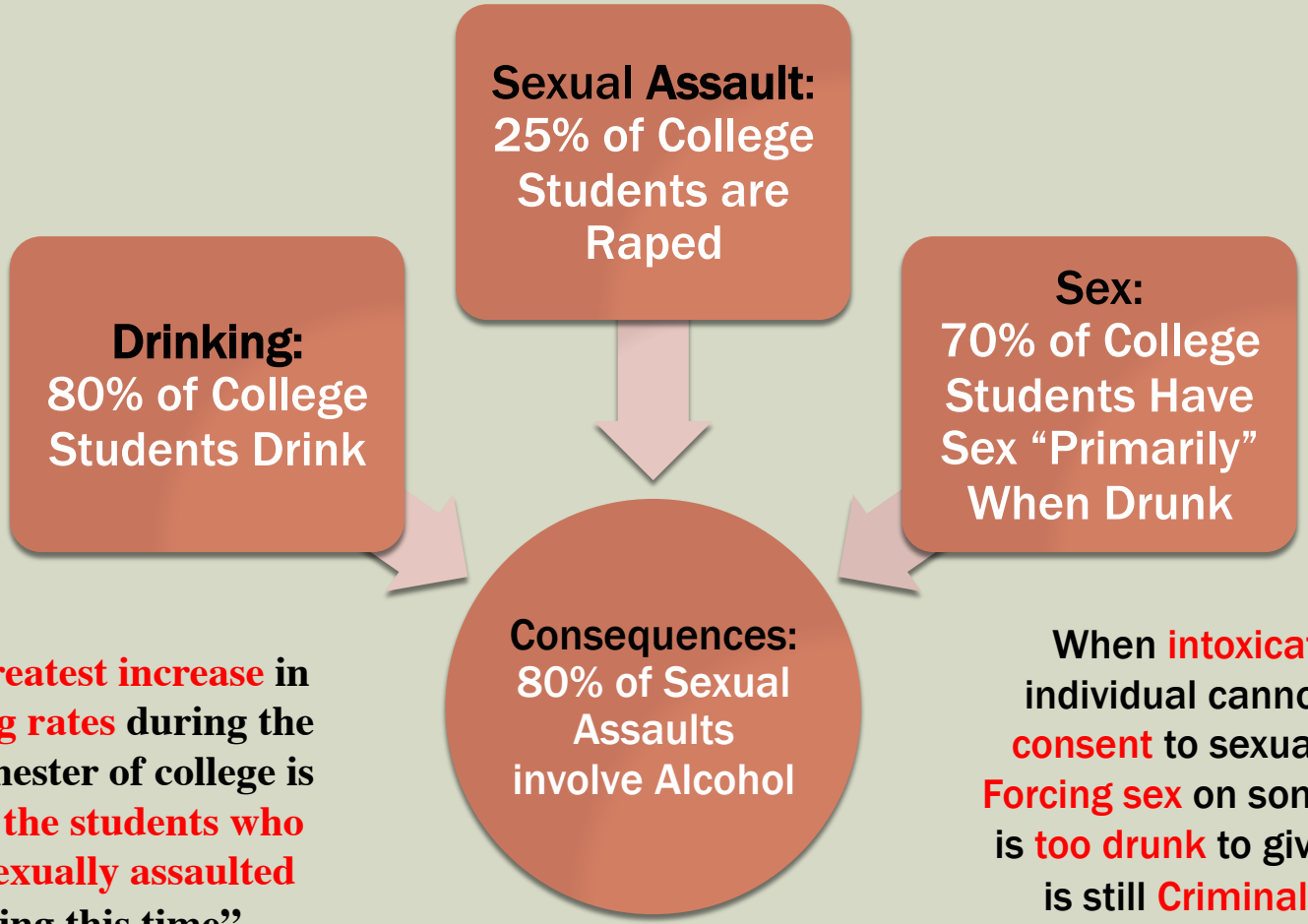
SAFE NIGHT OUT

David Cahn
and Jack Cahn

Wharton
School & Penn
Engineering

BINGE DRINKING & SEXUAL ASSAULT



"The greatest increase in drinking rates during the first semester of college is seen in the students who were sexually assaulted during this time"
– NVCC Study

When intoxicated, an individual cannot legally consent to sexual activity. Forcing sex on someone who is too drunk to give consent is still Criminal Sexual Conduct in the Third Degree.

MARKET RESEARCH

- Universities are under increasing pressure to deal with sexual assault with revelations of 25% sexual assault rate.
- Sexual assault lawsuits can cost upwards of $1M. At Penn, purchasing a preventative bracelet for every freshman at $100 a bracelet would cost $250,000. Universities could be first movers and provide repeat, bulk purchases driving revenue. There are 18M college students in the U.S. 10% adoption would drive $180M of revenue at cost of $100.
- Our Total Addressable Market includes the millennial demographic, aged 18-29. 80M people.
- Wearable technology is popular: 20% of Americans currently own a wearable device.
- Alcohol sensors are not currently available commercially. There is no popular SOS device for college students.

HARDWARE COMPONENTS

- Transdermal Alcohol Sensor: Measure alcohol levels
  - Fundamental engineering challenge in this project. Transdermal alcohol sensors exist and are used by police but none have quick enough response times for integration in a anti-rape wristband.
  - We would need to explore existing products and modifications to trade accuracy for convenience. Response time is *very* important for our product
- Wearable Wristband: Lightweight platform for wearing the sensor
  - Find a cheap material for use in MVP. Easy to implement.
- GPS Sensor: Allows for SOS signal to be sent to local police
  - Off the shelf
- Bluetooth: For transferring Blood Alcohol Level (BAC) reading from the wristband to the app.
  - This technology is an off-the-shelf solution.
  - Needs to be integrated without creating excessive bulk
- Mobile Application: User-interface for product
  - Easiest to build given prior mobile app development experience
  - UX needs to be extremely simple because users are drunk
  - UI is core to value proposition because target audience is tech savvy and therefore has high expectations

TIMELINE: ONE YEAR PLAN

- Step 1: March 2015: Evaluate the market for transdermal alcohol sensor and select a model as a base point
- Step 2: April 2015: Build proof of concept with all required parts
- Step 3: May 2015: **Collaborate with Penn Professors/mentors on reducing delay between sensor reading and output.**
- **Step 4: Summer 2015: Implement new sensor and consolidate design to allow for compact. Raise and invest $6,000 in professional prototype and IP filing. MVP COMPLETE**
- **Step 5: September 2015: Enter Wharton incubator and begin testing with Penn students. Collect data on accuracy of readings, popularity and acceptance.**
- **Step 6: October-December 2015: Pitch the product to Penn and other Ivy League schools. Business model revolves around sales on college campuses (bulk purchases of 1000+ units).**

ABOUT THE TEAM

Dual Degree Candidates: Finance & Computer Science

CEO and President, Guerrilla Joe

Global Best High School Innovator Team

1st Place Global Enterprise Challenge

1st Place, RPI Business Competition

1st Place, MIT Dream It. Code It. Win It.