



Some women are afraid of making the aggressor angry which would escalate the situation or they're already in imminent danger.

Creating a simple lock-screen button means they can press it from their pocket or purse without the aggressor knowing that they're calling for help.

Since so many people are on their phones texting anyway, when the woman isn't in immediate danger, she can quickly send a pre-written text to a friend. This is also done surreptitiously, so the aggression isn't aware of his target's call for help.

User has complete control on who to add as their champions, so only their trusted friends receives the message.

Since every woman's situation is different, they can tailor the message they want to send to their friends and/or emergency services.