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As a local host organization for InnovateHER 2016, we had the opportunity to hear from 15 fantastic entrepreneurs with product and service ideas to empower women and families. Our diverse panel of judges evaluated each submission from a broad range of perspectives and areas of expertise, and a clear winner was selected from the field. It is our honor to announce CJ Scarlet, founder of **Tiger Eye Sensor** as the winner of this round and our recommended candidate for the final presentations in Washington D.C. in March.

Tiger Eye Sensor has created the Tiger Eye Security Sensor (TESS™), a hands-free, wearable personal security device with 2-way communication that serves to deter negative encounters, enables defensive support if an attack occurs, and provides actionable evidence for the identification and prosecution of criminals to reduce future incidents against other women.

Our endorsement is based on the following criteria:

- **Measurable impact on the lives of women and families (30%)**

The impact to women and families of the current environment is undeniable. One of every three women in the world will be beaten, raped or otherwise abused during her lifetime, yet few incidents are reported, often due to a lack of corroborating evidence. Eighty-four percent of female college students experience a sexually coercive event in their first two years in school. Assaults (particularly ones without resolution) can result in years of therapy and recovery for victims. The capacity for positive change to be attained through the successful launch of Tiger Eye Sensor is clear – TESS™ empowers women with all of the features of a monitored home security system into a small, affordable, wearable device. The opportunity we have now to reduce violence against women is huge.

- **Potential for commercialization (40%)**

Tiger Eye Sensor has already produced fully functional prototypes through partnerships with industry leading engineering and design firms, and agreements are in place enabling manufacturing of production units at scale when ready. A patent was filed in 2014 covering a mobile security device with a range of features, including voice-activation which is unique

to TESS™. Several other utility and design patents are currently in progress. Their B2B strategy has resulted in partnerships with existing large home monitoring services who are eager to add personal monitoring offerings for the 8 million households under current contracts, and devices will be sold through their existing networks. Distributors of existing personal emergency response systems are also interested in replacing existing lesser offerings with TESS™ as well. Aside from wholesale revenue and a percentage of monitoring fees, there is also a licensing opportunity around adaptable device covers. Devices have been designed to use known, commercially available components, and redundant sources have been identified to further reduce manufacturing risk. Furthermore, the Tiger Eye Sensor team has broad industry experience and demonstrated success commercializing hardware and services.

- **Fills a need in the marketplace (30%)**

The threat of violence to women is an unfortunate reality in society today. As a result, the personal security market in the U.S. alone is expected to grow 8% each year, reaching \$24 billion by 2020. \$9 billion is currently spent on monitored home security. One in seven homes in the U.S. is covered by monitored home security and these homes are three times less likely to be burglarized. Consumers are willing to spend billions on burglaries – we are confident similar amounts will be spent to protect individuals from violent crimes when they are at work, on the trail, on the road, or in a dark parking lot. How many times have you been alone and wondered what would happen if you were attacked? At the end of the presentation by CJ Scarlet, herself a victim of violence, every attendee at the event with high school and college-aged daughters expressed interest in purchasing a monitored device. Additionally, the National Association of Realtors (following the murders of several real estate agents) has made realtor safety its top priority, and the North Carolina chapter is planning to run a pilot program with TESS™. While there are a handful of wearable devices now entering the marketplace, none provide live monitoring or hands-free voice-activation coupled with audio and photographic recording.

On behalf of Cognitect and the panel of judges, please accept our strong endorsement of **Tiger Eye Sensor** as a finalist for InnovateHER 2016.

Sincerely,

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