

# CALL-BACKS

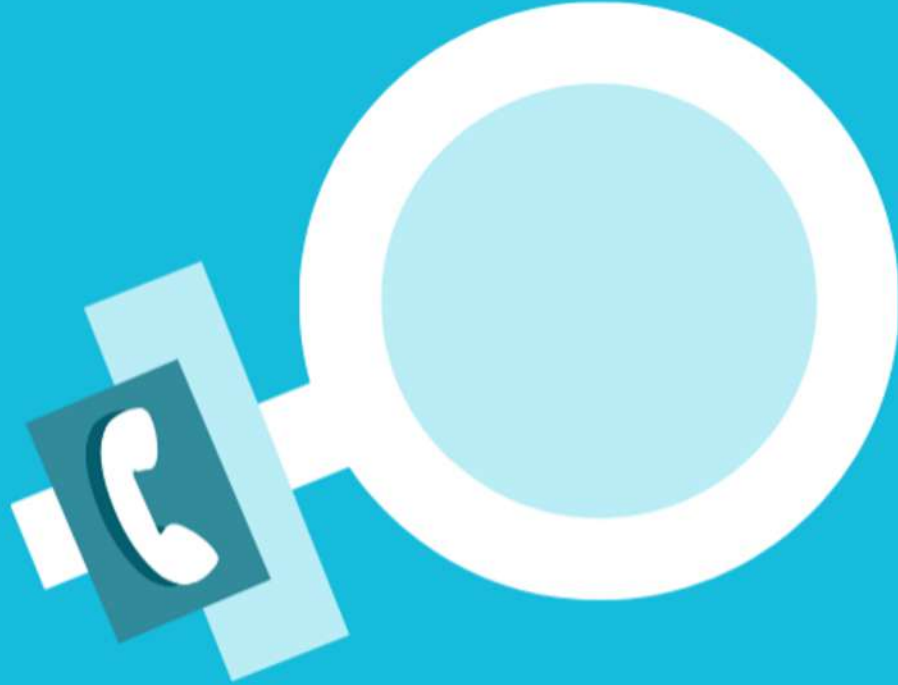
THE DISCREET EXIT STRATEGY  
FOR EVERY UNPLEASANT SITUATION



We've all been there.



# Our Product:



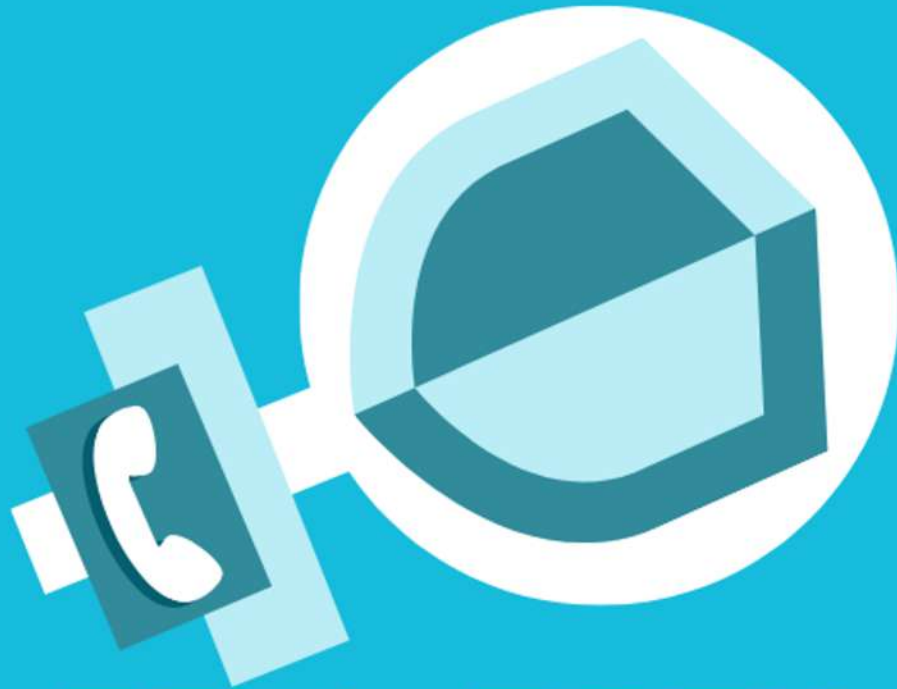
**CALL-BACKS**

*Frees the user from  
uncomfortable situations in a  
discreet manner.*

## How it Works:

1. Press the button
2. Pick up the call
3. Get out of there!

# Product Extension:



CALL-BACK  
CAVALRY

*Puts you in contact with a representative to help you through your situation.*

## Features:

- Double-Tap to Talk
- Rapid-Fire SOS

# Why Call-Backs?

## Clear Market Need:

Innovative

Discreet

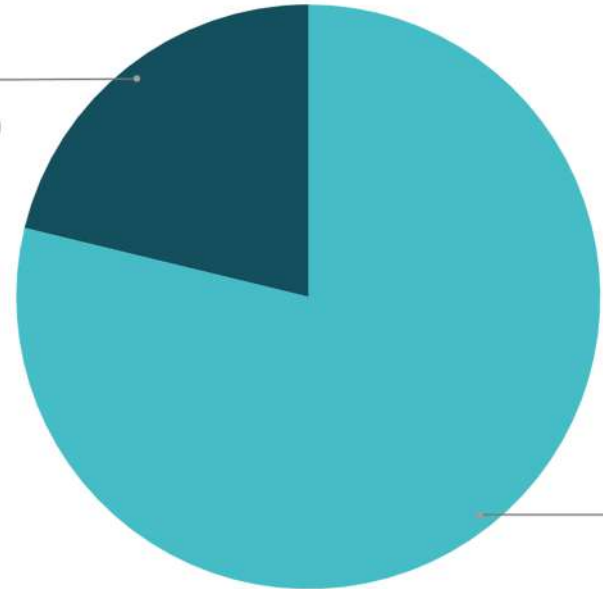
Instantaneous

Empowering

Would you be interested in obtaining Call-Backs?

No

21.2%



Yes

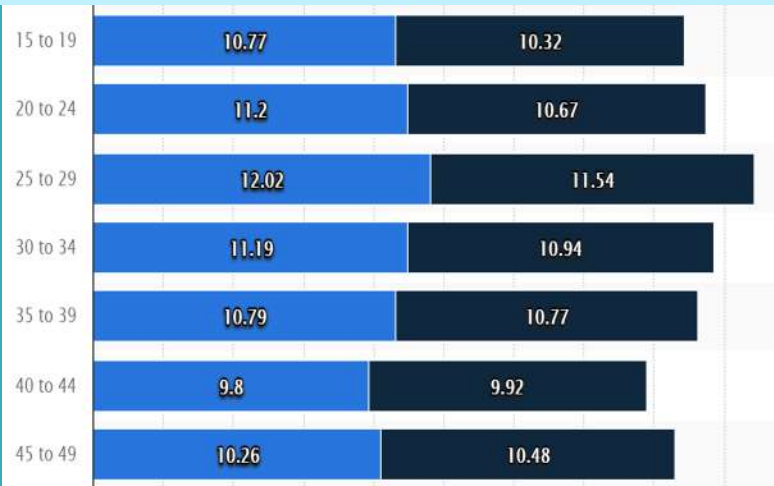
78.8%

# Target Market

Targeting a niche market and holding customers' attention with the innovative product

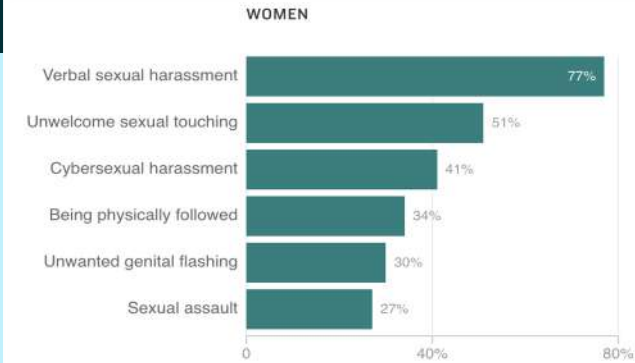
- **18-49** year old American women
  - 74.64 million women in this category in 2018 (Statista)
  - **81%** of women had experienced sexual harassment by

**Graph 1:**  
Resident population of the United States by sex and age as of July 1, 2018



**Graph 2:**

Women's sexual harassment rate

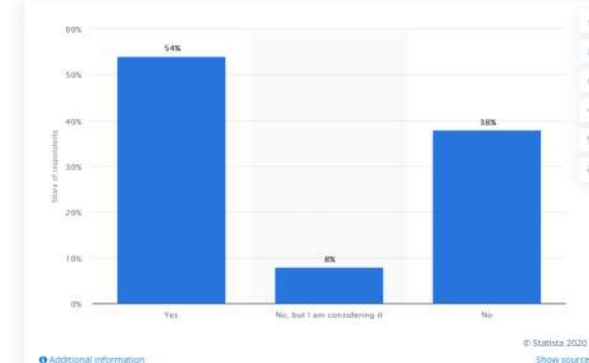


Source: Stop Street Harassment

**Graph 3:**

People who have pierced ears

Do you have your earlobes pierced?



© Statista 2020  
Show source

# TECH EMPOWERED

## Corporate Philosophy

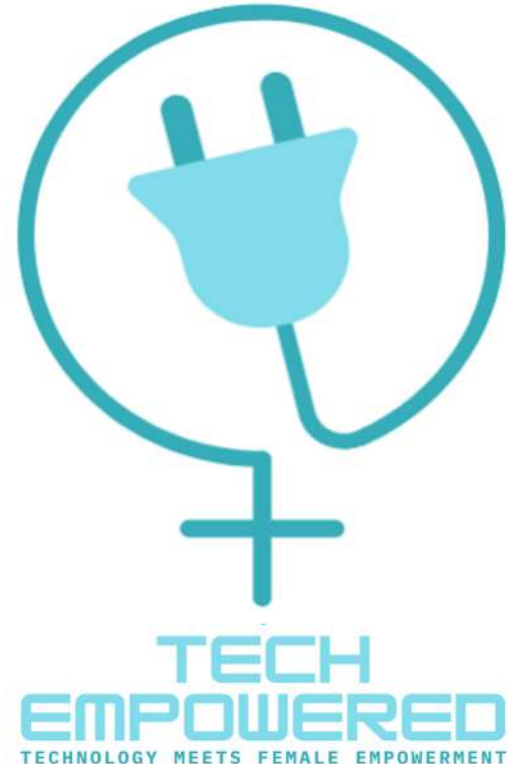
- Use Technology to empower women

## Social Enterprise

- Using business models to solve social problems
- Provide socially responsible products
- Revenue from enterprises will continue to be used for women's protection

## Values Proposition

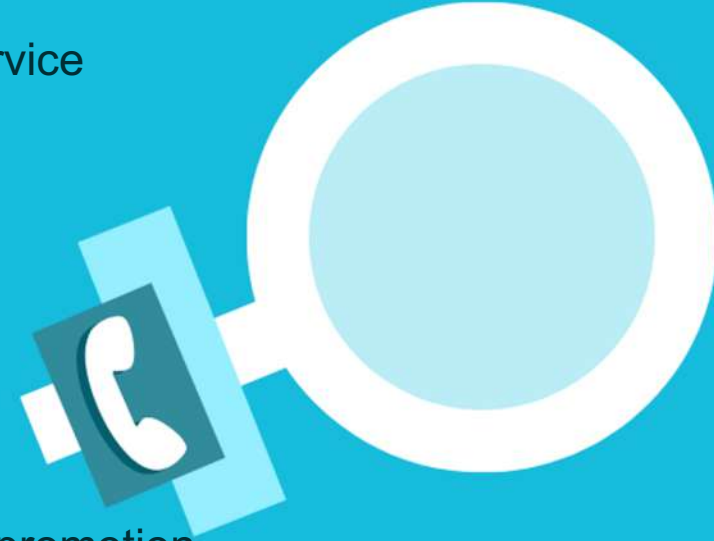
- **Mission:**
  - Give adequate security to women
  - Free women from Cringe
- **Benefits:**  
Safe/Convenient/Affordable  
/Creative/Fashion style





# Go to Market (Distribution)

- **How much:** \$30 per pair; \$10/month for premium service
- **Who** to sell to: 18-49 years old American women
- **Where** to sell: Jewelry stores & Direct online sale
- **How** to sell: Collaborators
  - Retailer partnerships: Walmart, Target, Bestbuy, Costco
  - Luxury Partners: Tiffany & Co, Swarovski (customize designs)
- **Design** our own marketing
- **How to generate demand:** On-campus/ Off-campus promotion
  - **On-Campus**
    - Advertising on social platforms: Facebook, Twitter, Instagram
    - Campus Ambassador program (e.g. sororities); Campus news
  - **Off-Campus:** Social platforms; TV/Online ads; WOM; Emails





# Go to Market (Marketing Mix)

<b>Product</b>	Affordable earrings backup installed with bailout system	<ul style="list-style-type: none"><li>• Retailers;</li><li>• Online;</li><li>• Ambassador program;</li></ul>	<b>Place</b>
<b>Price</b>	\$30 initial cost; \$10/month premium add-on (optional)	<ul style="list-style-type: none"><li>• Marketing channels: Facebook, twitter, instagram</li><li>• Word of Mouth</li><li>• Campus Ambassador program; campus news</li><li>• Online promotion on social media</li><li>• TV advertising/shows</li><li>• Print ads, email, mails</li></ul>	<b>Promotion</b>

# Revenue/Profit Modeling

**Price at \$30, predicted \$11 COGS**

**Subscription service only seeks to break even**

Direct (internet) sales - \$30 (r) / \$ 19 (p) – 63% gross margin

Ambassador Program - \$25 r / \$5 (c) / \$14 (p) – 46% gross margin

Retail Sales - \$27 (r) / \$3 (c) / \$16 (p) – 53% gross margin

**25% market penetration over next 8 years (74.6m TAM)**

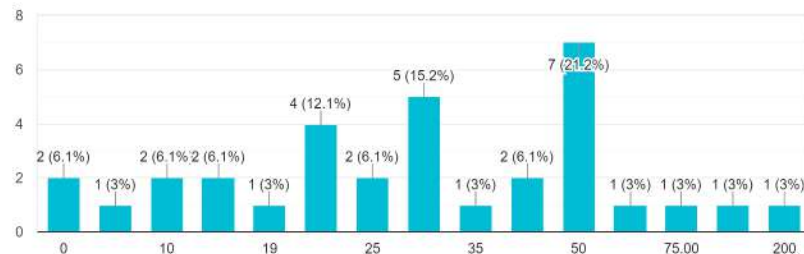
18.66m sales, avg 2.33m sales/year

8yr Gross profits:

- Worst \$261.2m
- Intermediate \$304.8m
- Best \$354.5m

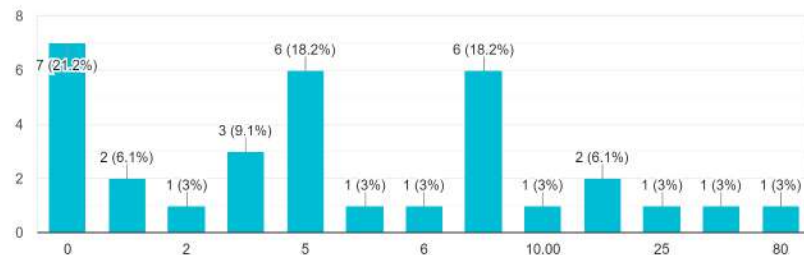
Rounding to the nearest dollar, how much would you be willing to pay to obtain this product?

33 responses



How much would you be willing to pay EACH MONTH for the use of Call-Back Cavalry? (Please round to the nearest dollar.)

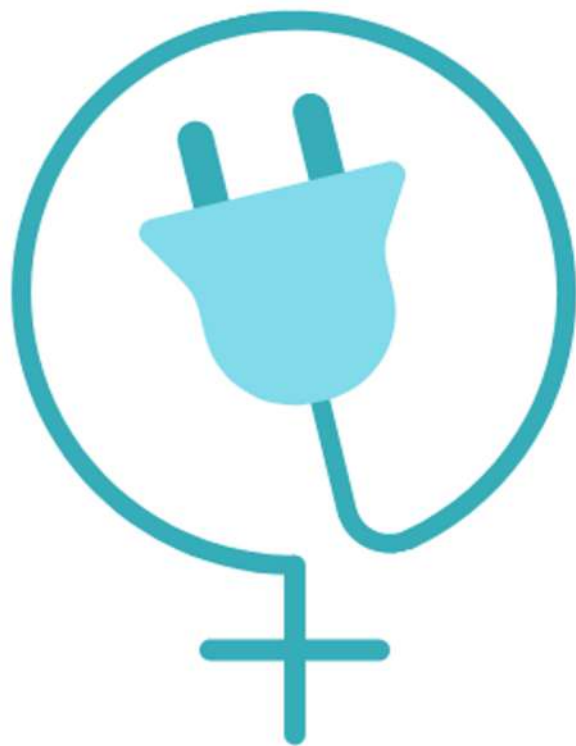
33 responses



# Corporate Social Responsibility

- *Buy One Give One Program*
- *College Ambassador Program*
- *Strategic Partnerships with Women's Shelters*





TECH  
EMPOWERED

TECHNOLOGY MEETS FEMALE EMPOWERMENT