



To ensure the **safety** and **well-being** of children globally.

General Info:

This project was founded during a month in the summer of 2017 as a part of the MIT Launch summer program.

Overview:

This project originally started as a pair of GPS earrings that would help prevent sexual assault in developing countries. After conducting over 50 interviews with parents and girls, our idea quickly pivoted to a GPS wristband which we hoped to target towards parents when their children are at the most risk. After interviewing over 70 amusements parks, we decided to target medium sized parks as our initial market. We were able to meet with managers at a theme park and discuss beta testing.

Meet Janet



90%

Of families will momentarily lose track of a child in a public space.

20%

Have lost track of a child more than once.





WearAmI

GPS Wristband

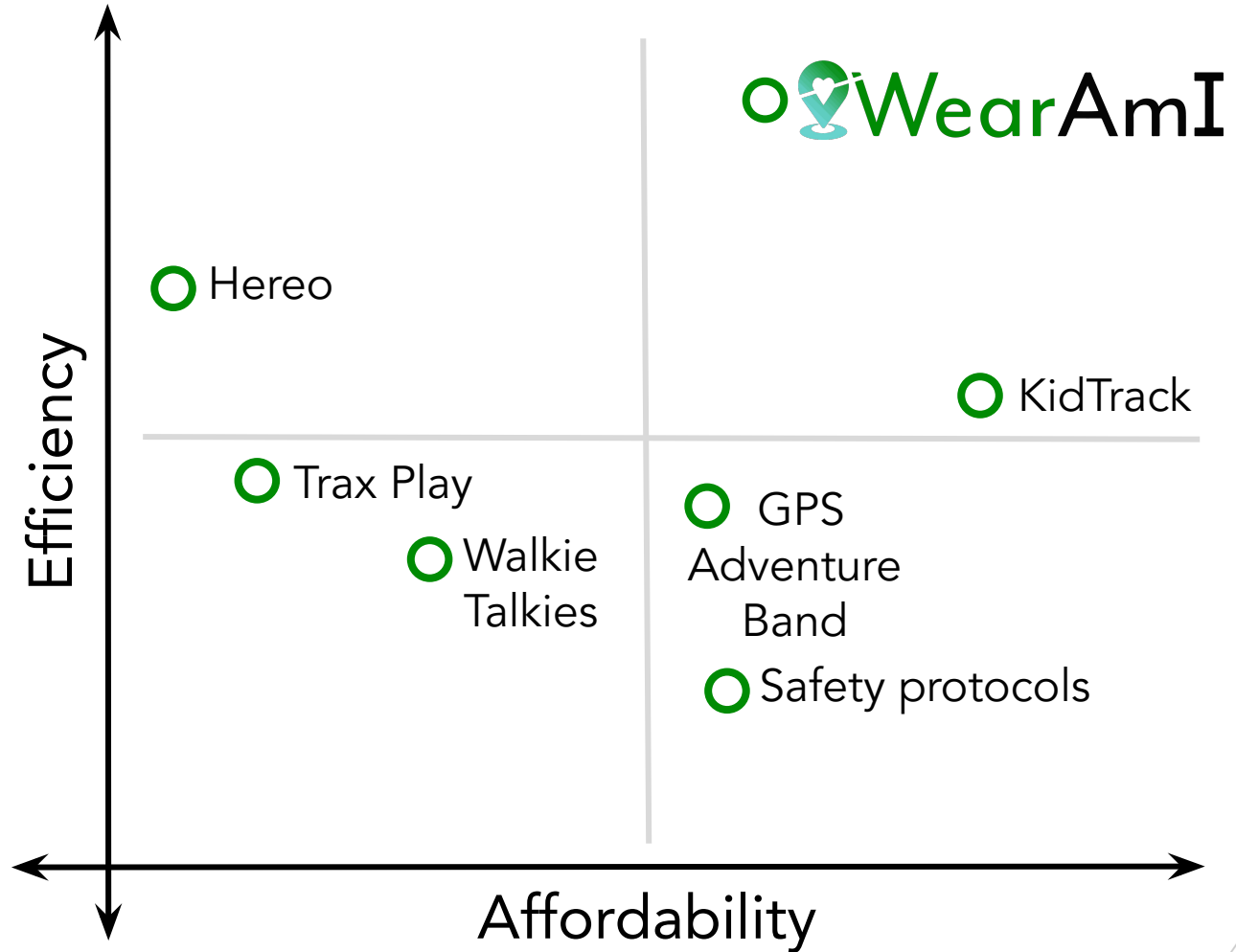
Easy to Use

Accurate

Reliable

WearAmI is the solution. Our GPS wristbands are sold to amusement parks to be rented out to their visitors. We are targeting parks aimed towards families with younger children ages 3-10. These wristbands can be integrated into a park's existing app system and can also provide valuable statistical data.

Competitive Analysis

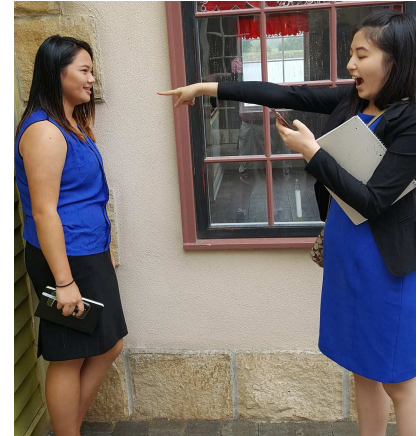
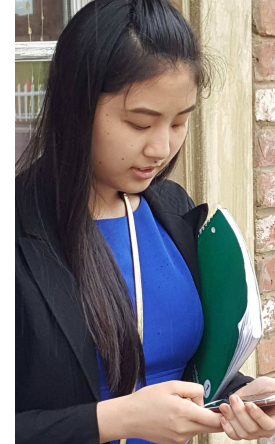


Minimum Viable Proof

Traction



1. Proof of **demand**
 - Edaville Family Theme Park
2. Proof of **efficiency**
 - 30 minutes \longrightarrow 30 seconds



3. Proof of **technology**

- GPS device that connects via Bluetooth



MEET THE TEAM



Lauren Yang



Chris Ward



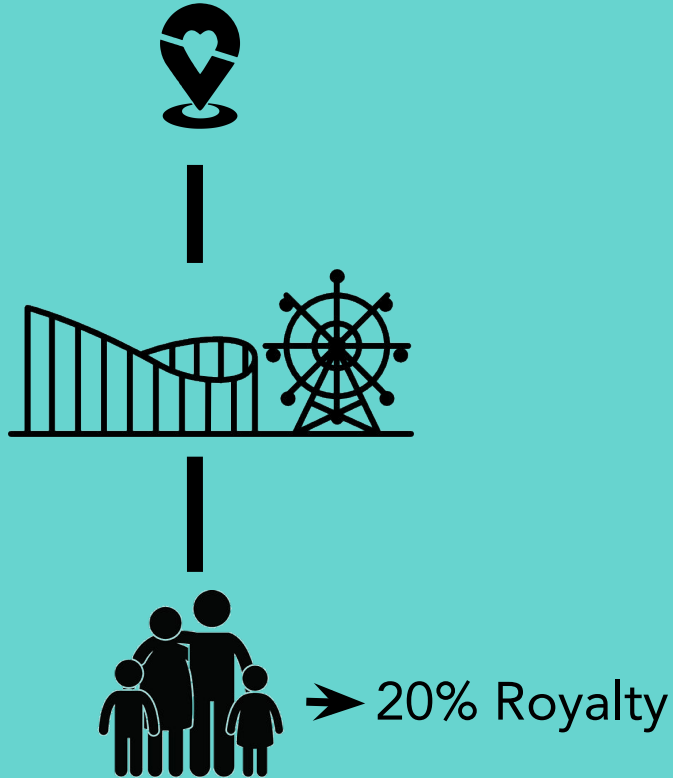
Jojo Chen



Luke Igel

We have experience in wearable jewelry, in software and hardware, and working with the United Nations Foundation for children's safety.

Revenue Model

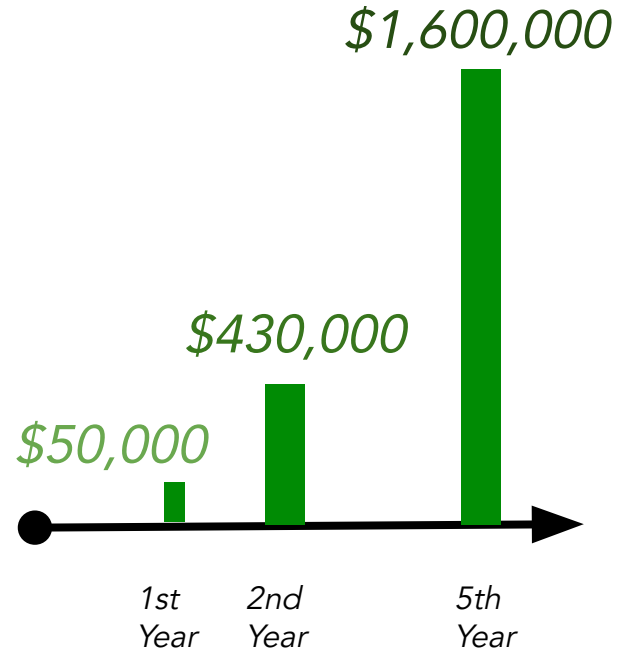


Projections

*Estimated Cost
to Produce*

\$45 per unit

Profits



Future Plans



THANK YOU!

www.wearami.co



wearami.co@gmail.com



Wear Am I



@wearami.co



@realwearami

Projections

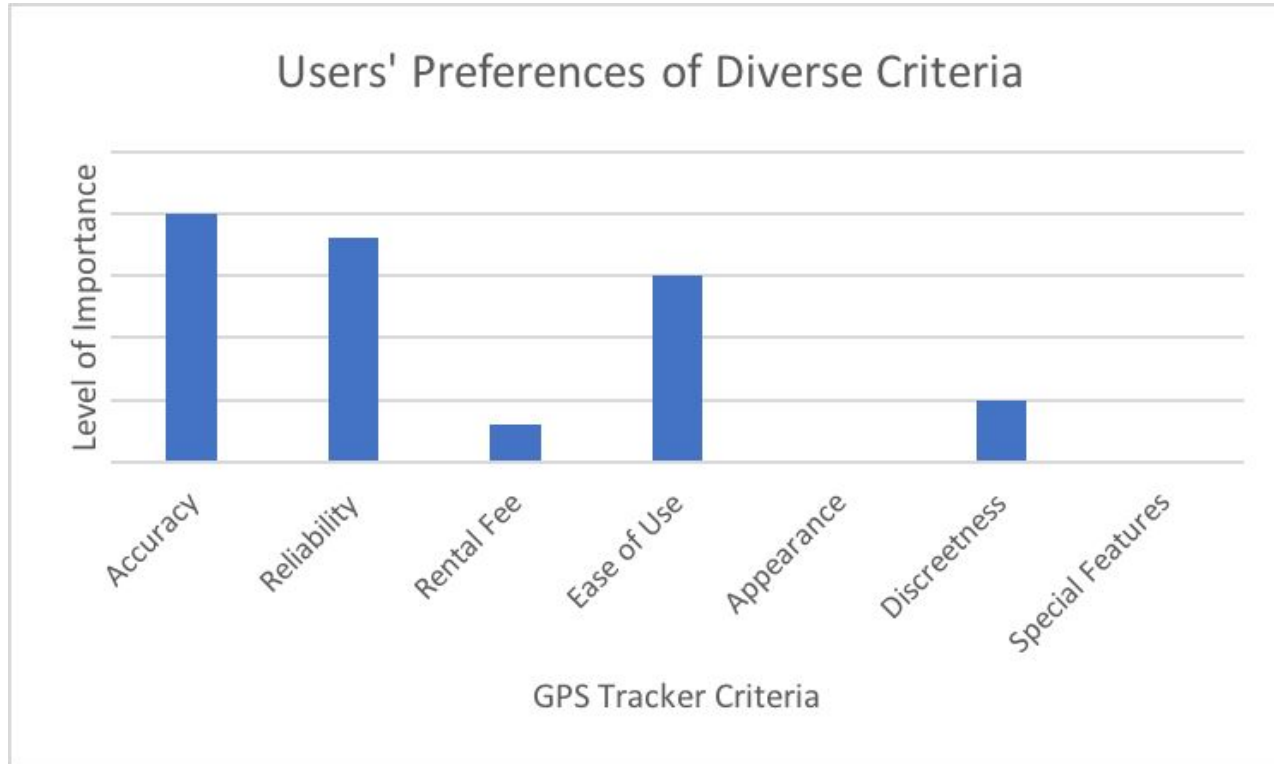
<u>Pilot Rental Model (cellular)</u>		<- 1st Year	<u>Projected 1st Year Revenue</u>		<u>Overhead Calculation</u>	
Pilot Device Price	\$54.87	Negotiate for \$6000	Projected Partners	2	Outsourced Developer (worst case)	\$5,000
Initial Order (100)	\$5,487.12		Orders of 100 Devices	2	Outsourced Electrical Engineer	\$5,000
Our Royalty	0.2		Revenue From Orders	\$10,974.24	ABS Injection Mold	\$7,000
Hourly Rental Fee	\$2.74		Cost of Orders	\$9,145.20	LLC Incorporation (MN)	\$155
Average Rental Revenue	\$5		Profit from Initial Orders	\$1,829.04		
Daily Revenue of 100 Rentals	\$500				Total:	\$17,155
Our Cut	\$100		Total Annual Rental Revenue	\$328,500		
Park's Daily Profit	\$400		Our Cut from Revenue	\$65,700		
Park's Annual Profit	\$131,400		Overhead	\$17,155		
Days until park breaks even	13.7178		TOTAL PROFIT	\$50,374		
<u>Early Full Stage Rental Model (cellular)</u>		<- 2nd Year	<u>Projected 2nd Year Revenue</u>			
v1 Device Price	\$68.59	20% royalty reasonable?	Projected Clients	6		
Initial Order (300)	\$20,576.70		Orders of 300 Devices	6		
Our Royalty	0.2		Revenue from Orders	\$123,460.20		
Hourly Rental Fee	\$3.43		Cost of Orders	\$82,306.80		
Average Rental Revenue	\$5		Profit from Initial Orders	\$41,153.40		
Daily Revenue (200 rentals/day)	\$1,000					
Our Cut	\$200		Total Annual Rental Revenue	\$1,944,000		
Park's Daily Profit	\$800		Our Cut from rental revenue	\$388,800		
Park's Annual Profit	\$262,800					
Days until park breaks even	25.720875		TOTAL PROFIT	\$429,953		
			%Growth from Previous Year	853.5217743		



Costs of Locating Methods

Wifi Option		BLE Option		Cellular Option	
Ideal Parts List	Cost	Ideal Parts List	Cost	Ideal Parts List	Cost
Texas Instruments CC1310F128RGZT,	\$11.69	Texas Instruments CC1310F128RGZT,	\$11.69	Texas Instruments CC1310F128RGZT,	\$11.69
ublox ODIN-W2	\$26.14	ublox NINA-B1	\$7.65	ublox EVA-8M GPS	\$8
Eachine E10 Mini RC Quadcopter Spar	\$2.59	Eachine E10 Mini RC Quadcopter Spar	\$2.59	Eachine E10 Mini RC Quadcopter Spar	\$2.59
Standard PCB	\$1.16	Standard PCB	\$1.16	Standard PCB	\$1.16
Plastic Casing	\$7	Plastic Casing	\$7	Plastic Casing	\$7
				ublox SARA-G3 cellular module	\$11
<u>Components Total</u>	\$48.58	<u>Components Total</u>	\$30.09	<u>Components Total</u>	\$41.27
<u>Total Cost</u>	\$53.04	<u>Total Cost</u>	\$34.55	<u>Total Cost</u>	\$45.73
<u>Suggested Retail Price</u>	\$159.11	<u>Suggested Retail Price</u>	\$103.64	<u>Suggested Retail Price</u>	\$137.18
<u>Overhead</u>	\$7000+				
<u>Price of 100 orders to parks:</u>	\$15,910.80	<u>Price of 100 orders to parks:</u>	\$10,363.80	<u>Price of 100 orders to parks:</u>	\$13,717.80
<u>Suggested Price for Early Partners</u>	\$63.64	<u>Suggested Price for Early Partners</u>	\$41.46	<u>Suggested Price for Early Partners</u>	\$54.87

User Preferences in a GPS Tracker







Based on 25+ survey responses

Risks and Challenges

- Large investment of time and money in each customer before an agreement can be made
- Lack of credibility as high school students with no successful sales
- Mentors and connections needed:
 - Electrical engineer (designing a circuit board)
 - App developer
 - Startup lawyer
 - Manufacturer
- Requires supervision/maintenance of the system after initial sale

Competitive Analysis

	WearAml	Walkie Talkies	KidTrack	GPS Adventure Band	Trax	Hereo GPS Watch
High Accuracy				✓		✓
Daily Life Constant Use					✓	✓
Efficient			✓	✓	✓	✓
Affordable		✓	✓	✓		
Instant Parent Access					✓	✓