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 separated”

“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
<table>
<thead>
<tr>
<th>Feature</th>
<th>Brave</th>
<th>She’s Birdie</th>
<th>Invisawear</th>
<th>Flare</th>
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</thead>
<tbody>
<tr>
<td>Discrete</td>
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<td>Wearable</td>
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<td>Sound Alarm</td>
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<td>Two-way communication</td>
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<td>Functions if phone is dead</td>
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<tr>
<td>Social Features</td>
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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”
“Maximize impact and a measurable difference in sexual assault rates at schools that have implemented Braveband”
MARKET SIZE

TOTAL ADDRESSABLE MARKET
New college students ever year

SERVICE ADDRESSABLE MARKET
New female college students

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 scaling 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 manufacturers that meet ethical guidelines

**JAN 2025 - PRODUCT IN SCHOOLS**  
Create recurring contracts with universities/campus security systems/greek life
The Team

KIAN ABRISHAMI
CEO

ALEC PETROS
COO

SABRINA LASSEGUE
CMO

KELLY LUKITO
Fellow