

# Safety Pin



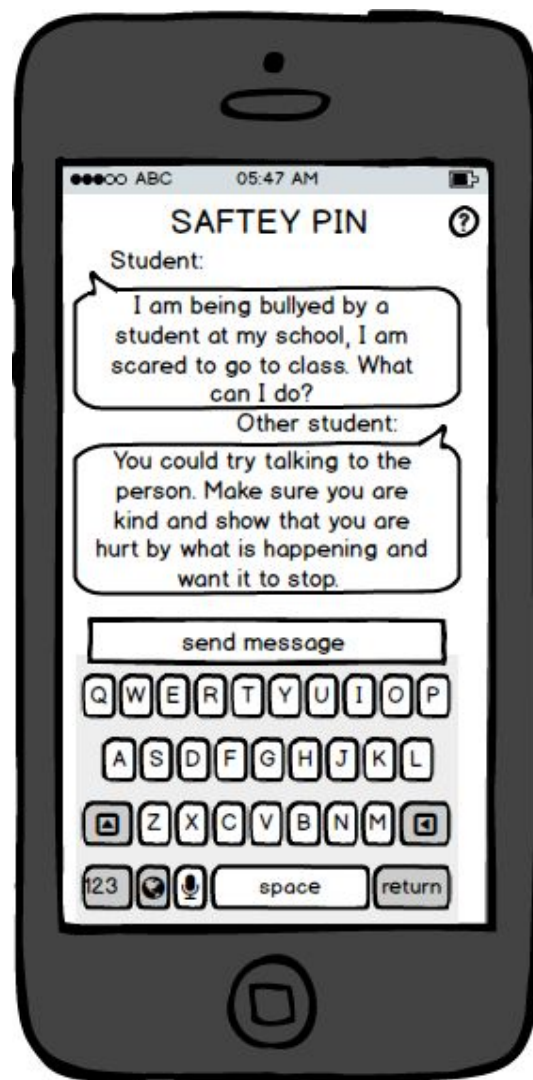
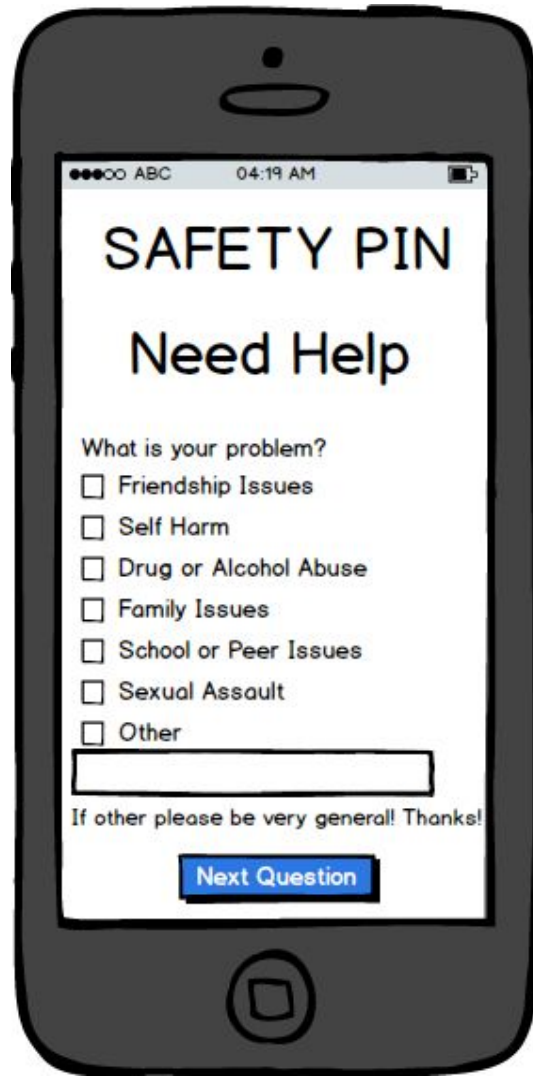
# Problem

“160,000 children miss school every day due to fear of attack or intimidation by other students.” – *Business Insider*, 2013

“22% students experience various types of bullying.” – *National Center for Education Statistics*, 2013

# Solution

Safety Pin is a website that anonymously connects students to therapists for the help they need with social and home challenges 24/7.



# Customer Validation

A good idea for a therapist building their client base.

Like Avvo for lawyers,

We are a referral service for therapists

# Business Model

Students use the website to get help for bullying and other social challenges.

Professional therapists pay a monthly fee for referrals from the website.

# Market

552,000 mental health professionals

*US Department of Labor's Bureau of Labor Statistics*

# Differentiation

Existing online services:

- Use a long onboarding survey
- Do not connect users with professionals
- Are not anonymous
- Many are primarily targeted to adults



# Competitive Landscape

Theravive	\$29 a month
Better Help	\$32 a month
Word of Mouth	Free but unreliable
<b>Safety Pin</b>	<b>\$29 a month</b>

# Educational Impact

When students miss school the entire school and all of the students are impacted.

Our current system isn't reaching all of our student

Safety pin can help bridge that gap.

# Target Audience

Users:

- Students from grades 6-12.

Customer:

- Psychology Students
- Therapist growing client base

# Our Team!

Isabella Giacobbe and Simone Franklin are the Founders

Michael Cavitt is the Business and Organizational Advisor

Gina Greco is the Educator and our Business Consultant

Jami Schwarzwaldner is the UX designer and developer