

1. DESIGN CHOICES

Product Design

- Jewelry-like design, no emergency button look.
- 3–4 design lines: Minimalist (black, pearl white), Nature (leaf, wave, moon), Playful (heart, star, pastel), Premium (rose gold, gold edges).
- Discreet LED (e.g., flower point).
- Tactile, hidden SOS button (clearly haptic, visually discreet).
- Optional interchangeable front designs.
- Size frame: 35–42 mm diameter, medallion-like.

Brand Identity

- Values: Safety, elegance, autonomy, discretion.
- Color palette: Midnight blue, rose gold, soft white.
- Tone: Warm, empowering, clear, non-intimidating.
- Motto: “Fashion meets function.”

2. MARKETING CHOICES

Key Messages

- “Safety without a smartphone.”
- “Looks like an accessory. Works like a rescue device.”
- “3–4 years of battery life – no dependence on a cell phone.”

Target group campaigns

- Female students: “Home Safe” – TikTok/Reels, university collaborations.
- Female night workers (care, hospitality): “Night Shift Defender.”
- Partners/family as buyers: “Give her peace of mind.”

Content Strategy:

- Short-form videos: POV "Going home alone with 1% phone battery...",
 - "Why Apps are not enough.",
 - Unboxing + Design Showcase,
 - User Stories from Beta Testers,
 - "Things in my bag that keep me safe" trend.
- Community & Partner Marketing:
 - Collaborations: City of Munich, MVG, Police ?, Munich Universities (Test groups, events), Women's organisations.
- Pop-ups: University, HBF, Marienplatz, Festivals.
- Referral program: "Invite a friend – both get 10%."

Pricing & Sales Strategy

- Base price: €39–59.
- Two models:
 - Subscription €3–5/month (SMS & network).
 - Lifetime plan €99–129 (no ongoing costs).
 - Limited editions (seasonal, Munich edition).

Launch-Strategie (compact)

- Pre-Launch (30 days): Teaser Ads, waiting list, 50-Beta-testers.
- Launch (30 days): Event „Safe Munich Nights“, PR, Influencer, university campaigns
- Scale (30 days): Limited editions, retail tests (DM/Rossmann), Referral Push.