Research Institute (le Shaw) aims to advance sex research, improve industry stakeholders' well-being, provide valuable scientific insights to sex-tech and adult businesses, and positively transform public opinions about the adult industry. We will achieve this by conducting research, deploying wellness initiatives, supporting advocacy and providing accessible sex-positive knowledge to the public.

le Shaw Services aims to help our clients:

- **Gather data**
- **Receive actionable insights educational resources**
- **Advance knowledge and strengthen leadership**
- **Optimize research and community engagement services and processes**
- **Expand visibility, influence, and partnerships**

Gain access to world-class research tailored to your needs. Whether it's developing cutting-edge studies, analyzing consumer behaviors, or innovating wellness strategies, our expertise ensures you stay ahead of industry trends while reinforcing ethical standards.

le Shaw invites you to join a transformative journey that elevates the sex-tech and adult industry, advances scientific understanding, and advocates for progressive social change. At le Shaw, we're committed to reshaping how society views sexuality, the adult industry, and sex work, while empowering businesses and individuals with evidence-based insights, ethical practices, and innovative solutions.

## Team

- **Bobbi Bidochka, Director:** Leads the institute and represents it publicly.
- **Dr. Simon Dubé, Scientific Director:** Manages scientific projects and supports knowledge dissemination.
- **Dr. Taylor Kohut, Sex Researcher:** Conducts research and ensure partner fulfillment.
- **Delphine DiTecco, Head of ACE:** Leads activism and community engagement efforts.
- **Emilie Champagne, Academic Affairs & Operations:** Oversees daily operations, provides strategic insights, and supports le Shaw's growth.
- **Jenna Owsianik and Athena Gayle, Scientific Writers:** Produce public science articles, contributing to le Shaw's knowledge dissemination and education initiatives.
- **Daniella Toth, Digital Marketing:** Manages le Shaw's SEO strategies, digital marketing efforts, and social media engagement, ensuring visibility of our research and initiatives.

# Le Shaw Services and Sponsorships

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## Be a force for good!

Le Shaw offers digital badges with the message “Advance Science, Ignite Change” for websites or marketing materials to show that you support le Shaw and its projects. Companies can show creators and their audience that the adult industry can be a force for good by partnering with le Shaw.

### Tier 1: \$2999 USD (Science Advocate)

- Social media: Acknowledgment of your support on le Shaw’s website and social media.
- Recognition as a Science Advocate: A silver digital badge with the message “Advance Science, Ignite Change” for your website, social media and marketing materials.
- Exclusive access to insights: Early access to select le Shaw research and findings.

### Tier 2: \$4999 USD (Science Champion)

Everything from Tier 1, plus:

- Featured platform post: A dedicated paragraph in an official le Shaw blog post showcasing your commitment to advancing science and igniting change.
- Recognition as a Science Champion: A gold digital badge with the message “Advance Science, Ignite Change” for your website, social media and marketing materials.

## Sponsor a le Shaw article \$1999 USD: Knowledge transfer & public awareness

At le Shaw, we believe that making science accessible to everyone is key to improving public perception and generating positive conversations about sexuality, health, and wellness, that will ultimately benefit society, industry and academia. By amplifying our reach through knowledge transfer activities, we ensure that our scientific and wellness initiatives are not only seen but embraced by the broader community. These efforts help build collaborations, enhance credibility, and foster social acceptance.

As we engage in these activities, we contribute to the destigmatization of both sexuality and the adult industry, showing that informed, evidence-based dialogue can lead to greater understanding and progressive change. This visibility not only supports public sex education but also reinforces our leadership in advancing sexual health and wellness, while actively participating in shaping positive discourse around these vital issues.

Take a look at our **Articles** page and select the articles you’d like to see your logo associated with.

# Research

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## Service 1: Initial assessment and insights report

**Curious to learn where research could help your organizations?** An affordable starting point to establish research needs and current opportunities.

**Summary:** Le Shaw evaluates organizations' available data and research needs/infrastructure to uncover insights/opportunities and provide actionable recommendations.

**Objective:** Identify organizations' pain-points and ethical ways to leverage their current source of information, highlighting what is missing to tailor research and quality data output that is usable.

**Project duration (ETA):** 8 weeks

**Service fees:** TBD

**Deliverables:** Report highlighting research needs and suggestions, as well as insights and recommendations about current possible use of data sources and/or research infrastructures.

## Service 2: Official research partnerships

**Take your business to the next level with customized scientific studies.** Safely gather data/insights to guide your business and look good while doing it.

**Summary:** Le Shaw develops customized scientific studies, matches organizations with a curated team of scientists to rigorously and ethically gather meaningful data/insights, and provide tailored business, marketing, wellness, and future research recommendations.

**Objective:** Ethically supply relevant high-quality data to businesses, that meets their goals.

**Total project duration (ETA):** 37 weeks

**Deliverables:** Research report with business, marketing, wellness, and future research insights and recommendations on how to leverage scientific findings.

**Service fees:** TBD

**Bonus:** Includes Tier 1 Badge.

## Service 3: Innovative research project

**Go deep and discover the goldmine of business insights you are sitting on!** Safely gather data/insights to guide your business and look good while doing it.

**Summary:** Le Shaw develops an in-depth customized scientific study or slate of studies, matching organizations with a curated team of scientists to rigorously and ethically gather meaningful, extensive, and/or highly specialized data/insights using mixed-method surveys and/or laboratory experimental designs, and then provides comprehensive tailored business, marketing, wellness, and future research recommendations.

Advance sex research, ethically supply relevant high-quality data to businesses, and transform public opinion about the industry. Break new grounds with the most immersive, in-depth research projects and analyses, covering multiple interconnected topics or studies (1-3).

**Deliverables:** Extensive research report with business, marketing, wellness, and future research insights and recommendations on how to leverage scientific findings.

**Service Fee:** TBD

**Bonus:** Tier 2 badge.

## Service 4: Expert panels and surveys

**Get feedback, meaningful insights, and potential endorsement from experts** about your products and services to improve them and use during promotion.

**Summary:** Le Shaw builds a panel of experts (e.g., clinicians and/or researchers) or surveys to assess organizations' products and services in order to improve their business, marketing initiatives, and potentially receive endorsements of their offerings.

**Deliverables:** Verbatim and report summarizing key insights and results with recommendations for **Service fees:** TBD

potential use in product development and marketing.

Five potential categories of research projects:

1. **Product testing/assessment studies**

Example: Studies assessing testing new devices/platforms, examining people's reactions to and experience with them (e.g., users, creators, and experts), and gathering feedback to improve products and use for marketing purposes (e.g., testing new toys, AI content, or website design).

2. **Profiling studies**

Example: Studies assessing socio-demographics, behaviors, motivations, health, and interests (e.g., examining the profile of LoyalFans users and content creators).

3. **Framing effect and decision-making studies**

Example: Studies assessing perceptions of products or topics based on how they are presented (e.g., testing how to talk about sex work or toys to make them more acceptable).

4. **Intervention studies**

Example: Studies assess the effects of an intervention on wellbeing, performance (e.g., testing a mindfulness-based intervention on model wellbeing and performance)

5. **Population studies**

Example: A highly marketable, scientifically relevant sex survey of the general population or target population, on or off their platforms (e.g., a representative survey of what US adults do in).

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# Activism and Community Engagement

## 1. Sex work awareness course

Misinformation and prejudice frequently drive discriminatory policies, restrict access to essential resources, and reinforce social and systemic inequalities faced by sex workers.

There is an assumption that someone who is hired and works for an adult company, has inherently, a positive opinion and accurate information about sex workers. By educating staff and management, we can improve the inclusivity and safety in workplace cultures for sex workers in the adult industry.

**Service fees:** TBD

## 2. General consulting & assessment of creator/performer/model community

Empower your company with the tools to enhance the well-being, productivity, and satisfaction of your creator communities while aligning with industry best practices and regulatory requirements.

Le Shaw offers consulting and assessment services for adult industry companies seeking to better understand and support their content creator, performer, and model communities. By leveraging academic expertise and industry insights, these services identify gaps, recommend improvements, and foster sustainable, ethical relationships.

**Deliverables:** Comprehensive assessments report and actionable insights through direct engagement with creators, performers, staff and management. Provide consultation on fostering ethical partnerships and inclusivity while helping develop performance metrics and benchmarks for community engagement improvements.

**Service fees:** TBD

### 3. Corporate social responsibility management

Le Shaw recognizes that not all companies have the resources to operate a corporate responsibility function. To help, we will establish credible CSR initiatives that resonate with their stakeholders, advance societal impact, and align with your brand ethos, without adding operational burden.

Le Shaw provides Corporate Social Responsibility (CSR) services by identifying and vetting NGOs aligned with client companies' values and goals, facilitating meaningful partnerships, and managing ongoing relationships, meetings, and impact reporting.

**Deliverables:** Conduct comprehensive research to identify NGOs that align with the client's mission and values. Facilitate introductions and manage engagement between corporate clients and selected NGOs. Oversee ongoing partnership logistics, including organizing meetings, tracking progress, and preparing detailed impact reports.

**Service fees:** TBD

### 4. Establishing community advisory boards (CAB) for adult industry companies

In alignment with 'nothing about us without us, empower your company by engaging your stakeholders meaningfully, ensuring your projects and operations are ethically sound, inclusive, and reflective of stakeholder needs. This contributes to better relationships, improved public perception, and proactive issue resolution.

Le Shaw provides the adult industry the opportunity to create and/or maintain Community Advisory Boards (CABs) comprised of stakeholders, specifically sex workers employed by or affiliated with their companies. These boards provide a platform for continuous feedback, ensure ethical practices, and guide companies in centering the voices of those most impacted by their decisions.

**Deliverables:** recruit members, establish guidelines and expectations, conduct meetings, consultation and reporting.

**Service fees:** TBD

### 5. Stakeholder wellbeing evaluation and resource development

Based on the notion that "a happy model is a productive model," the strategy behind this service is to provide a multi-phase approach that combines stakeholder-driven research, expert insights, and practical solutions. By collaborating with field-specific specialists, the service ensures that the

solutions are both evidence-based, customized and applicable to the organization. Additionally, the development of customized resources positions participating companies as ethical and proactive leaders in the adult industry.

- **Phase 1: Research evaluation of stakeholder wellbeing needs**
- **Phase 2: Conduct expert-led research**
- **Phase 3: Recommendations & actionable solutions**
- **Phase 4: Resource development**

**Deliverables:** Identify, evaluate, and address the critical wellbeing needs of stakeholders, enabling companies to create a supportive and sustainable working environment. This leads to improved stakeholder satisfaction, ethical reputation, and operational effectiveness.

- **Basic wellbeing evaluation package: 1-2 months**
- **Advanced research & recommendations package: 2-4 months**
- **Full-service resource development package: 4-6 months.**

**Service fees:** TBD

## 6. Comprehensive sex work awareness training for company employees

This initiative offers in-person/virtual educational workshops to company employees, focusing on fostering understanding, reducing stigma, and promoting inclusivity regarding sex work. The goal is to create a more informed, respectful workplace culture while enhancing the company's ethical reputation.

By delivering the training in person, this allows for additional consulting, Q&A opportunities and group discussion. By leveraging expert facilitators and incorporating perspectives from sex workers, the program ensures that employees develop empathy and a nuanced understanding of sex work.

**Deliverables:** Educate employees about sex work, dismantle misconceptions, and build a workplace culture that values diversity and inclusivity. This initiative aims to enhance internal workplace dynamics while boosting the company's external reputation for ethical leadership.

**Recognition:** "Sex Work Awareness Certified" badge to participating companies, signaling their commitment to education and ethical practices.

**Service fees:** TBD

## 7. Holistic wellness retreats for sex workers

Given the unique challenges sex workers face, such as occupational stress, physical strain, and stigma, offering wellness programs and retreats provide an opportunity to support their mental, emotional, and physical well-being. Companies offering these retreats as a workforce benefit can demonstrate their commitment to the well-being of their stakeholders, fostering a supportive and inclusive work environment.

Based on the notion of "a happy worker is a productive worker," le Shaw will provide curated retreat experiences featuring workshops, wellness activities, and peer support to address the unique challenges faced by sex workers. Partnering with companies to sponsor participation helps them to showcase their commitment to sex worker health that potentially will enhance recruitment.

**Workshops:**

- Mental health, meditation, and stress management.
- Physical wellness: pelvic health and injury prevention.
- Financial literacy for long-term planning.

**Deliverables:** Promote health, stress management, and financial sustainability for sex workers while positioning participating companies as advocates for holistic workforce care.

**Service fees:** TBD

## 8. Sex worker rights & legal literacy training

Laws and regulations vary between regions and many sex worker lack awareness around legal literacy and rights for sex workers and adult industry companies.

To help navigate the complex legal landscape surrounding sex work, le Shaw provides workshops, webinars, and e-learning courses that empower sex workers, staff and companies to understand legal frameworks, advocate for rights, and ensure compliance with labor protections.

**Example Topics:**

- Understanding local, national, and international laws.
- Advocacy for labor rights and protection against discrimination.
- Digital rights, platform policies, and privacy laws.
- Contract law for content creation and freelance work.

**Deliverables:** To equip participants with knowledge and tools to navigate legal challenges, protect their rights, and operate with confidence in a complex legal environment.

**Service fees:** TBD

**Let's get started!**

**[projects@leshaw.com](mailto:projects@leshaw.com)**

At le Shaw, we believe that science, wellness, and advocacy can redefine the narrative around sexuality and the adult industry. By partnering with us, you're not just investing in research and wellness—you're championing a movement that promotes dignity, respect, and innovation.

Let's work together to create a future where sexuality is celebrated, the adult industry is normalized, and positive change is within reach.

**Partner with le Shaw today. Be the force for good. One that transforms lives.**