

# BTMA 321 Final Project Update

Group #: 1

Lecture #: BTMA 321

Project Name: BuzzOn - A safety device that will buzz to notify others in danger

Role	First Name, Last Name
Project Leader	1. Michael Tretiak
Project Member	2. Emma Charabin
Project Member	3. Raveena Sangha

Project Concept / Idea
<p><b>Please describe your project? What does success look like for your project?</b></p> <p>Our project is to create a device to help make university campuses safe for university students. We were inspired by the <a href="#">heroX Safe Campus Challenge</a>, which challenges students to identify the root causes of sexual assault on campus, as well as recommend a solution for their campus. We aim to provide a solution to the University of Calgary. Furthermore, we aim to go one step further and design a safety device that all students can use on campus to feel safer.</p> <p>Success would look like helping to reduce sexual assaults and other crimes committed on campus, and the possible implementation of our device into the new sexual violence policy which was recently approved by the Board of Governors at the University of Calgary<sup>1</sup>.</p>
MOV Statement
<p><b>What is your Measurable Organizational Value (MOV) for you project?</b></p> <p>Currently, our Measurable Organizational Value (MOV) would be to design a successful device, and gain partnerships to help produce and sell our device to students at the University of Calgary with the aim of reducing the number of crimes committed on campus. Our long term goal will be to expand our business to all other major Canadian university to help reduce the amount of violent crimes on campuses. Additionally, we have plans to expand our users to the families and others that would gain benefit from our device.</p>

Due Date: May 30, 2016 (23:55)

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<sup>1</sup> <https://www.ucalgary.ca/policies/files/policies/sexual-violence-policy.pdf>