



Emergency Elegance

Not Just Any  
Jewelry, But A Smart  
Jewelry.

★★★★★

“Your product has  
saved my life, without it  
I would be long gone”

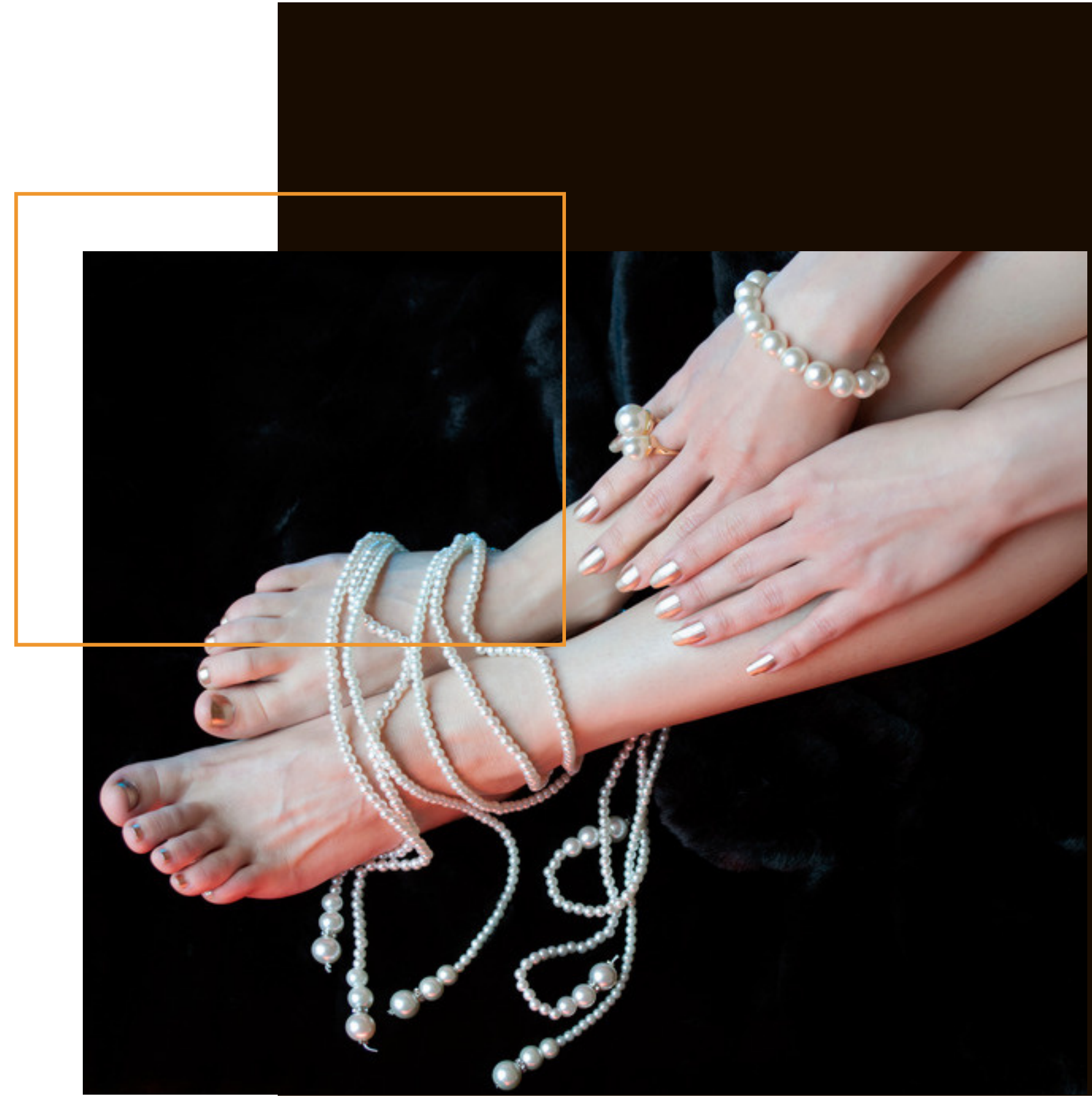
- Donna Stroupe

## About Our Product

Smart jewelry is an emerging technology that combines fashion with functionality. These pieces of jewelry can be connected to mobile devices, allowing users to track their fitness, receive notifications, and even send distress signals in case of an emergency.

The product is designed to be easily used by all people of all ages and genders, including females and children, to help ensure their safety.

This product will ensure your safety, but in more fashion way





# Violence

35%

GLOBAL PERCENTAGE OF  
WOMEN WHO HAVE  
EXPERIENCED EITHER INTIMATE  
PARTNER VIOLENCE, OR NON  
PARTNER SEXUAL VIOLENCE.

30%

WOMEN WHO HAVE  
EXPERIENCED PHYSICAL  
OR SEXUAL ABUSE FROM  
THEIR PARTNER

70%

70 PERCENT OF FEMALE  
RAPE VICTIMS IN THE US  
WERE RAPED BEFORE THE  
AGE OF 25







# Sustainability Considerations



## Materials

Using sustainable and environmentally-friendly materials, such as recycled metals or biodegradable plastics, can help reduce the environmental impact of smart jewelry production.



## Energy Consumption

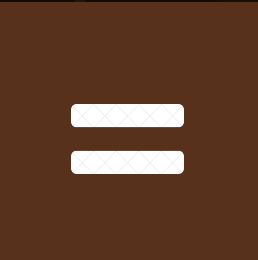
Smart jewelry should be designed to be energy-efficient, with low-power sensors and long-lasting batteries that can be easily recharged or replaced.



## End of Life

At the end of its life, smart jewelry should be recyclable or biodegradable, with a clear plan for how to dispose of the product without causing harm to the environment.

# Product Features



## Panic Button

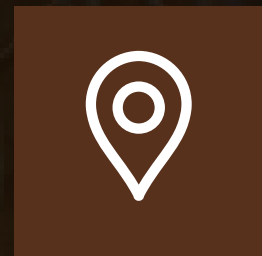
Some designs may include a panic button that the wearer can press to immediately notify designated contacts of their location and need for assistance.



## Quality

This jewelry quality is reviewed by the manufacture to ensure the quality of the product

## Emergency Elegance



## GPS Tracking

The smart jewelry is equipped with a GPS tracker that can accurately determine the wearer's location.



## Unique Design

Smart jewelry should be designed to be both functional and fashionable, with a variety of styles and materials available to suit different tastes and preferences.

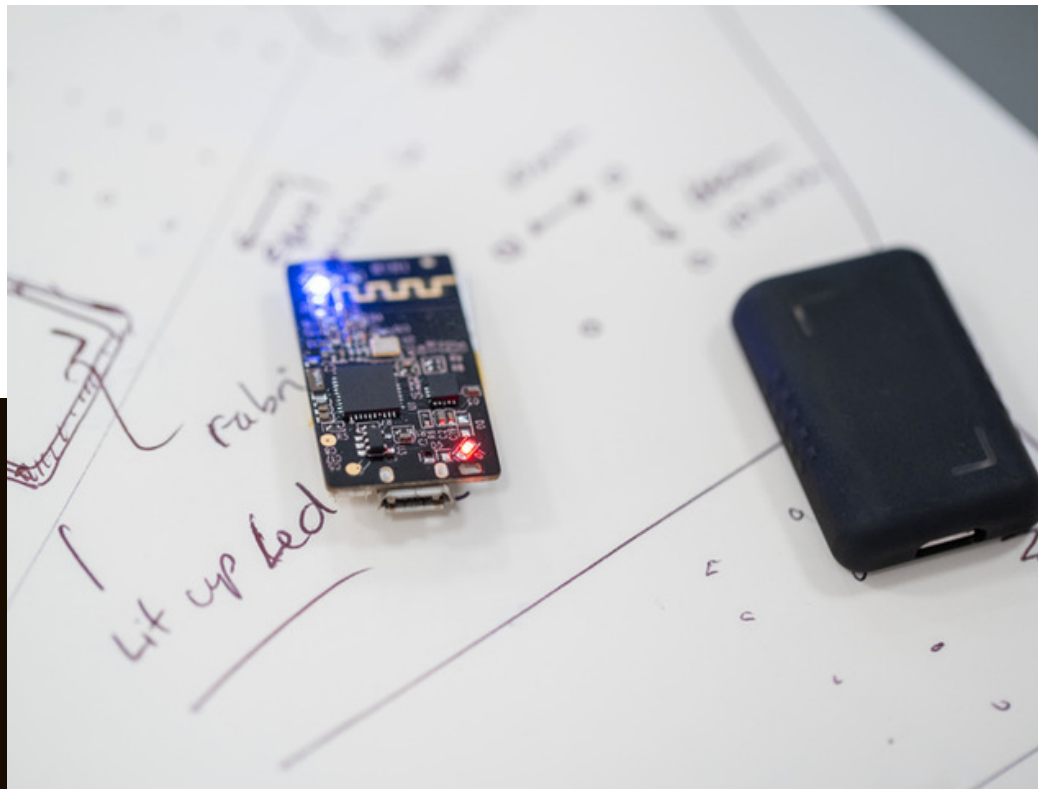


# Initial Investment and Cost Reduction

Depending on factors such as product design, development, materials, manufacturing, and marketing, the initial investment could range from tens of thousands to hundreds of thousands of dollars, and the cost can be reduced by

following **some strategies**:

- **creating a minimal viable product**
- **partnering with a manufacturer**
- **outsourcing tasks**
- **utilizing existing technology can help reduce costs.**



**Research and Design**



**Manufacture**



**Launch**



# Funding

**Personal Savings**

**Friends or Family**

**Bank loans**

**venture capital  
investment**

**Sponsoring**

**Partnering with  
Manufacture**



# Marketing



**After identifying the target market we'll work the marketing plan according to these steps:**

- **Leverage Social Media** which means we will use social media platforms like Facebook, Instagram, and Twitter to reach potential customers and build brand awareness. Social media posts can include images of the product, customer reviews, and information about product features and benefits.
- **Partner with Influencers**, Influencer marketing can be a powerful tool for reaching potential customers. Partnering with influencers who share the target market can help promote the product to a wider audience.
- **Create a Website**, a website should be created to showcase our smart jewelry product, including product descriptions, images, and pricing information. The website should also include an e-commerce platform where customers can purchase the product.
- **Email Marketing**, using email marketing to keep our subscribers informed about new product launches, promotions, and sales. Send personalized emails to our customers based on their purchase history and preferences.
- **Event Marketing**: Attend trade shows, conferences, and other events to showcase our smart jewelry with safety features. These events provide an opportunity to network with potential customers and partners.
- **Measure Results**, to determine the effectiveness of the marketing plan, key performance indicators (KPIs) should be established, such as website traffic, sales revenue, and customer satisfaction. Regular monitoring of KPIs can help identify areas for improvement and guide future marketing efforts.



# Competitors

By implementing the following strategies, we can position our business for success in a competitive market:

- We are going to differentiate our product and services such having more than one type of accessory or jewelry which other competitors don't have like Invisawear which offers one type that is bracelets only and if you don't have your phone within you it can't activate anything.
- We are going to offer exceptional customer service where it can be a significant advantage in this industry and make sure we are responsive to customer inquiries and concerns and provide timely and helpful support.
- We will stay ahead of the curve, finally, it's important to stay up-to-date with the latest trends and developments in the industry, this means investing in research and development to create innovative new products or services that set us apart from our competitors.





# Get Our Products Now


We will ensure your safety but in a fashion way

**Emergency Elegance**

Get in touch

 76468603

 01756768

 [EmergencyElegance@reallygreatsite.com](mailto:EmergencyElegance@reallygreatsite.com)