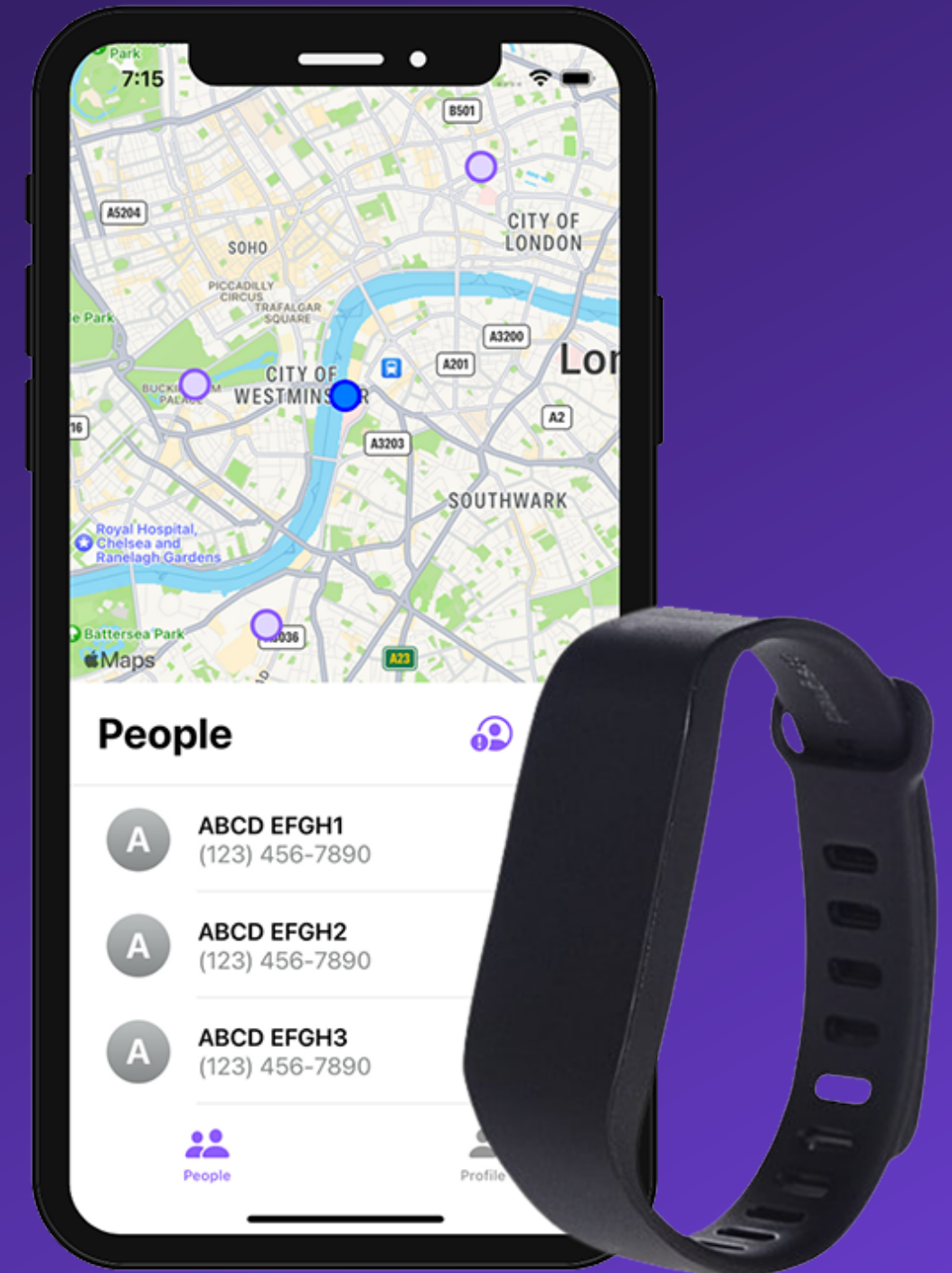


Brave

“Smart bracelets for safer nights out”



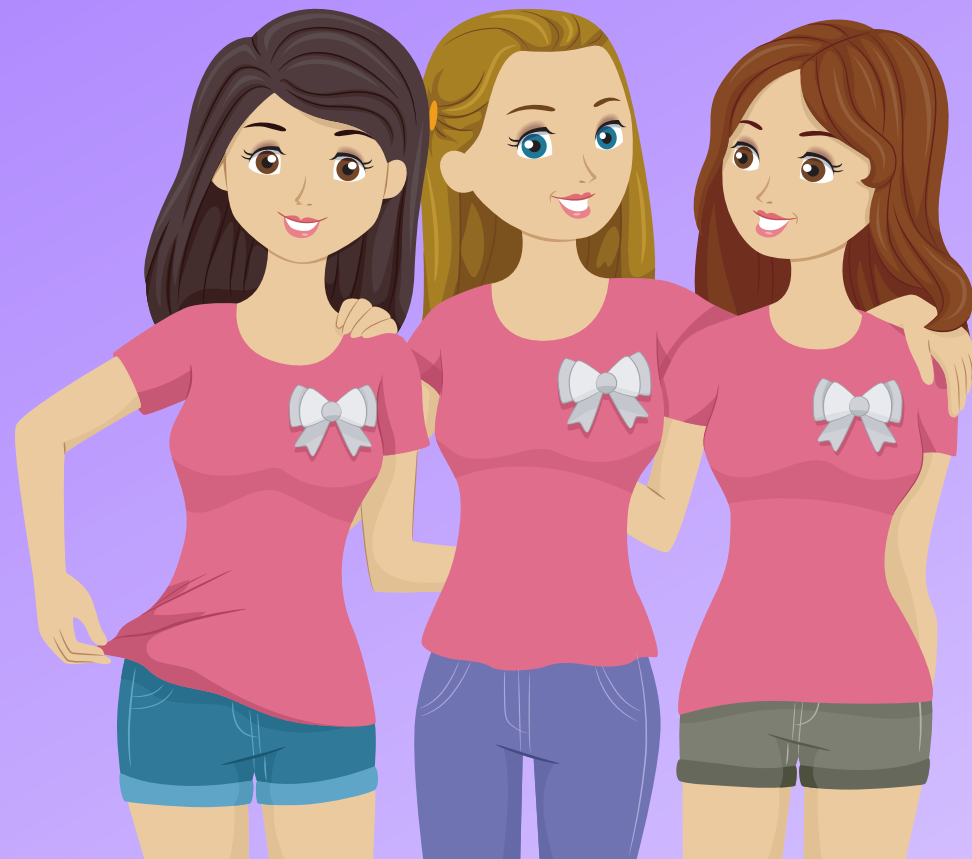
Meet Jane

Jane is a freshman at USC. She recently joined a sorority and she enjoys going out with her sorority sisters.



Jane's Night Out

Jane hits it off with a guy and her friends give her space



Jane's Way Out

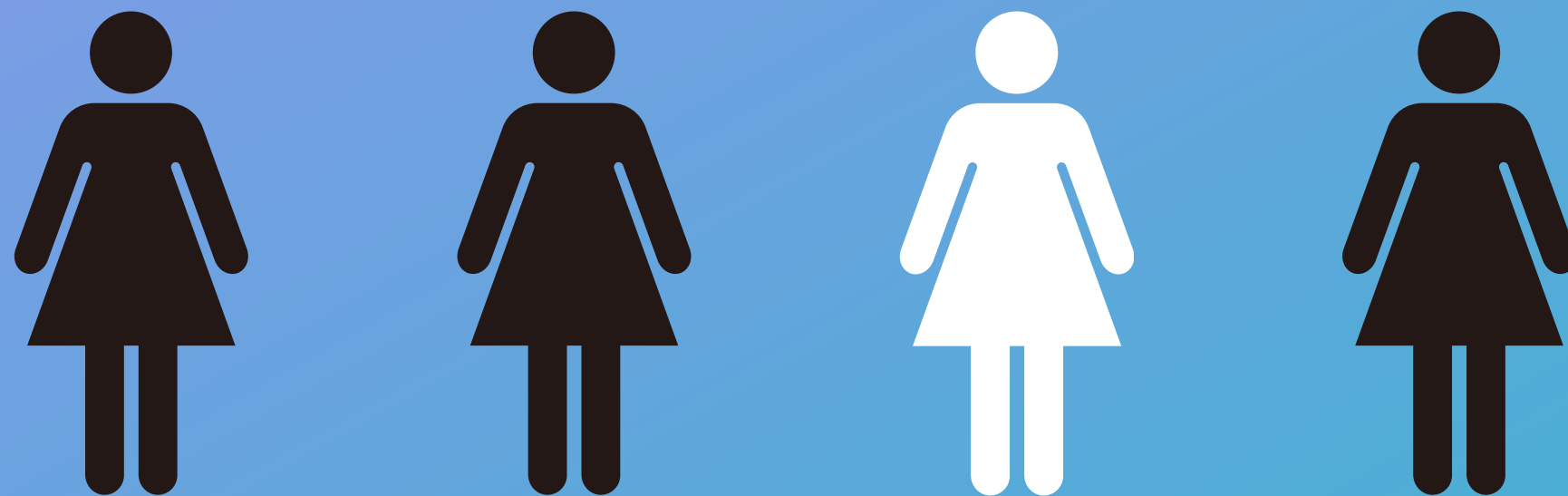
Jane feels uncomfortable and the guy starts cornering her. Luckily she taps her braveband



Problem statement

Unfortunately, Jane's story is not an uncommon one.

“As many as 1 in 4 women experience unwanted sexual intercourse while attending college in the United States, and many of these incidents happen at or after parties.” - Indiana University



The College Party

“Can’t find my friends”

“Frat culture is exploitive”

“Easy to get seperated”

“Crowded”

“Students are intoxicated”



Braveband

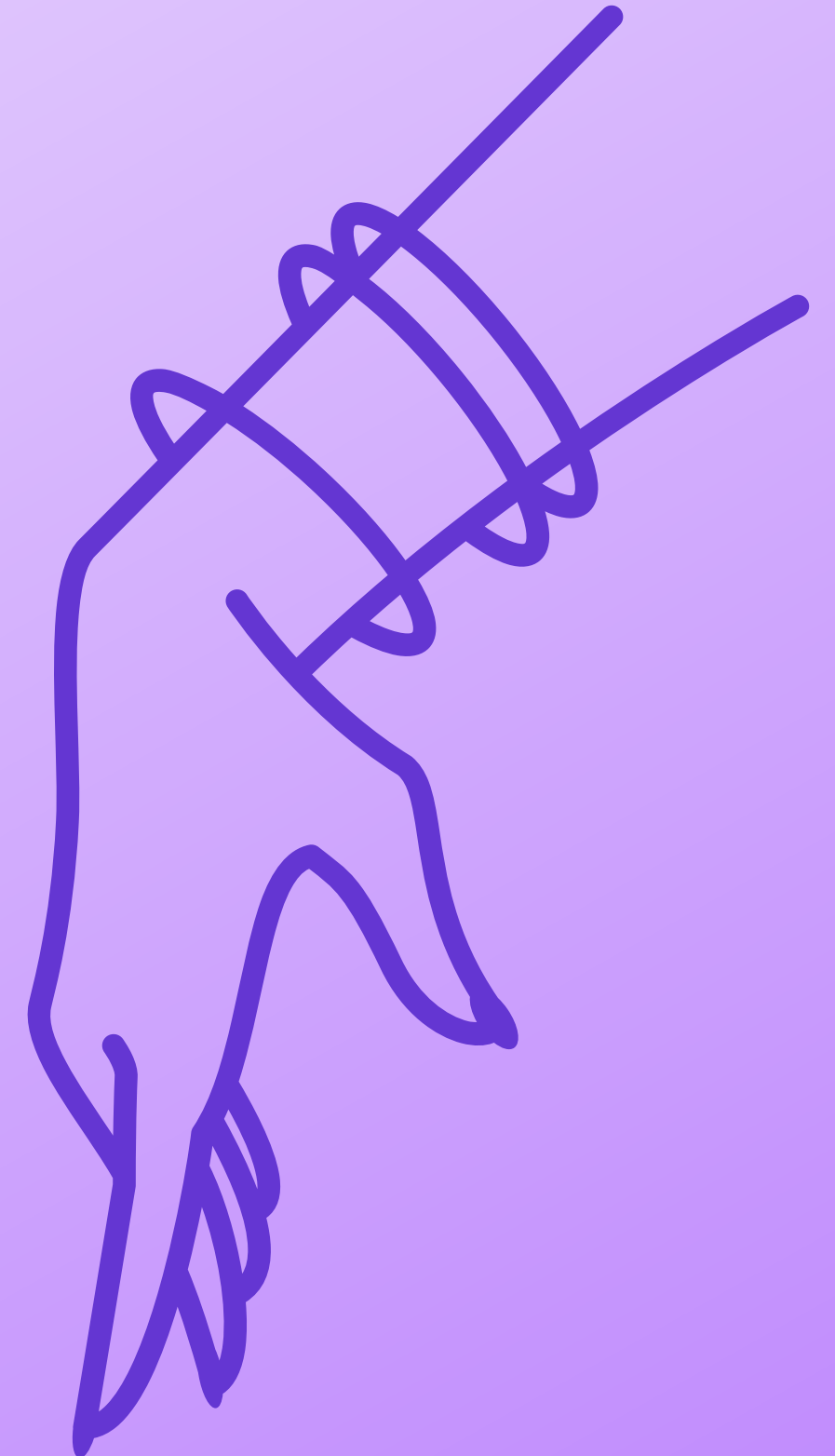
A DISCRETE BRACELET THAT KEEPS FRIENDS CONNECTED IN 4 SIMPLE STEPS:

- 1.) Wear the bracelet before going out**
- 2.) When alone or lost, activate the bracelet**
- 3.) Your party networks bracelets and phones vibrate**
- 4.) Your exact location is sent to them and they can come and find you**



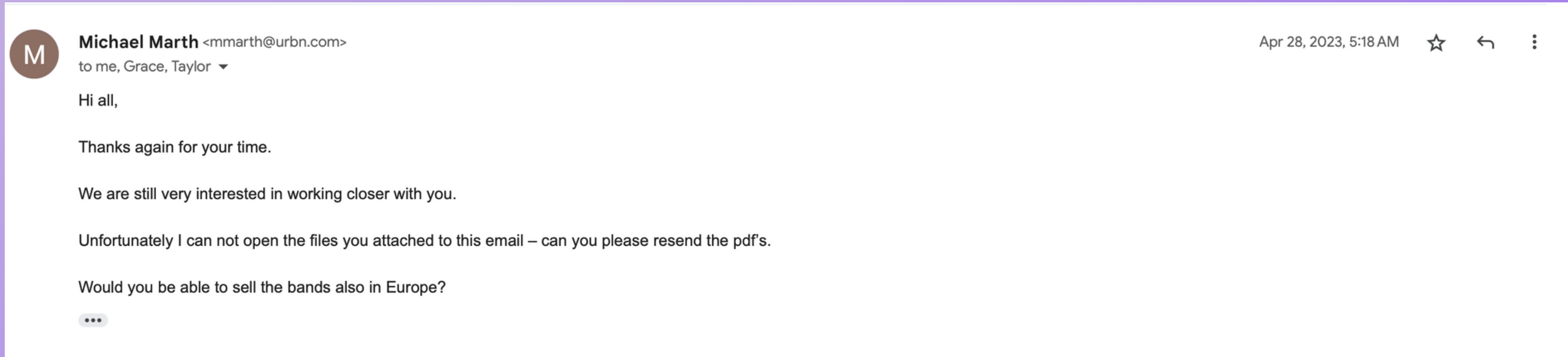
COMPETITION MATRIX

	Brave	She's Birdie	Invisawear	Flare
Discrete	✓	✓	✓	✓
Wearable	✓	✗	✓	✓
Sound Alarm	✓	✓	✗	✗
Two-way communication	✓	✗	✗	✗
Functions if phone is dead	✓	✗	✗	✗
Social Features	✓	✗	✗	✗



Traction

COO of URBN - Michael Marth



“WE BELIEVE THAT OFFERING YOUR PRODUCT TO INCOMING AND CURRENT STUDENTS WOULD BE IN THE INTEREST OF IMPROVING THE SAFETY OF STUDENTS DURING NIGHTS OUT.”

-PRINCETON STUDENTS FOR TITLE IX REFORM

Why Us?

“BUILT BY STUDENTS FOR STUDENTS”

“DESIGNED BY TITLE IX OFFICES FOR TITLE IX OFFICES”



BUSINESS MODEL

“Maximize impact and a measurable difference in sexual assault rates at schools that have implemented Braveband”

Sell in stores with majority college student demographic (URBN, etc)



Leverage “Student Status” to attain contracts with universities and greek life programs.



Offer Braveband at zero cost to students at universities



Reinstate contracts for new incoming students every semester.

MARKET SIZE



\$1.42B

TOTAL ADDRESSABLE MARKET
New college students ever year

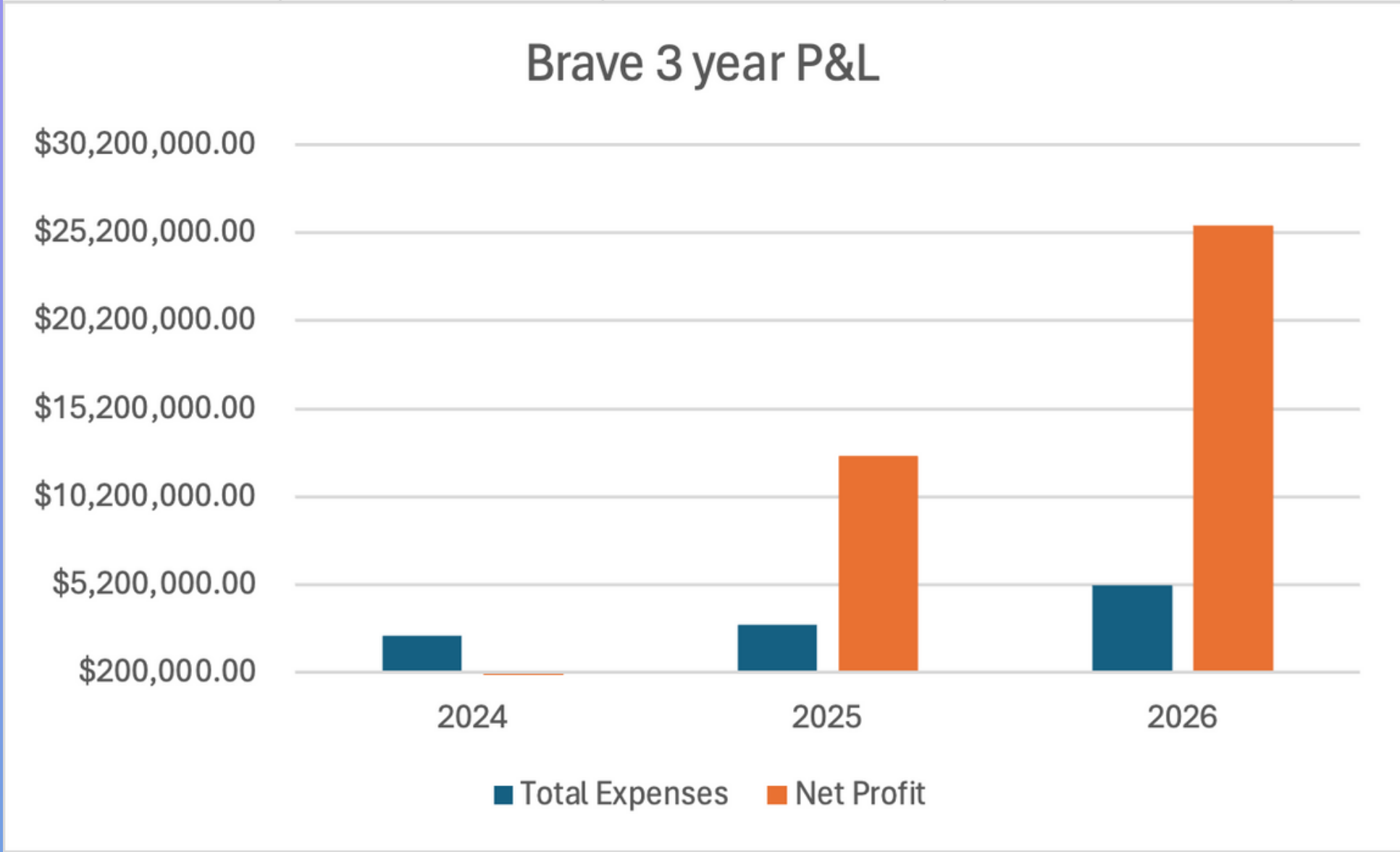
\$690M

SERVICE ADDRESSABLE MARKET
New female college students

\$69M

SERVICE OBTAINABLE MARKET
10% of available market

BRAVE 3 YEAR FINANCIAL OUTLOOK



****THIS ASSUMES THE FEMALE STUDENT POPULATION OF 9.2M, NEW INCOMING FRESHMEN EVERY YEAR, A 10% PENETRATION RATE IN 2025, A \$75 BRACELET COSTING \$11. THIS IS THE PROJECTION FOR 2025 WHEN BRAVE IS AT "FULL SCALE". FOR 2024, WE EXPECT 1.43% PENETRATION SCLAING TO 10% IN 2025 AND 20% IN 2026.**



FEB 2024 - MVP

First set of LOIs

Testing with sororities and SSC partner

Partnering with RAINN

JULY 2024 - FINAL FORM FACTOR

Hardware/software testing
completed

SEP 2024 - MASS PRODUCTION

Find manufactureres that meet ethical
guidelines

JAN 2025 - PRODUCT IN SCHOOLS

Create recurring contracts with
universities/campus security
systems/greek life

Product Timeline

USER INFORMED DESIGN PROCESS

The Team



KIAN ABRISHAMI

CEO



ALEC PETROS

COO



SABRINA LASSEGUE

CMO



KELLY LUKITO

Fellow