VoiceMemoDefense

Pitch Link

Problem

There are not many ways to document abuse, crime, and other activities because in the moment, not many people will have their full attention on getting their phone out and recording.

Solution

Have an app that when the volume around your device reaches a certain decibel, it starts recording a voice memo so that if yelling, loud crashes, or any other loud noise occurs, the person has a voice memo to take to court.

Key Assumptions

- Sales of 500 units/month initially ramping to 10,000 units/month by end of 2022

- $2.99 selling price

- Monthly Expenses
  - G&A expenses $1,000 per month
  - $100 for Facebook Ads
  - $500 App Maintenance

- Startup Costs of $9,000
  - $1,500 – Equipment/App Hosting Server
  - $7,000 – Legal, Permits, etc.
  - $3,000 App Construction

Financial Plan

	2020	2021	2022
Revenue	$1495	$14950	$29,999
COGS	$0.00	$0.00	$0.00
Gross Margin	$1495	$14950	$29,999
Expenses	$13100	$1600	$1600
Net Margin	-$11,605	$1745	$30,144
Investment	$11,605	$2000	$0.00
Ending Cash	$-11,605	$3745	$30,144

Global/Social Elements

Here's the link to sustainable UN development goals:
https://www.un.org/sustainabledevelopment/sustainable-development-goals/