

BraceALERT

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Presentation Agenda



The Problem



Our solution



Target Market



Financials



Future Plans

Defining the Problem



Let's talk about campus safety:

“We still don’t condemn sexual assault as loudly as we should. We make excuses. **We look the other way.** The message that sends can have a chilling effect”

-President Barack Obama, in his “It’s on Us” Campaign to End Sexual Assault on Campus

“I know the blue light system exists, but **I don’t really know how it works** or even where to go.”

-Taylor Kane, George Washington University

1 in 4

*college women will be
the victim of sexual
assault during her
academic career*

The Most Reported Crimes At The Top 100 Colleges in the U.S.

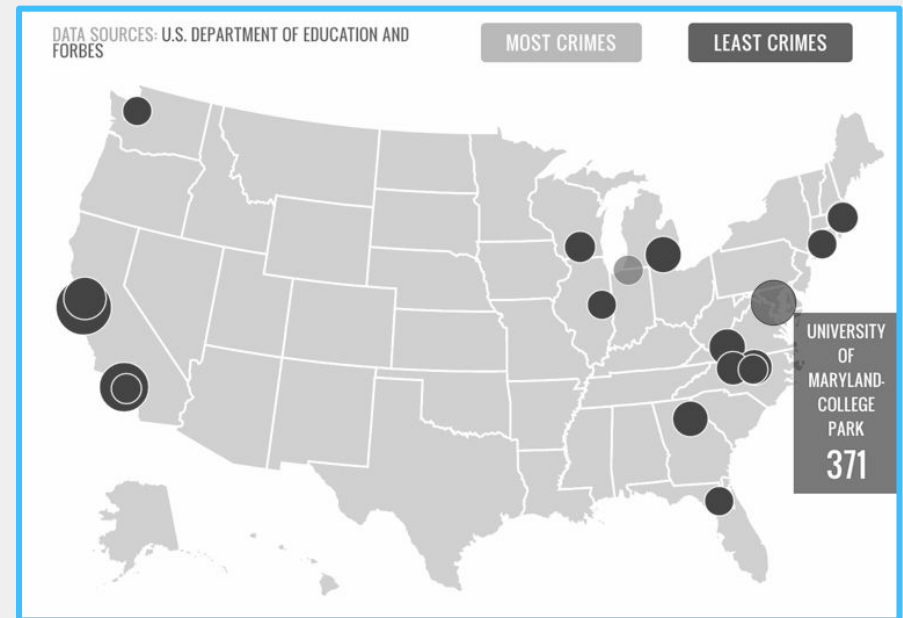
Stanford - 517

University of California Los Angeles - 433

University of Maryland College Park - 371

University of California Berkeley - 337

University of Virginia Main Campus - 265



Let's talk about why people *don't* talk about campus safety

"I feel like people don't really believe that stuff would actually happen to them. You hear about these stories but **you don't think that you would be the victim.**"

-Jahnavi Chava, Michigan State University

"I don't feel unsafe enough where I have to **spend money** to feel safe"

—Didac Hormiga, University of Maryland

"**Oprah** named my town the happiest in America, so yeah I just don't think anything would happen"

— Annie Peischel, Cal Poly, San Luis Obispo

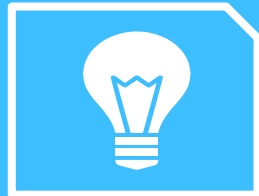


“

“I feel like a lot of girls don’t prioritize safety over fashion, and don’t want to seem weak by wearing large items like rape whistles.”

-Emily Brady, University of Miami

Our Solution





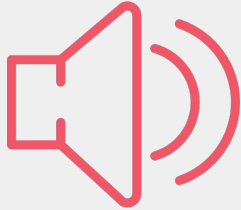
Function



Fashion



What are the functions?

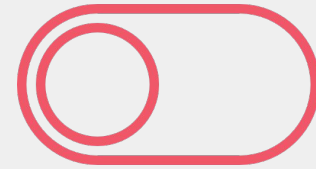


Safety Alarm

120 dB

Passive Solution

Keeps Options Open



Activation

Charm Removal

Convenient Access

Easy to Use

How will it look?



Target Market



77%

of college women
surveyed don't always
feel safe on campus



100%

Said they would feel
more comfortable
carrying our product





“

“It's easy to lose or forget things when you go out so carrying a larger purse or item is kind of a pain.”

-Jill Gelinas, University of Maryland

What Makes Us Different from our Competitors



A Venn diagram with three overlapping circles. The top circle is purple and labeled 'BraceALERT'. The bottom-left circle is blue and labeled 'Portability'. The bottom-right circle is red and labeled 'Fashionability'. The circles overlap in the center and at the intersections of two circles.

BraceALERT

Portability

Fashionability

What Makes Us Different from our Competitors

Keychain Alarm



Keychain GPS



Keychain Pepper Spray



Financials



Our Price

80%

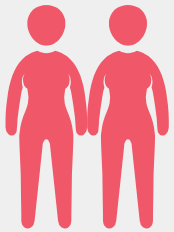
\$30

Of people surveyed would pay

\$30

\$11.60

Variable Cost/Unit



Labor
\$1.00



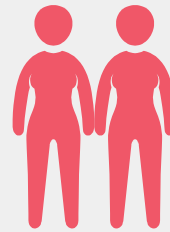
Materials
\$8.60



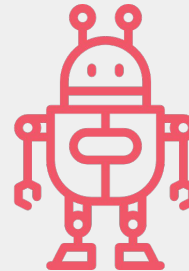
Other
\$2.00

\$82,000

Total Fixed Costs/Year



Wages
\$38,000

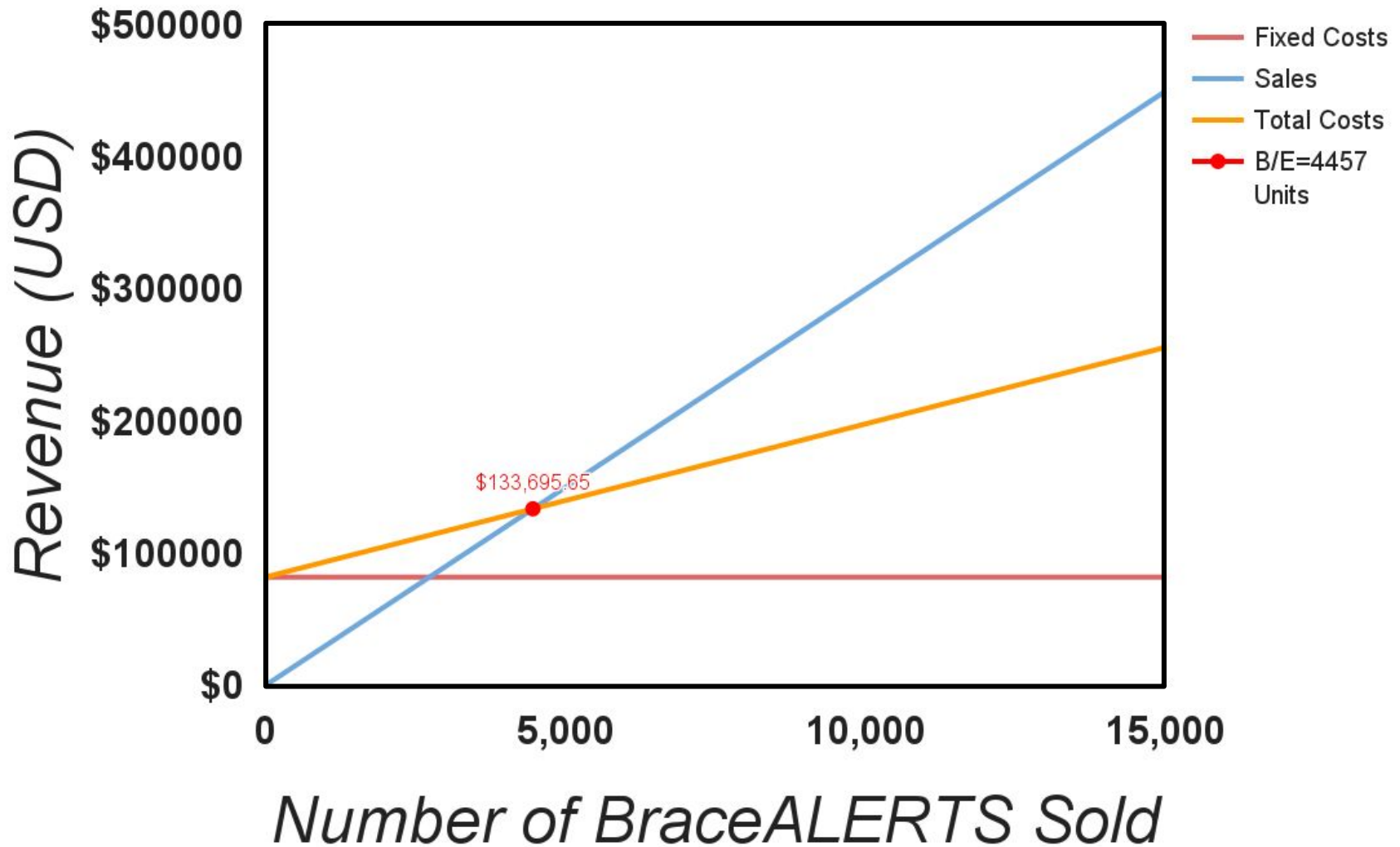


Machinery
\$11,000



Other
\$35,000

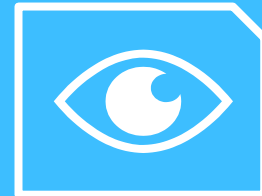
Cost Volume Profit Analysis (Per Annum)



4,457

BraceALERT Sales to Break Even

Future Plans

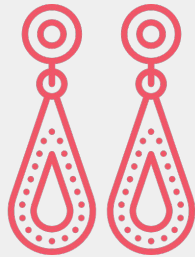




7 of 8 men said they would be willing to purchase this product



Male Accessories



Jewelry



Fashionable

Thank You!
Questions?



Appendix 1: References:

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https://www.amazon.com/Personal-Security-Anti-Panic-Anti-attack-Protection/dp/B014REQXEG/ref=sr_1_17?ie=UTF8&qid=1474837284&sr=8-17&keywords=anti+rap

https://www.amazon.com/ROBOCOPP-Personal-Original-Included-Carabiner/dp/B010U2XD60/ref=sr_1_1?s=electronics&ie=UTF8&qid=1474837612&sr=1-1&keywords=robo

https://www.amazon.com/Keyguard-Invisible-Enforcement-Marking-Including/dp/B01LZTGKV6/ref=sr_1_2?s=sporting-goods&ie=UTF8&qid=1474837398&sr=1-2-spons&keywords=pepper+spray&psc=1

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<http://nces.ed.gov/fastfacts/display.asp?id=372>

Appendix 2: Icons

References:

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Appendix 3: Other

References:

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http://www.nytimes.com/2015/09/22/us/a-third-of-college-women-experience-unwanted-sexual-contact-study-finds.html?_r=0

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