



modern couple's counseling

www.withours.com



## About OURS

OURS is a 100 percent virtual premarital counseling service that provides accessible and destigmatized couples counseling for the young, modern couple. OURS believes that it's never too early to proactively invest in a relationship and that any couple is a good fit for couples therapy. OURS envisions a world where relationship therapy is accessible, mainstream, and widely beneficial so couples can build a strong relationship foundation on which they are ready to tackle anything together. OURS helps foster happy, healthy, and long-lasting relationships, allowing couples to fondly look back on their relationship journey and see the investment of time and effort was not only rewarding but fun and enjoyable too.

## What Makes OURS Special?

- OURS blossomed out of the need for accessible, proactive couples counseling without the negative social connotations around a need for pre-marital guidance. The company seeks to connect young couples with credible, trustworthy therapists at the convenience of virtual sessions couples can do from the comfort of their living rooms. With six total sessions, two live with a licensed therapist, and four content-based sessions via 'Loveware,' couples receive all the tools they need to foster a happy and healthy relationship at only half the cost of traditional couples counseling.
- OURS co-founders combined their unique backgrounds in technology, business, and licensed therapy to create a first-of-its-kind platform that delivers couples a four-week program inspired by navigating their own relationships. With more than five million dollars raised in seed investment and the help of licensed therapists, OURS is reinventing the way we think and talk about relationships.
- According to 2022 Couples Research conducted by OURS, 89 percent of the population sees value in couples therapy, yet only 35 percent reported attending couples counseling. OURS shifts that narrative by providing preventive care at important life stages and incorporating technology in an innovative way that allows couples to receive a consistent yet personalized, high-quality experience while amplifying therapists' time & effort.
- It's no secret that our relationships have a substantive impact on our mental health. In fact, nearly 90 percent of the research population strongly agreed that the health of their relationships is one of the most important factors for their mental and emotional health. OURS promotes relationship health and focuses on couples counseling as a preventative tool based on research, personal experience, and technology.

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# Meet The Co-Founders

## Elizabeth Earnshaw

Elizabeth Earnshaw (LMFT) is one of today's most trusted relationship teachers. Elizabeth is a renowned Gottman therapist, Licensed Marriage and Family Therapist (LMFT), Clinical Fellow of The American Association of Marriage & Family Therapy (MA), and influential Instagram therapist who has helped transform countless relationships. She is a co-founder of OURS, where she works to make couples counseling mainstream and accessible. She also owns A Better Life Therapy in Pennsylvania and New Jersey, supporting clinicians who are helping couples every day. Released November 2021, Elizabeth's debut book, I WANT THIS TO WORK, is a trustworthy guide to navigating the most challenging relationship issues we face. Culturally inclusive, LGBTQIA+ friendly, and written for both married and unmarried couples, this book brings an accessible guide to healing relationships and creating enduring intimacy.



## Jessica Holton

Jessica Holton is the Co-founder and Co-CEO of OURS. In her role, Jessica oversees product, customer experience, and team building. Jessica has a background in finance, investment, and building organizations centered around experiences and impact, and her personal experience in couples therapy opened her eyes to the need for a relationship therapy platform free of stigma and antiquated practices. Today, Jessica aims to leverage OURS to help people feel good about working on their relationships in a way that is mainstream and accessible. With OURS, she hopes to help shift the way society talks about relationship health and the impact it can have on our overall mental and emotional wellbeing.



## Adam Putterman

Adam Putterman is the Co-founder and Co-CEO of OURS. With a background as a strategy consultant for large consumer goods companies, Adam is a published author, subject matter expert, and frequent guest speaker at Rice University and other prestigious schools, where he covers entrepreneurship, prototyping, design, and more. Today, Adam oversees the direction of the OURS brand, including design, growth, marketing, and partnerships. Adam works to reimagine more accessible and destigmatized relationship wellness and counseling in a way that's community-based, preventative, experiential, and fun.



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# Suggested Interview Questions

- How does OURS create a personal and inviting user experience in a 100 percent virtual setting?
- What are some challenges of delivering therapy through an app, and how does OURS overcome those challenges?
- How do each of the co-founder's unique backgrounds enhance the OURS experience?
- How does OURS ensure online therapy can still be personal and intimate? What are the affordances of conducting therapy sessions online?
- How does OURS match each couple with a compatible therapist?
- Why is proactive couples therapy important? How does it prepare couples for a long-term future together?
- OURS is geared toward the young, modern couple. What made OURS want to destigmatize relationship therapy, especially for pre-marital counseling?
- Why does a strong relationship have a positive impact on a person's mental and emotional wellbeing?
- How can couples initiate a conversation about starting therapy?



# Suggested Interview Topics



- OURS: Building an experience based on data and groundbreaking technology
- What's the state of your union? Let's look at relationship data from OURS.
- The start-up proving couples therapy is cool, essential, and approachable
- People first: OURS partners couples with ACTUAL therapists
- Not an app: What OURS is doing differently
- Couples therapy industry expected to grow: How OURS is pioneering a new path in the space
- 5 simple (and fun) ways to connect with your partner
- The importance of making relationship wellness accessible, according to experts
- Speak Now: Important conversations to have before the wedding