Venture Project

HALO – Personal Safety wearable

A personal safety wearable jewelry line with GPS tracker that will send SOS text to emergency contacts

About the project

- The idea was born after hearing about safety vulnerabilities on campus
- Name represents guardian angel's halo
- The MVP is a ring because it can be quickly, easily and discreetly accessed in comparison to bracelet or pendant
- The scope has expanded but the work is still relevant
- Venture Status: Prototyping the wearable

*There is an interest from Angel Investor with large capital in Washington DC

Overview

Problem

- Women do not feel safe when they are traveling alone
- Women need to easily, discreetly and quickly call for help during dangerous situation

Solution

- A wearable tech in forms on jewelries such as ring, pendant and earrings that will send SOS text alerts with location to predefined emergency contacts when activated

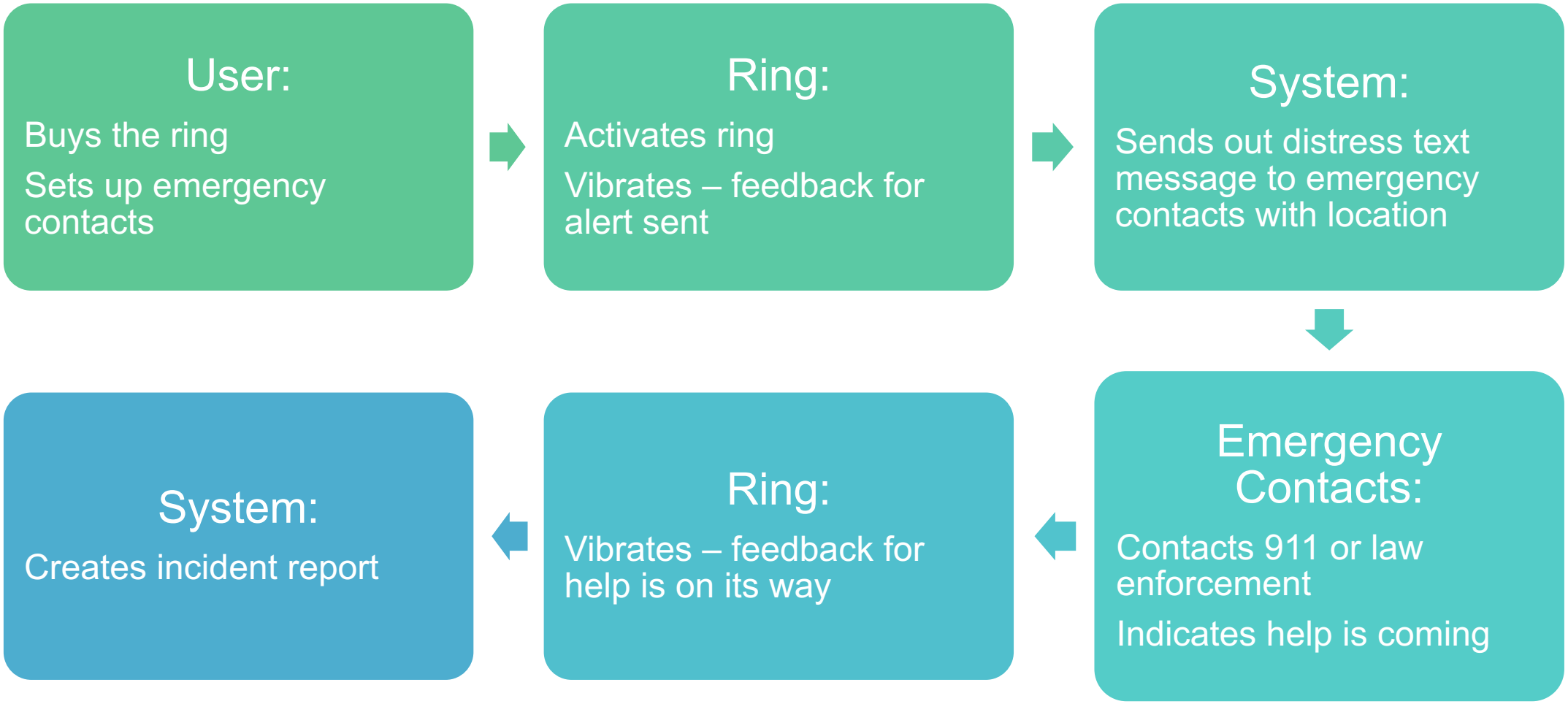
Goal

- Provide personal safety to women and children
- Prevent women from being in uncomfortable, violent or life threatening environment

Product Discovery

- Original idea: ring for college students to send out distress alert message to their friends
- Fathers/Brothers showed interest to protect their family
- Children who have older parents showed interest as they could be in life threatening situation any time
- Product idea expansion:
  - Jewelries that can automatically contact 911
  - Bracelet with smart lock for children
  - Collars with smart lock for pets

The Process


User:
Buys the ring
Sets up emergency contacts
Ring:
Activates ring
Vibrates – feedback for alert sent
System:
Sends out distress text message to emergency contacts with location
Emergency Contacts:
Contacts 911 or law enforcement
Indicates help is coming
Ring:
Vibrates – feedback for help is on its way
System:
Creates incident report

BMC

Key partners

1: Development
2: Software engineering
3: Hardware and raw material suppliers
4: Distribution/shipping partners (Sales)
5: Emergency Response team such as ambulance, police officers, fire department (local government)
6: Cellular service companies
7: Trade publications and Tech blogs, journalists
8: Financials, stockholders
9: Jewelers/fashion companies
10: Organizations that have developed similar products
11. Oracle consulting
12. Manufacturers
13. Retailers

Key activities

1: Research and Development
2: Production
3: Marketing
4: Sales and Customer Service
5: Analyze data and finalize reports for the authorities
6: Secure financing
7: Website
8. App
9: Build customer relationship

Key resources

1: Factory and machinery
2: Raw goods from sensors to stones to produce the jewelry
3: Team (Engineers, software developers, operations)
4: Warehouse
5: Patents
6: Venture Capital

Value proposition

Halo is dedicated to making people feel safer, giving people a chance to contact authorities or emergency contacts discreetly, ensuring their (parents, spouses and friends) peace of mind about their loved ones, as well as providing people the freedom to go on about their lives freely.

Customer relationships

Customer acquisition – extensive marketing strategy to gain exposure in the market, using advantageous partnerships and value creation.
Customer Retention - emphasis on customer service and timely product improvements.
Customer relationships - customer and their emergency contacts, Emergency Response team, local authorities, Tech publications

Channels

Direct distribution – Selling through our website.
Indirect distribution – Through retailers, agents/ brokers/ reps and distributors such as Best Buy, Target, etc., as well as third party vendors such as Amazon.

Customer segments

1. Young females in urban areas
2. Travelers
3. College Students
4. Elderly
5. Outdoor enthusiasts
6. Parents
7. People with aging parents

Cost structure

1. Fixed costs of factory operation and human resources.
2. Cost of raw materials and special orders.
3. Variable costs derived from demand, PR/Marketing, and customer acquisition costs.
4. Research and development costs.

Economies of scale: discount for mass production
Economies of scope: cost discounts for leveraging similar parts for different products.

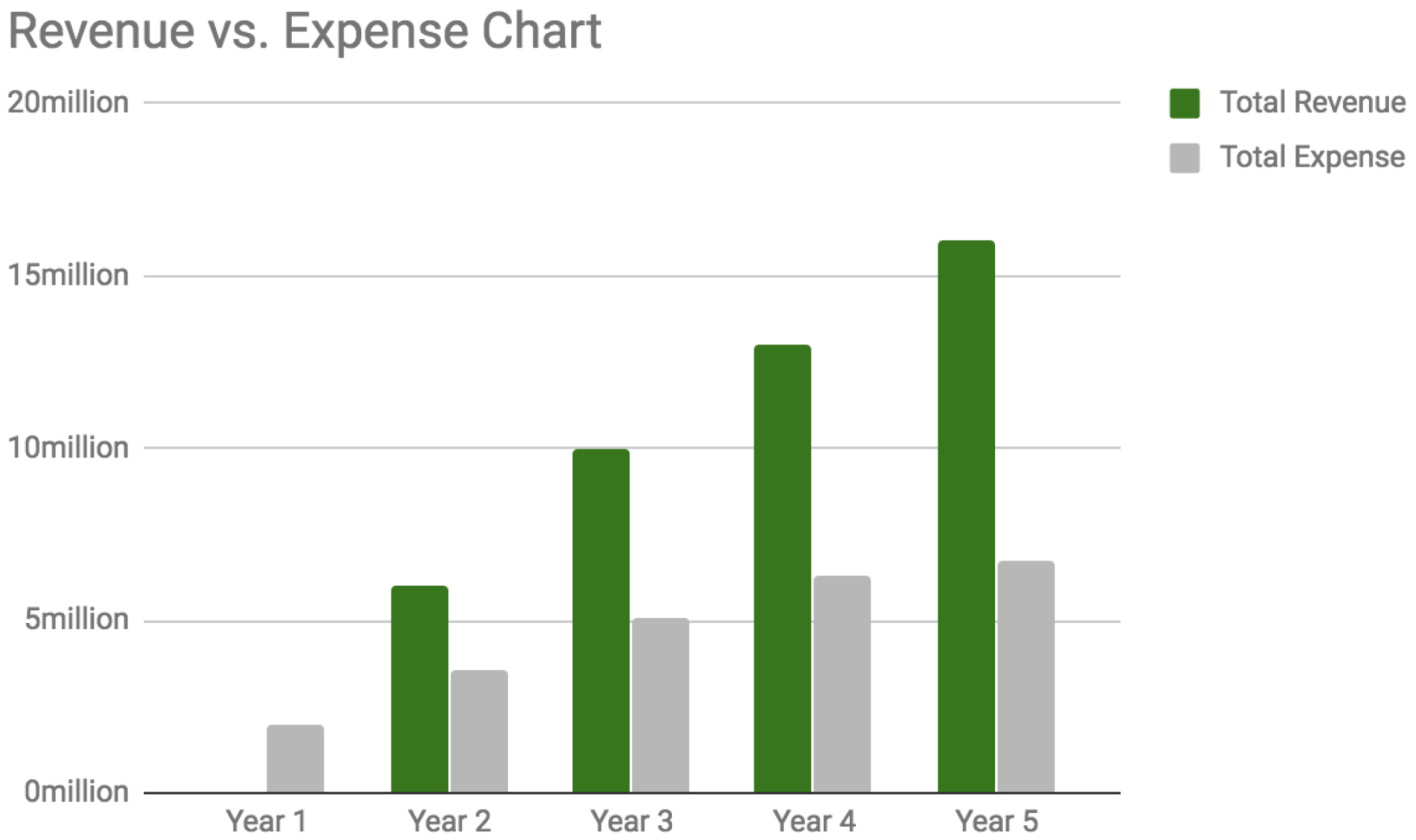
Revenue streams

1. Direct sales of goods
2. Mode of payment: full or pay in two installments (PayPal option)
3. Trial period to ensure quality and easy use
4. Fixed pricing but customization available
5. Monthly subscription model for the mobile application

Funding

- **Bootstrap:** Participating in venture competitions. $250,000 - $500,000 (prototyping phase)
- **Seed:** Angel Investors, Friends, family and personal investments: $250,000 - $500,000
- **Series A:** Venture: $1 Million
- **Series B:** Venture: $ 2 Million

Finance


Revenue vs. Expense Chart
20million
15million
10million
5million
0million
Year 1
Year 2
Year 3
Year 4
Year 5
Total Revenue
Total Expense

Scalability

- Range of jewelry for adults, children, senior citizens and pets
- Customizing options
- Use AI to better understand safety concerns
- Home and property protection

Window of Opportunity

- Timing is right as wearable tech is part of everyone’s life
- Personal safety is a huge concern

Exit Strategy

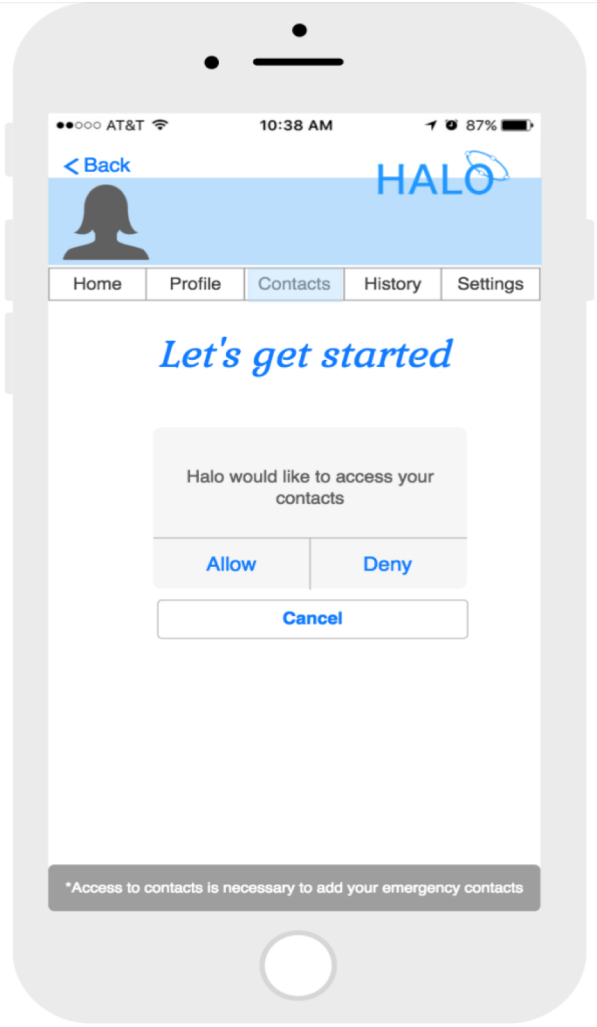
- **Scenario A:**
  - The company grows with new products and is profitable
- **Scenario B:**
  - Sell to an established wearable tech such as Fitbit that has a huge user base, enough data to analyze consumer behavior and capital produce better products

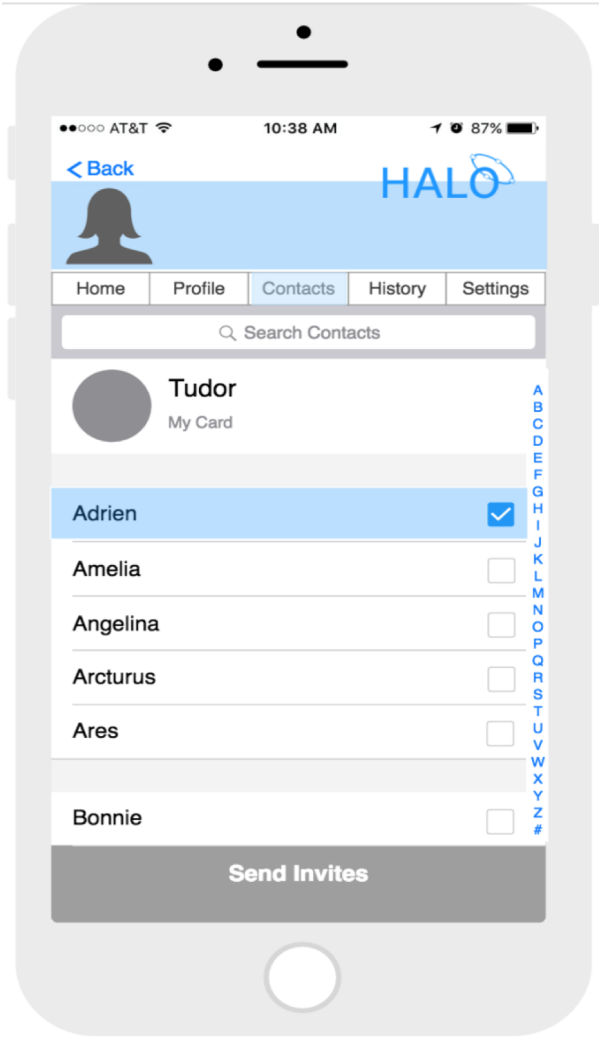
Appendix: Ring Design

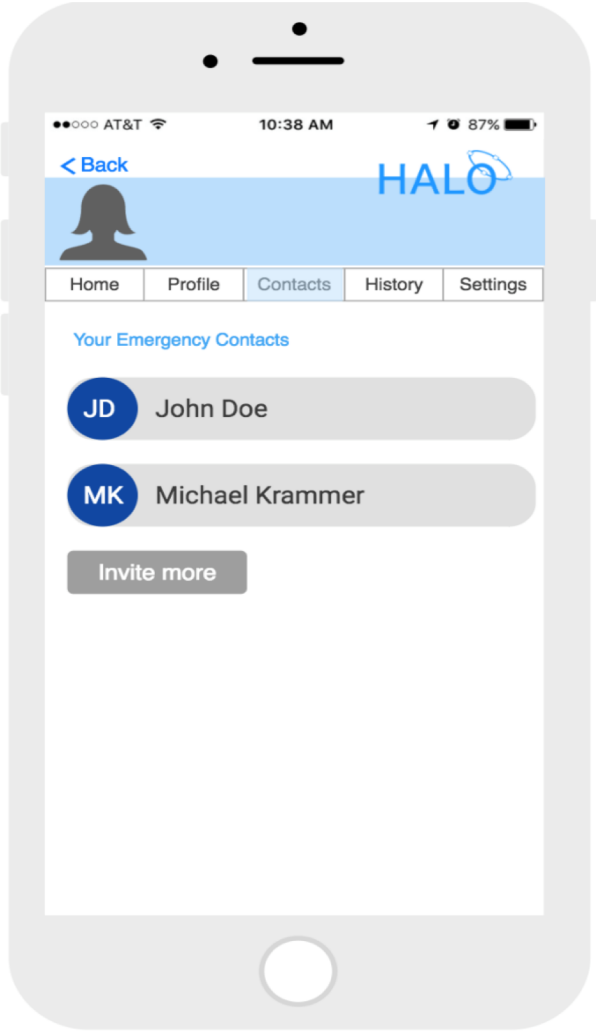
Ring Design ideas for different types of users



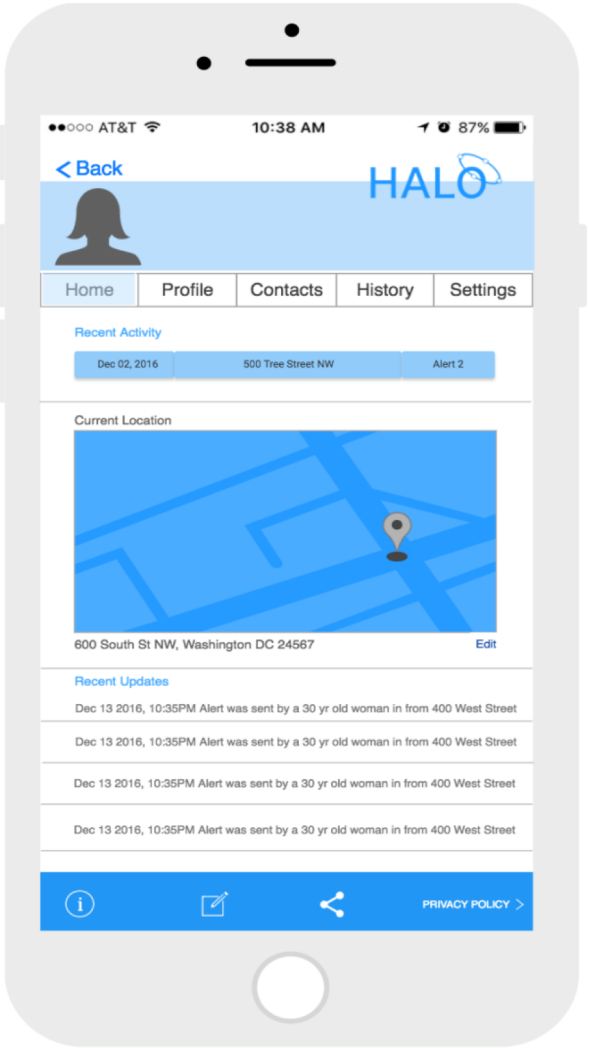
Appendix: App design prototype

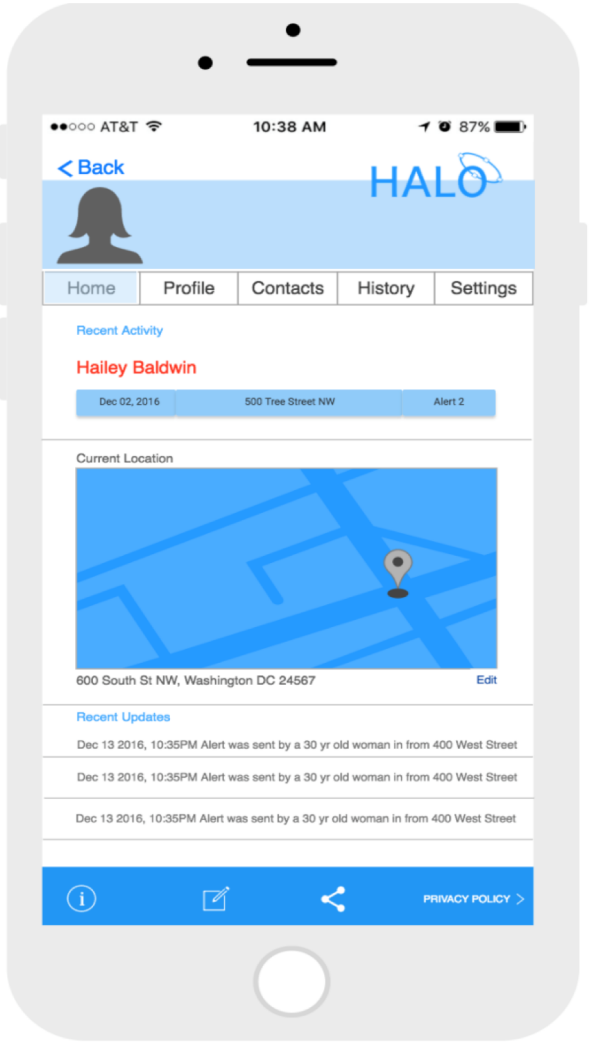


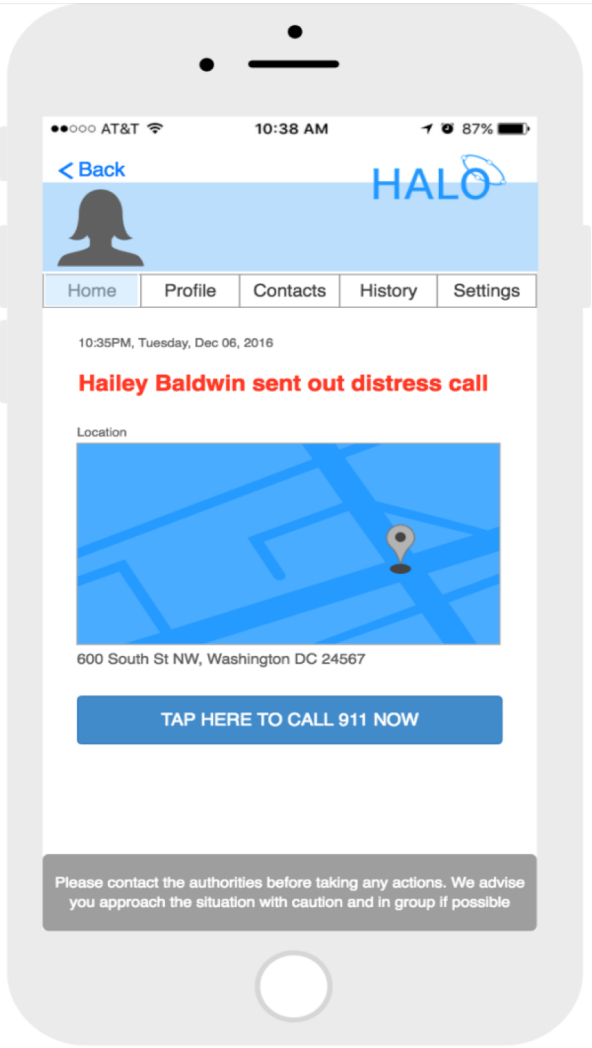




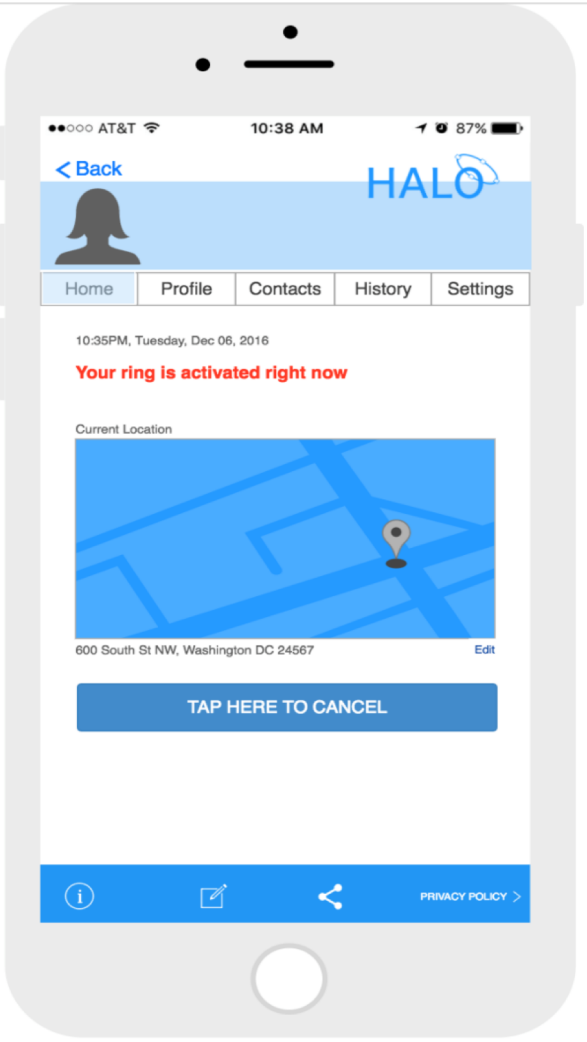
Appendix: App design prototype

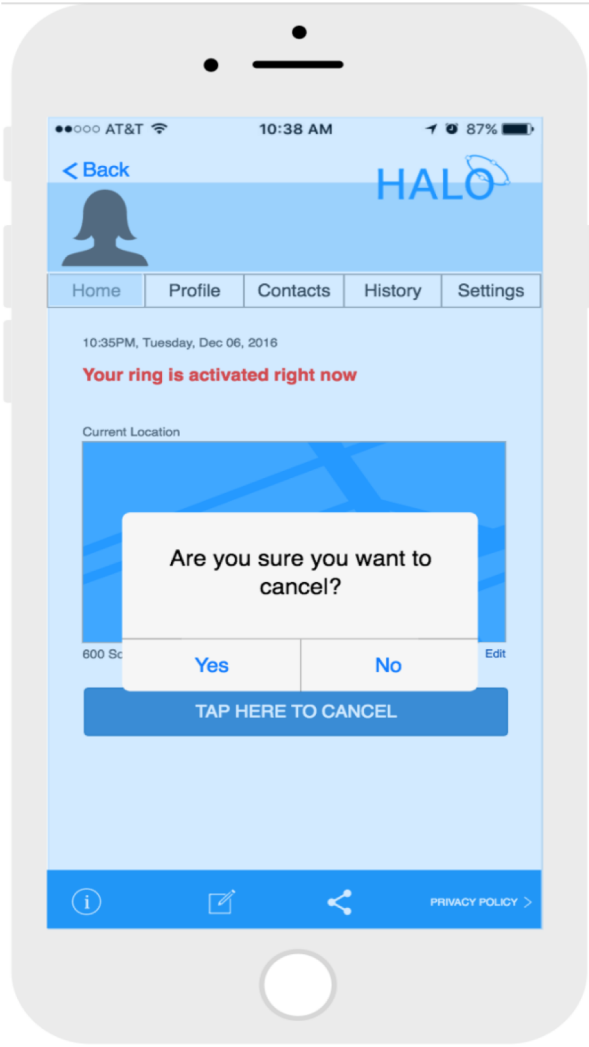


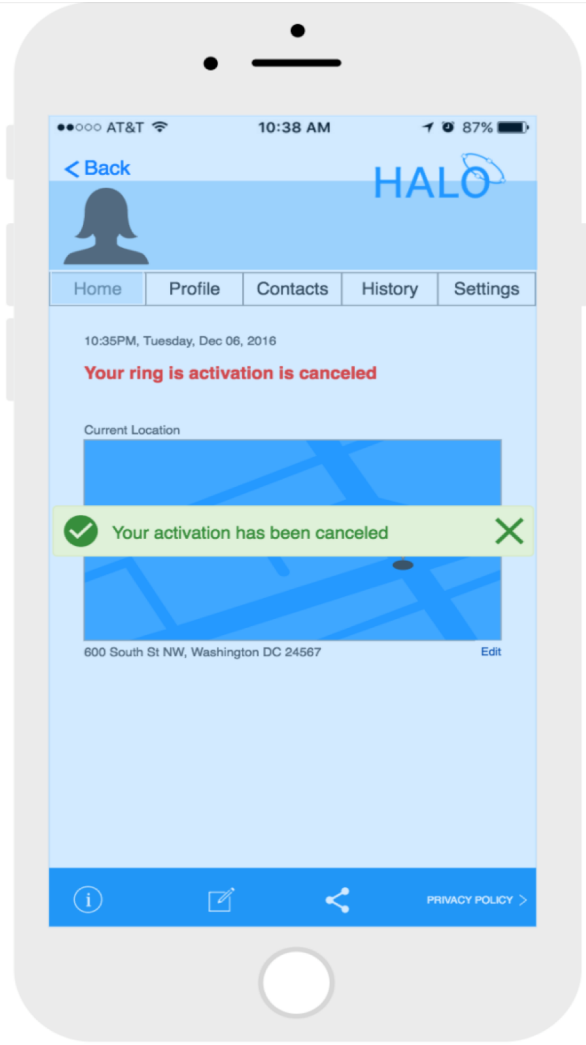




Appendix: App design prototype







Appendix: User Stories examples

- As a user I want to be able to send out distress alert in a discreet manner so that I can feel safe in threatening environment.
- As a user I want to know that my alert signal has been sent to give me a piece of mind
- As a user I want to know if help is coming to save me so that I can better access the situation
- As an emergency contact I want to know when the user is in dangerous situation so that I can provide help
- As an emergency contact I need to know the exact location of the user to send the help
- As an authority I want to know the exact details about when the SOS text was received, sent etc. so that I can file accurate report.

Thank you

Comments, questions, thoughts?

Contact:
Krisha Shrestha

krishash05@gmail.com

510-541-3416