

<b>PROBLEM</b> Sexual assault cases are rampant in colleges. Students don't feel comfortable reporting incidents. Students are unaware of what to do after an attack.	<b>SOLUTION</b> Provide a peer to peer network of safety. Anonymous reporting system. Educate students about sexual assault and guide to resources in app.	<b>UNIQUE VALUE PROPOSITION</b> Customers: Fulfills Clery Act requirements for universities. Users: Creative use of gamification to combat rape culture.	<b>UNFAIR ADVANTAGE</b> We combine privacy, behavioral economics, and smart alerts into one solution. Clery Act compliance appeals to existing University requirements.	<b>CUSTOMER SEGMENTS</b> Customers: Universities seeking better S.A. protection for students. Users: Students who feel unsafe regarding sexual assault.
<b>EXISTING ALTERNATIVES</b> LiveSafe Some universities already have safety apps. Student organized outlets (Reddit, Twitter, etc.)	<b>KEY METRICS</b> 1 in 5 women are sexually assaulted in college.  60% of student find campus programs and services not useful.		<b>CHANNELS</b> Dedicated Sales team that meet with School officials Social Media team for creating evangelists	
<b>COST STRUCTURE</b>			<b>REVENUE STREAMS</b> Small Universities (5K-15K students) pay \$10,000 per year. Mid Universities (15K-30K students) pay \$15,000 per year.  Large Universities (30K-45K students) pay \$20,000 per year.	

