



Armourie

—EST 2022—

Armourie Pitch Deck

This pitch deck outlines Armourie's vision for redefining personal safety through stylish, tech-integrated jewelry.



Armourie

Fashion Meets Safety – Redefining Personal Security.

Empower Your Safety with Style.



Problem

Personal safety concerns are a growing issue, with statistics showing that 1 in 4 women experience harassment in public spaces.

Traditional safety tools are often bulky or reactive, failing to provide proactive protection.

1

Anxiety & Vulnerability

Persistent anxiety and vulnerability in everyday situations.

2

Market Gap

Lack of discreet, stylish safety solutions that integrate seamlessly into daily life.

Solution

Armourie is AI-powered smart jewelry that combines elegance with advanced safety features.

AI-Driven Sensors

Monitor environmental cues, heart rate, and body language.

Proactive Alerts

Real-time notifications to trusted contacts and emergency services.

Discreet Safety Mechanisms

High-decibel alarm and strobe light activation.

Benefits

Armourie empowers users to transform fashion into a proactive safety tool.



Peace of Mind

Real-time alerts and immediate response enhance personal security.

Elegance & Functionality

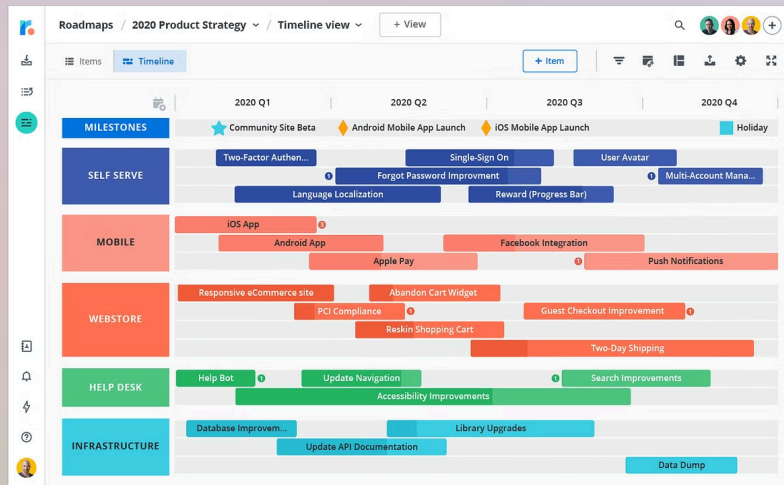
Seamlessly integrates into daily wear without compromising style.

Market Differentiation

Blends advanced technology with fashion, creating a unique value proposition.

Assumptions & Validation Roadmap

Armourie's success hinges on validating key assumptions and executing a phased roadmap.



1

Prototype Testing

Conduct user testing to validate functionality and design.

2

Market Trials

Launch limited production to gauge customer interest and refine features.

3

Full Launch

Scale production and marketing based on feedback and initial success.



What Makes Us Special

Armourie offers a unique blend of innovation, technology, and design.



Innovative Integration

First product to combine fashion with proactive safety technology.



Advanced AI

Cutting-edge sensors and algorithms for accurate threat detection.



Discreet Design

High-tech features embedded in stylish, everyday jewelry.

Business Model

Armourie's revenue streams are diversified, leveraging product sales, subscription services, and strategic partnerships.

The Business Model Canvas

Designed for: **Testuser**

Designed by: **halbdeins.de**

Date: **17-04**

Version: **1**

Key Partners  <ul style="list-style-type: none"> • Lieferanten • Geldgeber • Provider 	Key Activities  <ul style="list-style-type: none"> • Know-How • Innovation • Produktion • Vertrieb 	Value Propositions  <ul style="list-style-type: none"> • Konstruktion • Verbrauch • Leistung • Herstellkosten 	Customer Relationships  <ul style="list-style-type: none"> • Veranstaltungen • Schulungen • Kongress 	Customer Segments  <ul style="list-style-type: none"> • Einsteiger • Experte • Profi
	Key Resources  <ul style="list-style-type: none"> • Personal • Kapital • Maschinen • Produktionshalle • Fuhrpark 		Channels  <ul style="list-style-type: none"> • Print • Newsletter • AdWords 	
Cost Structure  <ul style="list-style-type: none"> • Gehalt • Entwicklung • Marketing 	Revenue Streams  <ul style="list-style-type: none"> • Einmalzahlung • Abonnement • Leasing 			

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Revenue Streams

Pricing Strategy

Product Sales

Retail Price Range: \$150 - \$300

Subscription Service

Subscription Fees: \$5 - \$10 per month

Partnerships

Collaborations with fashion brands and safety organizations

Market

Armourie targets a significant market with a growing demand for stylish, tech-integrated safety solutions.

Total Addressable Market (TAM)

Global Personal Safety Market: \$15 billion (2024 forecast).

Target Demographic: Women aged 18-45, fashion-conscious, urban dwellers.

Market Trends

Growing Demand: Increased focus on personal safety and tech-integrated fashion.

Consumer Behavior: Preference for discreet, high-tech solutions over traditional safety devices.

Competitive Landscape

Analysis of competitors, highlighting Armourie's unique market position.

Sponsorship Ask

Armourie seeks \$X million in funding to scale production, enhance technology, and drive marketing.

1

Financial Request

\$X million to scale production, enhance technology, and drive marketing.

2

Additional Needs

Mentorship: Strategic guidance to refine our go-to-market strategy.

Market Access: Connections to retail channels and distribution networks.

3

What We Offer

Equity Stake: Substantial share in Armourie.

Exclusive Partnership: Early access to new releases and co-branding opportunities.

Public Recognition: Prominent role in marketing campaigns and media coverage.



[dreamstime.com](https://www.dreamstime.com)

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