

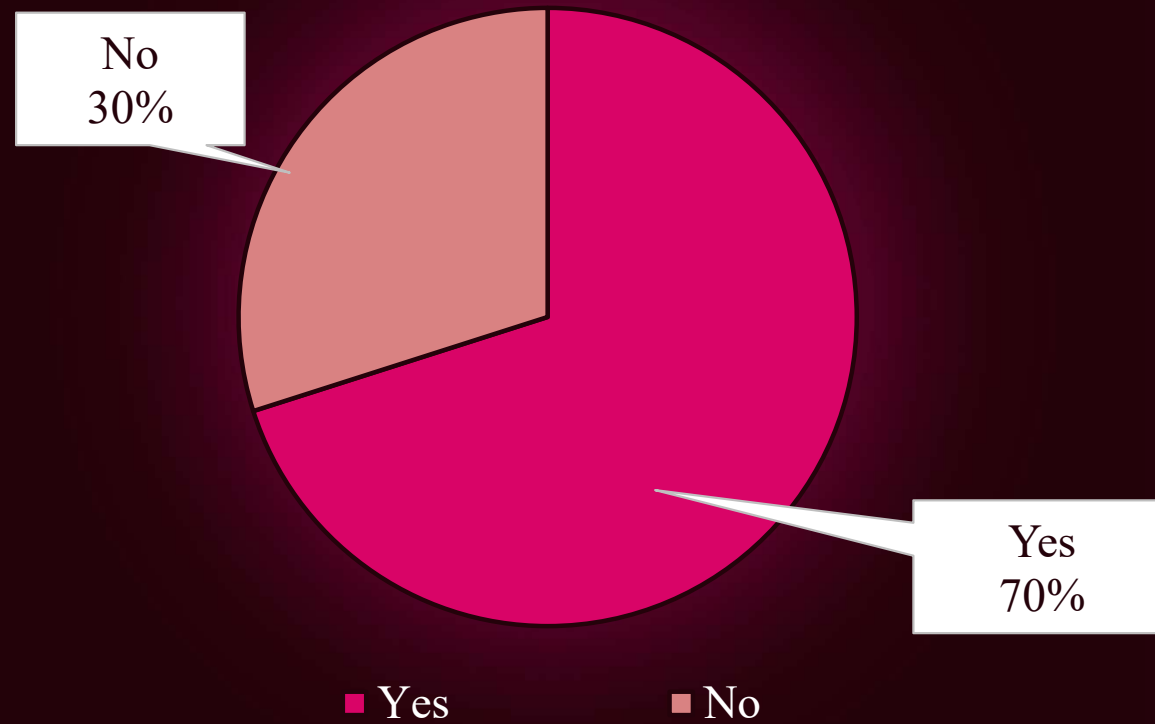
Empowering Women Ensuring Safety

☆ AWEAR ☆

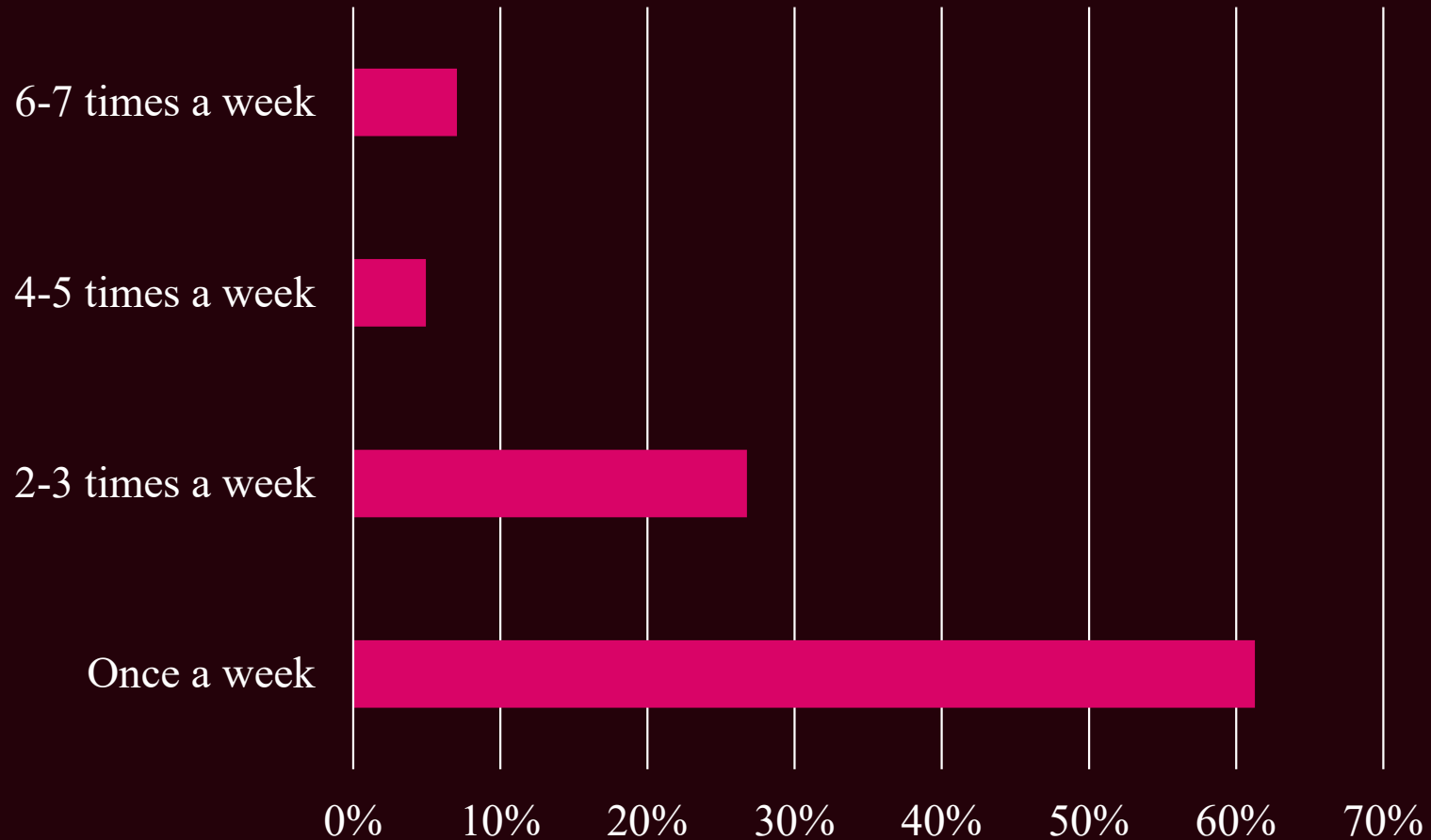
Kayla Calhoun, Kaelyn Collinge, Mack Jorgensen, Emma Rempe, Gayle Ritz

My Story

Do you feel at risk for sexual assault?



Frequency of Feeling At Risk For Sexual Assault



The Problem

- ❖ 81% of women experience sexual assault and harassment (DoSomething.org)
- ❖ 11 million raped while drugged (Sandal)
- ❖ 1 person every 2 minutes is raped (RAINN)

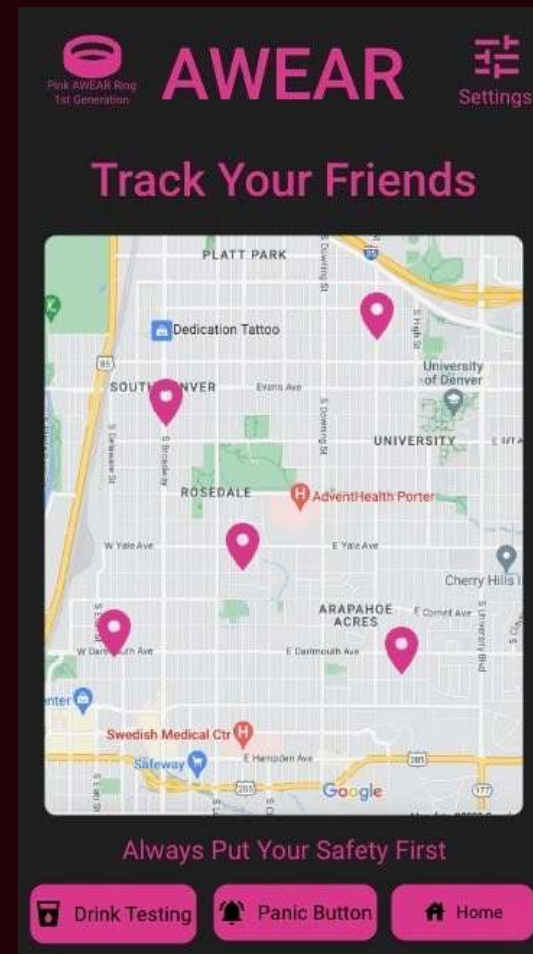
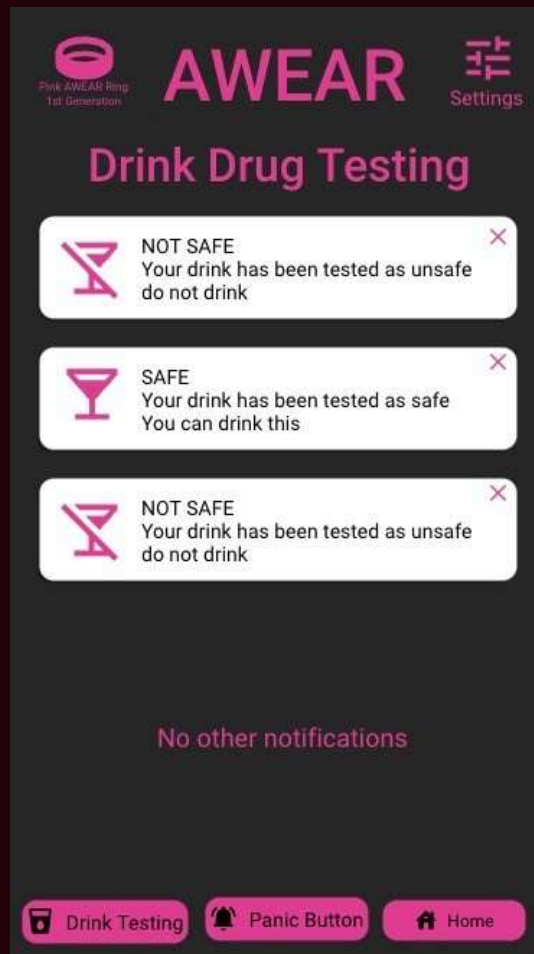
The Solution...

☆ The *AWEAR*
Ring ☆

The *AWEAR* Ring



Connected the APP



The *AWEAR* Ring Revenue Model



- ❖ Multiple color options
- ❖ New generations in the future
- ❖ “Freemium” app model

Target Market

- ❖ Young Women
- ❖ Ages 18-24

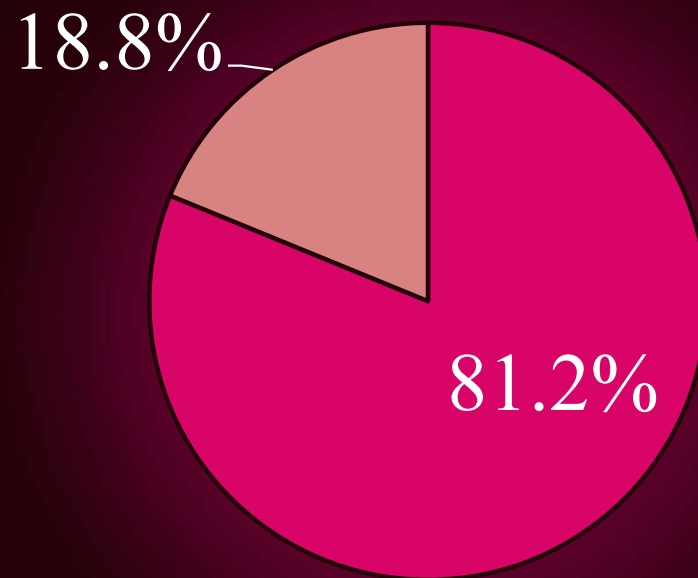


3 in 10 women have been sexually assaulted by the
time they are 15 years or older

(UNWomen.org)



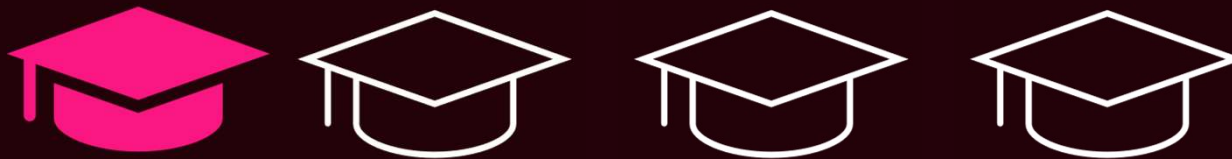
Women: Would You Wear a Ring Everyday?



■ Yes ■ No

One in five women will experience sexual
assault while attending a university

(DoSomething.org)



Value for Target Market

- ❖ Peace of Mind
- ❖ Protection
- ❖ Security



Market Strategy

- ❖ Social Media
- ❖ 89% use social media (Provoke Insights)
- ❖ 72% shop online (Griffith and Cline)



Market Strategy Examples

“My drink was drugged”

“He followed me”

“I was alone”

“My pepper-spray was at home”

“I was lost”

“My phone died”

“I didn’t want to make a scene”

“I didn’t know what to do”

AWear

TOGETHER, WE CAN STOP THIS

Date rape drug detection

Panic button

Community

Small and portable

GPS Tracking and Map on the APP

Rechargeable

Discreet

Easy to Use

AWear

WE CAN HELP

AWear

20 people per minute in
the U.S are abused by a
partner

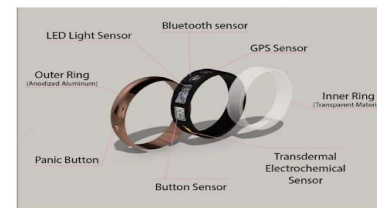


ARE YOU AWARE?



AWear

Empowering Women, Ensuring Safety



- date rape detection
- location tracking
- panic button
- flagging system



Modeled After the Oura Ring

- ❖ Rechargeable
- ❖ Sensors for vitals
- ❖ Wearable and connected
- ❖ Over a million sold



Comparison Chart

Problems	Features That Help	Awear	Life360	InvisaWear
Being Alone at Night	GPS & Friend Tracking	✓	✓	✓
Limited Phone Accessibility	Ability to Work Without a Phone	✓		✓
Drink Drugging	Drug Detection	✓		
Need Help on Site	Panic Button	✓		✓

Be *AWEAR*



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