



## **New sperm donor matchmaking app offers a shortcut to parenthood for singles and couples**

**Y factor is a new matchmaking app launching in the UK and designed to connect women dreaming of starting a family with the help of private sperm donors.**

Are you yearning to start a family? Does the thought of waiting years for fertility treatment seem daunting? A new direct, fast, and efficient fertility option is launching for women who have viable eggs and need a sperm donor.

Created by a Danish tech startup, Y factor is a new matchmaking app that connects singles and couples with parenting aspirations to men who are willing to donate sperm directly, bypassing sperm banks, either through sexual intercourse, or via at-home insemination (aka the turkey baster method), or clinical insemination.

“We want to revolutionise the fertility industry and help it become easily accessible in the UK. Matchmaking is an ideal tool for anyone not looking for a romantic partner to start a family with but still wants to bring children into the world,” explains Sofie Hafström Nielsen, CEO of Y factor.

“Due to an excessive amount of rules and bureaucracy in UK law, it is challenging to recruit sufficient sperm donors. This has resulted in long waiting lists for fertility treatment through the public system, complicated rules on who, where and when you can access it. High prices discourage many from following their dream of having biological children,” she continues.

Y factor was founded by Ole Schou, a prominent figure in the global fertility industry. He is the founder and owner of Cryos International, the world’s largest sperm bank, which he has assisted in the conception of over 100,000 children globally. He comments, “ According to researchers at Sheffield University<sup>1</sup> fewer than four in 100 men ended up having their sperm samples frozen.. They mapped out the outcome of over 11,7000 men based in Denmark and the US who applied to be sperm donors.

“ Over the 40 years of working in the fertility sector, it’s clear to me that we need to be more inclusive and offer new opportunities beyond traditional sperm banks.”

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<sup>1</sup> <https://www.sheffield.ac.uk/news/less-four-100-men-accepted-be-sperm-donors>



### **Private market open to donors**

According to Sofie Hafström Nielsen, there are several arguments for why the private market, where women and couples bypass sperm banks, benefits both future parents and sperm donors.

“For the solo mother, the lesbian couple, the heterosexual couple, or any other family constellation, it provides the opportunity to evaluate the donor on a deeper level. Y factor allows users to get to know each other personally before committing to the donation. When using a sperm bank, the process of selecting a donor is an online shopping experience, browsing anonymised donor profiles where the donor is never met.”

“For the sperm donor who wants to help others have children, it’s also a valuable opportunity to get to know the recipient(s). Traditional sperm bank donation is anonymous, and the donor has no knowledge of or influence over where and to a certain degree how many times their genes are used. Finally, it’s significantly easier to help through Y factor, as donors avoid the lengthy and time-consuming screening and donation process required in sperm banks – a process where ultimately 90 per cent of applicants don’t cross the finish line. Y factor offers a strong alternative solution for donors who want to help, but retain more flexibility and control over the donation process,” explains Sofie Hafström Nielsen.

### **Terms are agreed upon between the parties**

Y factor encourages users to establish mutual agreements regarding the nature of their relationship before proceeding with actual donations, ensuring that both parties are aligned with realistic expectations.

“As a platform provider, we do not carry legal responsibility for the relationship between prospective parents and donors. We offer a meeting point via our platform, but once contact is established, it becomes a private matter between both parties, just as if they had met at a bar or on a dating app,” Sofie Hafstrom Nielsen explains.

According to the CEO, it is always advisable to draw up a pre-donation agreement that allows both parties to define the terms once pregnancy occurs. However, such an agreement is not legally binding under current UK law, meaning the man is legally considered the child’s father at the time of birth by default.

“There’s a great need for modernisation of UK paternity law so that it better reflects the range of family structures and conception methods present in a digital society. Policymakers could look to examples like British Columbia and California, where private donation contracts are legally equated with sperm bank donations, ensuring better legal protection for both donors and mothers,” says Sofie Hafstrom Nielsen.

For more information, please visit [www.yfactor.app](http://www.yfactor.app).



Download the app on IOS or Android.

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Notes to Editors.

For more information, interviews with key spokespeople, images or anything else, please get in touch with PR Manager Pally Kaur.

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