



Buddies!



A peer protection network keeping students safe

The Problem

 **Sexual assault cases are rampant in universities**

 Students don't feel comfortable reporting incidents

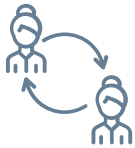
 Students are unaware of what to do after an attack

▶ **1 in 5** women are sexually assaulted in college

▶ **60%** of students find campus programs and services not useful

Solution

A mobile app that educates and combats sexual assault on university campuses.



Creating a peer-to-peer network of safety



Maintaining privacy with an anonymous reporting system



Educating users with access to meaningful resources

Business Model and Market Size



Small

5K-15k
Students

\$10,000/year



Mid-Size

15K-30k
Students

\$15,000/year



Large

30k-45K
Students

\$20,000/year

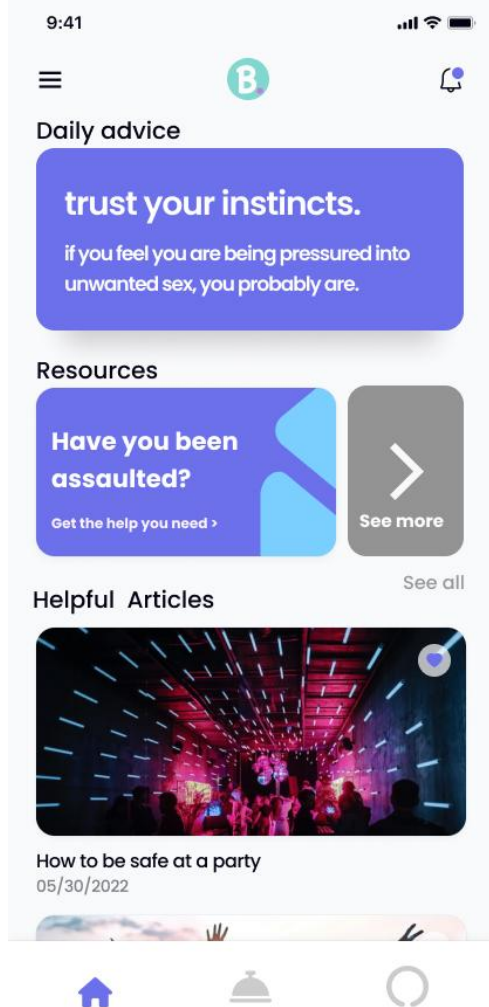
Users Students who feel unsafe regarding sexual assault

Customers Universities seeking better S.A. protection for students



Roughly **5300** colleges with a total of **14.5 million** college students in the US

Our Product - Home Screen



● Learn passively with valuable daily advice

● Access to important information through helpful resources

● Be proactive by reading relevant articles

9:41

File a report

☒ Anonymous Report

Date and time of the incident

MM/DD/YY : hh:mm

Type of incident

Select one

Tell us what happened

We are here for you.

9:41

Riverside CA change

Safety Map

Recent Alerts 7 days

- 05/30/2022 - 10:29pm
Assault reported near University ave
see more
- 05/30/2022 - 9:32pm
Suspicious activity near lot 30
see more
- 05/30/2022 - 7:12pm
Increase in reports near North District
see more

Load more

Reporting and Alerting

- Adjustable notifications
- Interactive safety map
- Details on recent reports

9:41



Buddie List



Live location on



Olivia

0.2 miles away

checked in

Safety score : 3,295



John

location off

Check in

Safety score : 1,605



Tori

2.9 miles away

needs help

[See live location](#)

Safety score : 419



Add new buddy



9:41



9:41

Tuesday, 23 June

Upcoming

Jen is checking up on you
Respond to Jen

now

I'm ok

I need help



Check-in with your Buddies

- **Safety Score (Gamification)**
 - Gained by checking in with others and daily logins
 - Star awarded to top 8% scores
- **Non-intrusive check-in**
 - Lock screen or in app
- **Privacy with optional live location**

Competitive Advantage

We combine privacy, behavioral economics, and smart alerts into one solution.

Clery Act compliance appeals to existing University requirements.



**Protecting
students with a
privacy first
approach**



**Ensuring
safety with smart
warnings**



**Engaging
behavioral
economics**



**Providing
Clery Act
compliance**

Competition

Current Competitors

- School developed apps
- Student organized outlets (Reddit, Twitter, etc.)
- LiveSafe

Future Competitors

- Schools mimicking our app

Competition Checklist

	Student organized outlets	School developed apps	LiveSafe	Buddies!
▶ Anon. Reporting	✓	✗	✓	✓
▶ Educational	✗	✓	✗	✓
▶ Gamification	✗	✗	✗	✓
▶ Live Safety Map	✗	✓	✓	✓

Marketing and Sales

Dedicated Sales team that meet with School officials
Social Media team for creating evangelists

	Monthly Marketing Budget	Monthly Reach	Monthly Conversion
Students	\$10,000	200,000	20,000
Small School	\$8,000	30	3
Mid-Size School	\$6,000	20	2
Large School	\$5,000	10	1

10% Conversion Rate

Management Team



Trevor Cappon

-

Chief Executive
Officer



Angelica Simityan

-

Chief Operating
Officer



Bryan Orozco

-

Chief Technology
Officer



Brayan Montiel

-

Chief Marketing
Officer



Cody Steimle

-

Chief Financial
Officer

Financials - Revenue

~\$15K Per College

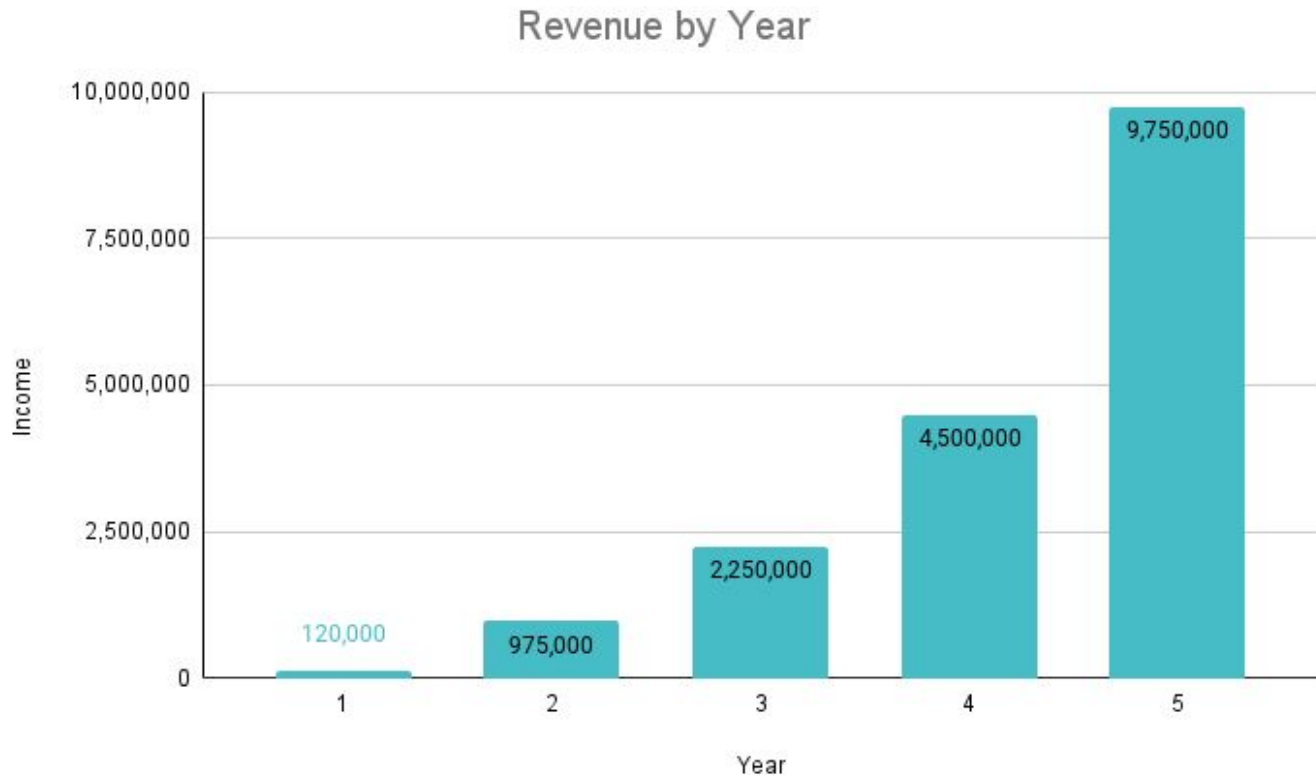
Year 1: **8** Colleges (**\$120K**)

Year 2: **65** Colleges (**\$975K**)

Year 3: **150** Colleges (**\$2.25M**)

Year 4: **300** Colleges (**\$4.5M**)

Year 5: **650** Colleges (**\$9.75M**)



Detailed Financials

Yearly Performance			
	Year 1	Year 2	Year 3
Sales	\$ 120 000	\$ 980 000	\$ 2300 000
Transaction Fees	\$ 0	\$ 0	\$ 0
COGS	\$ 238 987	\$ 423 346	\$ 534 386
Gross Income	\$ 118 987	\$ 556 654	\$ 1765 614
Operating Expenses	\$ 245 263	\$ 543 571	\$ 546 657
EBITDA	\$ 364 249	\$ 13 083	\$ 1218 956
Additional Expenses	\$ 1 373	\$ 41 679	\$ 488 878
Net Income	\$ 365 622	\$ 28 596	\$ 730 078

Profitable by Year 3

Current Status

- **We surveyed university students**
 - Most students would feel safer with a college provided S.A. app
- **Discussed the solution with the Clery Act Coordinator of UCR**
 - Stated they would be willing to pay for this service
- **Finalizing Design and UI/UX**
 - [Figma Interactive Mockup](#)

The Ask

We are asking for **\$500,000** in return for **2,000** shares.
(currently **25,000** total shares)

- R & D
 - AI & Machine Learning
- Expand Computing Power
 - Cloud Services and Servers
- Expand the Team
 - Hire Sales, Engineers, PR Professionals

By 2024, **400,000** student users and **80** University customers

Summary

We are striving to combat the growing problem of S.A. in Colleges.

Our app solution educates and puts the power in the hands of the students.

Questions?