
Madison Eddings & Ben Eisdorfer

protechtbusiness@gmail.com

3rd November 2015

Mountain BizWorks

153 S. Lexington Ave.
Asheville, NC 28801

To whom it may concern,

In the United States alone there are an estimated 1,871 rapes each day. Not only do victims suffer severe physical trauma, but they also endure lasting emotional trauma including depression, suicidal thoughts, and Rape-related Post-traumatic stress disorder. Furthermore, college women are particularly vulnerable to this heinous crime; research has recently shown that one in five women will be sexually assaulted and/or raped during their time in college. For example, the North Carolina public university system alone experiences upwards of 7,700 sexual assaults each year. It is the mission of PRO(TECH)T, LLC. to merge innovative technology and instruments of cultural change to make a much needed reform in the paradigm of rape culture and produce a drastic reduction in the number of sexual assaults women experience in college.

We have created iuvo, a patent-pending wearable technology wristband that, with the push of a button, sends an emergency signal and wearer's GPS location to campus police who then respond as necessary. iuvo has the power to drastically reduce this number and create a campus environment that allows women to feel safe knowing that help is just a push of a button away. Furthermore, a percentage of profits will be put towards educational programs, awareness campaigns, and legislative reform to make a lasting change in rape culture.

Wearable technology is expected to reach \$12.6 billion by 2018 but there are limited products focused on personal safety, differentiating iuvo and making it unique to the growing market. Furthermore, there is a growing push for universities to be more proactive in reducing sexual assault, incentivizing the implementation of our system. Our business is expected to have robust market penetration, a prediction validated through extensive market research and interest from investors.

We appreciate your time in reviewing our business plan. Thank you.

Sincerely,




