

## Executive Summary

---

AWear is a women's safety ring built with drug detection, GPS tracking, location flagging, and a panic button to keep women safe in different situations.

### **Problem**

In America, 81% of women will experience some form of sexual assault or harassment in their lives and one in five of them will experience it at a university. Over 18% of women experience date rape at some point in their lives and 75% of female rape victims require medical attention following a rape, 42% of them expect to be raped again. Most common women's safety devices aren't enough to prevent sexual assault.

### **Product**

AWear poses a solution through information. Using technologies like GPS tracking, a transdermal electrochemical sensor, and bluetooth connection, users are constantly informed. GPS tracking is connected to the app where location can be sent to friends and emergency services when a panic button is pressed sequentially. Bluetooth connection allows users to flag locations in the app to make others aware. Drug detection is made possible through a sensor when dipped in a drink, and alerts are sent to the wearer's phone. Through information, the AWear safety ring is prepared to prevent date rape and sexual assault.

### **Market**

This product is made for women ages 18-28 who are at the highest risk of attack. These women are often college students or live in large urban areas. Survey results reveal that 93 out of over 100 individuals, or 64% of participants feel at risk of sexual assault. Since this age group is often online, AWear would be sold online too as 75% of participants wear a ring every day, and 96% shop online. Since 71% of 18-29-year-olds use Instagram, AWear would use this platform to reach our target market. There are an estimated 9,507,000 female undergraduate students enrolled in the U.S. alone. Of the survey participants, 73% were college-aged individuals, roughly ages 18-24. More than half of college students attend a university in the 53 US metros.

### **Competition**

The AWear safety ring offers drug detection unavailable in any competitors and condenses features from leading competitors, like Invisiwear, into a versatile device. This ring is equipped with different technologies to prevent different kinds of attacks, unlike other devices, which only address one kind of attack. It compiles social elements in the freemium app while making necessary elements free to all. Base safety is not negotiable for AWear so it is only higher-level features that require payment.

AWear generates revenue through the purchase of the ring itself and the premium features offered in the app. Users will receive the standard app in addition to the ring, with the option to pay for a monthly subscription to the app's premium features for a cost.

Works Cited:

- “11 Facts about Sexual Assault.” *DoSomething.Org*,  
[www.dosomething.org/us/facts/11-facts-about-sexual-assault#:~:text=11%20Facts%20About%20Sexual%20Assault%201%201%20in,assault%20the%20most%20underreported%20crime.%20...%20More%20items](http://www.dosomething.org/us/facts/11-facts-about-sexual-assault#:~:text=11%20Facts%20About%20Sexual%20Assault%201%201%20in,assault%20the%20most%20underreported%20crime.%20...%20More%20items).
- Auxier, Brooke. “Social Media Use in 2021.” *Pew Research Center: Internet, Science & Tech*, Pew Research Center, 7 Apr. 2021,  
[www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/](http://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/).
- Florida, Richard. “America’s Biggest College Towns.” *Bloomberg.Com*, Bloomberg, 8 Sept. 2016,  
[www.bloomberg.com/news/articles/2016-09-08/america-s-biggest-college-towns](http://www.bloomberg.com/news/articles/2016-09-08/america-s-biggest-college-towns).
- Qualtrics. “AWear Safety Ring Survey” 25 Oct. 2023,  
[https://udenver.yul1.qualtrics.com/reports/RC/view/SV\\_aYj5chyWN6BZmJM/653999ac7dfd4700081a855d](https://udenver.yul1.qualtrics.com/reports/RC/view/SV_aYj5chyWN6BZmJM/653999ac7dfd4700081a855d)
- “Statistics In-Depth.” *National Sexual Violence Resource Center*,  
[www.nsvrc.org/statistics/statistics-depth](http://www.nsvrc.org/statistics/statistics-depth).
- Statista Research Department, and Jun 2. “Undergraduate Enrollment in the U.S., by Gender 2030.”  
*Statista*, 2 June 2023,  
[www.statista.com/statistics/236360/undergraduate-enrollment-in-us-by-gender/](http://www.statista.com/statistics/236360/undergraduate-enrollment-in-us-by-gender/).