



InnovateHER – AWE Philadelphia Winner

ROAR For Good LCC

Business Plan as of November 2015

Summary

ROAR is committed to helping prevent the incidence of attacks against women while addressing the underlying causes of violence. ROAR is developing fashionable, smart jewelry that can sound an alarm, flash a light, send text messages to friends/family, and call 911 with GPS information. The jewelry is modular so that women can wear it as they chose (e.g. as a necklace, clipped to handbag/belt/bra strap, part of a keyring, etc.), and it can be stylized (e.g. swappable design fascia and bezel colors) to suit a particular fashion.

The jewelry contains a small circuit board leveraging Bluetooth low-energy chipset architecture in order to communicate with a mobile phone. The team is also working on an engineering a function to call the authorities (911 and campus police). Roar is initially targeting women in urban environments and on college campuses - where the pain is most acute and the opportunity for immediate impact the greatest. Additionally, there has been a large demand from the parents of college students and the men in women's lives.

Next, ROAR plans to quickly expand into segments such as retail (e.g. department/jewelry stores) and other markets (e.g. real estate and international). ROAR's mission calls for more than just putting a Band-Aid on the issue of women's safety. With that in mind, the company plans to invest a percentage of proceeds into nonprofits that teach empathy, respect, and healthy relationships to young boys and girls. Our dream is that one day women won't have to alter their lifestyle, modify their behavior, or carry self-defense devices to protect themselves. We like to say that ROAR is committed to redefining the norm - and believes that it's possible. Our core belief is that women (everyone) should be able to live their lives boldly and without fear. Everything we do is anchored in that belief.

The Founding Team

CEO Yasmine Mustafa: Serial entrepreneur, founder of Girl Develop It Philly, sold 123LinkIt to NetLine, passionate about empowering women.

Championing the underprivileged has been a core part of my identity since my family was rescued from the Persian Gulf War. After working multiple jobs to pay for school, I was thrilled to graduate summa cum laude with an Entrepreneurship degree from Temple. As I built my first software company, I stumbled upon this question: Why are there so few women in code and design roles? What I discovered was that while many women had an interest, the lack of a non-intimidating, supportive environment precluded them from engaging. So, I brought "Girls Develop It" (GDI) to Philadelphia, a nonprofit focused on providing affordable and accessible programs to women who want to learn software and web development through mentorship and hands-on instruction. GDI Philly has become the fastest growing

chapter in the nation, growing over 115% each year with over 3300 members. Countless women have attended GDI workshops and have successfully transitioned into tech / design careers.

Anthony Gold CTO: Entrepreneur, investor, author. 8 patents around enterprise hardware and software design. Anthony loves leveraging tech to solve compelling societal challenges.

I created a startup business inside Unisys around open source software and services that within two years was recognized by the industry as the "largest open source systems integrator in the world." I was honored to be named one of the Top Leaders in Open Source Business by LinuxWorld magazine. Before that, I ran engineering for Unisys and developed a supercomputer that was entered into the Guinness Book of World Records for hosting the largest number of concurrent gamers at the Dreamhack gaming conference. I'm passionate about helping people achieve their goals and developed a self-study, practical framework for helping people discover, land, and excel in their dream jobs. The curriculum includes how to write a killer resume, how to ace any interview, how to get one's resume (and themselves) in front of the right people, how to negotiate a salary for a true win-win between the employee and the company, and how to be most productive at getting (the right) things done.

How long have all the founders worked together as a team? We've worked together for eight years, first in the development of a healthcare patient-engagement SaaS company, then in the building of an affiliate marketing Software Company, within Girl Develop It Philadelphia, and most recently here in ROAR with the mission to make a dent in the universe with regard to violence against women.

What are some things that the team has built in the past? Yasmine helped build Philly Marketing Labs (<http://www.phillymarketinglabs.com>), an Internet marketing agency. Then she began 123LinkIt, an affiliate marketing software company that helped bloggers monetize their contents.

Anthony served as an advisor for the company, which Yasmine rapidly grew and then sold to Netline. (<http://www.netline.com>), a leader in B2B multi-channel content marketing. While building 123LinkIt, Yasmine also started the Philadelphia chapter of Girl Develop It (<https://www.girldevelopit.com/chapters/philadelphia>), a non-profit focused on helping women learn software and web development technologies through mentorship and hands-on instruction. Anthony ran hardware and software engineering for Unisys (<http://www.unisys.com>) and was responsible for the development of all enterprise servers. He then built a new startup inside of Unisys around open source software and services, helping bring mission-critical features to many open source projects including the Linux OS. This startup helped drive the evolution of open source software, along with the non-profit Anthony helped found - the Open Solutions Alliance (<http://osa.ow2.org>) while serving as its first President. Anthony then helped build Healthy Humans (<http://www.healthyhumans.com>), a healthcare patient-engagement SaaS organization - having served as both CEO and Chairman.

Please tell us about each Founders' skills and background. Yasmine has tremendous depth and experience in marketing and community development / engagement. As a recognized leader in women's empowerment, she has been at the forefront of many Philadelphia initiatives creating new opportunities for women. She also has a strong vision and strategy skills - charting the direction and future of ROAR.

Anthony has strong business and technology skills, having built and run several large and small, for profit and nonprofit organizations. As an electrical engineer who loves entrepreneurship, Anthony easily bridges the gap between business and tech. He has deep strategic sales and business development skills across multiple industries with a penchant for problem solving.

Product: Describe the customer/user you are serving. ROAR is initially targeting women on college campuses and in urban centers - where the fear of assault is greatest and the opportunity for improvement the highest. Some women consider and/or carry a self-defense tool such as a Taser, pepper spray, knife, or even a gun. However, our research shows that women don't like these "solutions", finding them to be intimidating, aggressive, and even combative. But most concerning to women is the fear that they might be overpowered, and their own self-defense tool used as a weapon against them. The women obviously want to be safe, but the existing solutions leave much to be desired. In addition to the target market noted above, we are also serving the parents of such students and the men in the women's lives - all of whom have an interest in protecting their loved ones. By way of example, in our last DreamIt LP presentation, one male investor said, "I'd buy 3 of these - two for my daughters and one for my wife."

What problem are you solving for this customer? One in four women will be a victim of sexual assault on a college campus - and those numbers are likely underreported. In the U.S., one-in-five women has been a victim of rape or attempted rape. Best illustrated with this true story: two-weeks into the DreamIt accelerator program, we reached out to one of the largest sororities on one of the largest university campuses in Philadelphia - asking if we could come talk to the sisters about what we were building at ROAR. Within two hours of our outreach, we received the following response: "Your timing couldn't be better. One of our sisters was just raped. Please come and tell us what you are doing and how you can help." The following week we spoke to over 100 sisters sharing the vision of ROAR, after which all of them asked to be notified once the jewelry was available for purchase.

Athena safety jewelry addresses 3 main concerns that existing solutions don't offer. First, it provides a deterrent in terms of the alarm/light that cannot be used against the wearer. Secondly, it's wearable hence readily accessible and it was designed to be worn in multiple locations with various styles to suit a woman's lifestyle.

Finally, we're the only social-minded company (with pending B-corporation certification status) in the space attempting to diminish attacks against women. For each Athena device sold, we have partnered with the One Love Foundation to raise awareness of these attacks and teach young children empathy and



healthy relationships. Our goal is that one day devices like this are no longer needed, but until then, our focus is on helping empower women to live their lives boldly and without fear.

Describe current progress or traction. We currently have a functional prototype in user testing, with a planned production release in 2Q 2016. And we've developed an email list of over 7000 people and organizations waiting to purchase the product once it's available. Leading up to this state has been over a year of user research, focus groups, marketing testing, hardware / software / firmware development, marketing, and business development.

As practitioners of the lean startup methodology, we want to be sure not only that there is keen interest in what we're building, but that people are ready to pay for it. We began with user research and focus groups - including self-defense classes with mock attacks - to determine key factors such as the ideal jewelry shape, location for wearing, where the activation button should be located, how much pressure should be required to trigger the alarm without risk of accidental triggering, and many other mechanical and industrial design considerations. From there, we 3D printed designs that were both functional and aesthetically pleasing. We designed and manufactured a PCB to fit within the jewelry, and we have first versions of the firmware and mobile app in test.

We've been honored to be recognized locally as first place winners of both the Temple Idea Competition in Nov of 2014 and Business Plan Competition this past April. We've also been recognized as the "Hottest Startup in Philadelphia" by TechCocktail, and one of the "Companies to Watch" by PACT's Enterprise Awards. Finally, we've raised \$215,000 from investors and just completed a crowdfunding campaign on November 22, 2015 that exceeded the original goal by 668% and raised more than \$267k in pre-orders.

Funding. Seed Round: Roar has raised \$215K against a target seed raise of \$500K from local Philadelphia angels. Polis Ventures, DreamIt Philadelphia, Ben Franklin Technology Partners, Untours Foundation (world's first B-Corp), and a few Philadelphia angels. The ROAR team also took first place in the 2015 Temple business plan competition including the prize of \$20K. Indiegogo crowd funding: Roar recently launched an Indiegogo campaign and raised \$267,321 in 32 days.

What was your revenue last month? See stats on Indiegogo campaign.

Competitors and why ROAR For Good is different? ROAR's top competitors are Cuff, Safelet, Stiletto, and Revolar. These devices are reactive, rather than preventative, revealing one of ROAR's competitive advantages. When activated, ROAR's device not only alerts authorities and friends, it also triggers an alarm and flashing light. Much research supports the potentially deterrent nature of an alarm and light. ROAR also has a "silent mode" for activation in non-emergency situation - such as being trapped in a fraternity party where help from friends is being requested, but not a 911 call. Furthermore,

research shows that the best location for a wearable safety device is on the upper body, either as a necklace or clipped to the top of a shirt or bra strap. If a person is attacked, either hand can be used to trigger the device. Many of ROAR's competitors use products that are worn as a bracelet, immediately restricting activation to just one hand leaving the wearer often unable to trigger the unit during an attack. In addition, the ROAR jewelry is modular such that the face can be replaced with other designs, colors, and styles to best match a woman's particular fashion sense. Roar is the only company taking a deterrent approach to the solution - both in terms of the alarm/light and social mission (pending B-corporation cert). Finally, ROAR is the only company dedicated to transforming society by taking a percentage of proceeds and partnering with nonprofits that teach empathy and healthy relationships, programs which have been proven to decrease aggression.

How big is the market you are addressing and what piece of that market will you realistically target?

In the US, over 75 million adult women live in urban centers, with another 16 million females attending college and 2-year institutions - and several million of them participating in sororities. Market data and numerous ROAR focus groups, surveys, and real-world testing indicate a strong predilection amongst these initial target markets for non-intimidating personal safety devices. ROAR is also focused on family members and companions of our target demographic since nearly 35% of all self-defense devices are purchased by loved ones. According to Juniper Research, wearable tech revenue will grow from \$4.5 billion in 2014 to \$53.2 billion by 2019. Business Insider reports that global annual wearable device unit shipments crossed 90 million in 2014 and will reach 300 million units in five years.

Explain how you intend to (or already do) acquire customers. ROAR is focused on a mix of online and offline strategies. They center on building thought leadership, leveraging the crowdfunding community to collect pre-orders through November, and partnering with established organizations focused on women's issues. Through a combination of community development, strategic partnerships, and local community events, over 7000 people have signed up for the ROAR community requesting to be notified when the device is available for ordering. Reception from university campus life has been tremendous as both students and Title IX coordinators are looking for ways to bring additional elements of safety to campus.

ROAR is partnering with organizations like Women Organized Against Rape, Take Back The Night, One Love Foundation, and many others is also giving ROAR access to women and events where the ROAR story can be communicated. We are also leveraging our strategic advisors for additional channel development including a Board member of both Drexel and St. Joseph's and the Deputy GIO for Public Safety for the City of Philadelphia. ROAR is also actively working on strategic partnerships with nonprofits such as sexual assault and domestic violence centers and the National Panhellenic Association to provide access to 24 sororities that have tens of thousands of chapters within the country. Additionally, ROAR's CEO started Girl Develop It Philadelphia, which is a national organization and will provide access to 60,000 women across the country.



The founders chose to launch ROAR in Philadelphia - not just because the co-founders are graduates of Philadelphia universities (Temple and Drexel respectively), but also due to the huge pain / opportunity on those two campuses. Furthermore, there are over 80 higher education schools within a 25-mile radius of Philadelphia, providing local access to several hundred thousand female students.

What's the potential of your business to create jobs either directly through hiring or indirectly by creating positions for others?

ROAR will be opening over 10 new positions over the coming year to support its growth and the market opportunity, including roles in hardware and software development, industrial design, mobile app development, sales, and business development.

Does your startup create opportunities for underserved communities or people? If so, how?

At the company's core is the focus on empowering women and reducing assaults. Much of that pain is experienced in lower socioeconomic classes. As such, they are developing an alternative pricing model that enables the easy acquisition of our solution - a one-time fee (\$25) and a small monthly charge (\$4.99).

How would you use the funds provided through the InnovateHER competition? The funds will help us in two areas: first is completing manufacturing tooling and ramping our production activities in order to meet the nearly 4000 pre-orders we've received across 46 countries around the world. The second focuses on our marketing initiatives to drive greater awareness and help maintain our first-mover advantage in the space. The overall impact of winning the national competition would allow us to more rapidly serve our customers and greatly enhance our leadership position in the space.