

## InnovateHER Competition

Hosted by the Alliance of Women Entrepreneurs (AWE)

### Statement of Support

The winning company, ROAR for Good LLC, was reviewed by two separate teams of investors and entrepreneurs with regard to the SBA criteria. The reasons Roar for Good LLC was selected are as follows:

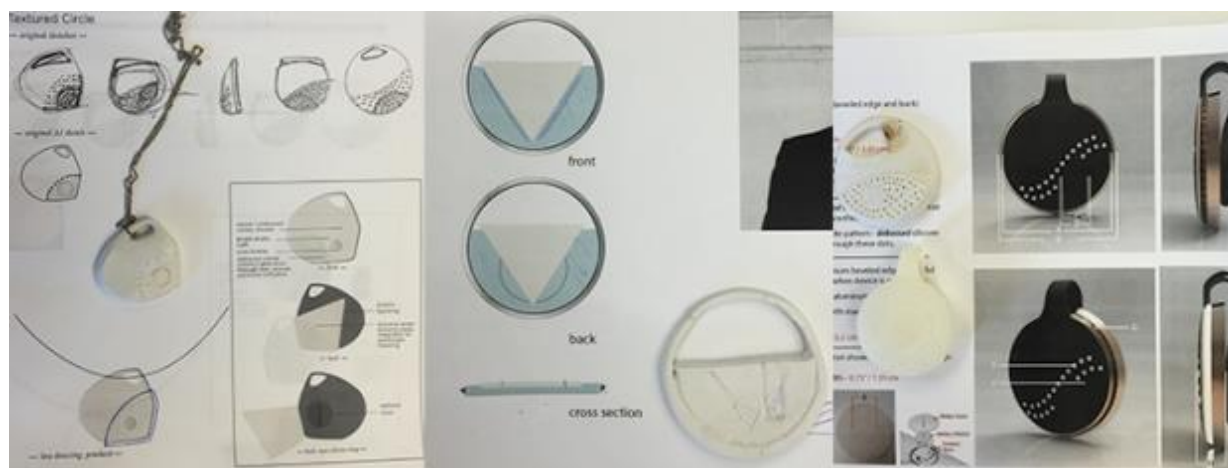
#### **Have a measurable impact on the lives of women and families (30%) and fills a need in the marketplace (30%).**

The sad statistics are that 1 in 4 college women will be sexually assaulted and 1 in 5 women have been a victim of rape or attempted rape. Available defense mechanisms are intimidating and women fear that these same defense mechanisms could be used against them in an attack.

#### **Roar for Good developed "Athena" – a new line of fashionable safety jewelry for reducing assaults against women.**


Athena is a simple device with a big mission - protect women from physical assaults at the touch of a button. By working with superstar technologists, self-defense gurus, and police / public-safety officers, Athena was engineered to act as a deterrent by helping to ward off an attack and instantly calling for help. When activated, it emits a loud alarm and sends text messages to loved ones with the wearer's location. The team is working on a feature that will also trigger the device to dial 911.

Athena was purposefully designed, over the last 16 months; the team has performed exhaustive research and conducted numerous focus groups and user testing to ensure Athena will be easy to use in panic situations without being accidentally triggered and in a design that cannot be used against the person being attacked.



During mock attacks with prototypes, it was discovered the least effective place to wear a safety device is on your wrist (as per competitive products) as it restricts access when you need it most. As such, Athena was designed to be worn on various locations on your body to provide you easy access.

Story | Updates 6 | Comments 50 | Backers 2139



Safety with one push. Smart jewelry that emits a loud alarm & messages loved ones with your location

**\$256,524** USD  
641% of \$40,000 fixed goal  
2,139 backers  
38 hours left

**Featured**  
**\$75** USD + Shipping  
**Get ROAR's Athena (25% off)**  
Live life boldly and without fear! Get your very own Athena jewelry. Wear it as a necklace, on your belt, attach it to your purse, add it to your key ring, or give it to someone you love. Get our exclusive Indiegogo price at 25% off retail after we ship.  
912 claimed  
Estimated delivery: May 2016

### Have the potential for commercialization (40%).

Athena has proven their potential to commercialize through an Indiegogo campaign. In 32 days, the team reached 668% of their goal with \$267,321 raised, 3776 preorders from 2,230 backers.

In addition, the team is comprised of serial technology entrepreneurs who have successfully commercialized multiple technology products.

### Yasmine Mustafa, Co-founder & CEO

Yasmine Mustafa is a tech entrepreneur, community leader, and advisor for several companies in Philadelphia. She founded her first startup, an affiliate marketing company, helping writers monetize their content, after graduating from Temple University. She sold it to a prominent content marketing firm in late 2011. Yasmine also started the Philadelphia chapter of Girl Develop It, a non-profit focused on providing affordable and accessible programs to women who want to learn software and web development. In addition, she's a board member for Coded by Kids, a non-profit that helps inner city youth learn how to code.

### Anthony Gold, Co-founder & COO/CTO

Anthony Gold is a serial entrepreneur, investor, author, and board member for several companies - both for-profit and nonprofit. He and Yasmine met eight years ago and have since jointly contributed to the development of several organizations focused on empowering women and championing the underserved. In a past life, Anthony led hardware and software engineering for Unisys Corp. Anthony was recognized as one of the top business leaders in open source business and has eight patents around mission-critical hardware and software design. He architected a supercomputer that was entered into the Guinness Book of World Records for hosting the largest number of concurrent gamers.

### Signature for Alliance of Women Entrepreneurs:



11/30/2015

Victoria Burkhardt, Executive Director, AWE

Date