

Final Project

E13

**NADINE KHATTAR, SAMANTHA
CHIMIENTI, AND NAZGOL BOLOURI**

**SECOND
EVALUATION**

Problem

Primary Data:

- 90% of our respondents are most afraid at night (between 8pm – 12am)
- Women that walk home or take public transportation feel 60% more unsafe than those who drive.
- 75% of women do not feel more secure when they have their phone.
- 25% of men do not feel more secure when they have their phone.

Secondary Data:

- 80% of victims of domestic violence are women.
- 11 million+ Canadians have been physically or sexually assaulted since the age of 15.
- 1/3 women and 1/8 men experienced unwanted sexual behaviour in public.
- Sex trafficking: young women (45% are 18 to 24) or girls (28% are under 18).

Solution

BSafe

- Our device is discreet / accessible / functional
- Tracking device is incorporated into a simple high quality piece of jewelry (not easily noticeable).
- Individuals do not need to speak out loud in order to get help.
 - Do not need to spend time looking for their phone / dialling 911
- Once connected with our app, individuals are able to send out customizable messages to their emergency contacts when pressing on device 3 times.
- Once the device is pressed down 10 times, it will immediately send their location to the police.



Consumer

Based on primary
data



All genders and ages

Our device is created to meet every age and gender.

- Primarily women
- Tech-savvy
- Sex workers
- Individuals who attend social events
- Income between \$30 000 to \$100 000
- Students
- Concerned parents
- Shopping for the latest trends

Competition



Based on secondary data



	Our product	Jiobit Life360	Airtag Apple	Alternative reactions
product				
features	Connects to app where consumer can upload emergency contacts. Sends out signal to emergency contacts after 3 clicks. Device has a magnetic clasp so it can be attached to a bag / any garment	smart tracking, SOS mode, a live mode, a trusted place, a careteam, a bluetooth alert and a timeline	a newly developed tracking device that is link to Apple's Find My App	a cell phone has features like dialing 911, messaging/calling people, downloading tracking apps
advantages	Purpose is to make women, men, and children of all ages feel safe when going out or in their own home. Discreet and incorporated into a piece of simple high quality jewelry.	has four different features that are marketed to children, pets, adults and seniors. They are a highly competitive within the market as their technology is very high quality and is safe for many different markets as mentioned	available and easily accessible in Canada. The product is competitively priced and introduced with accessories making it more appealing	easily accessible, generally owned by everyone. Has many different features and end-uses.
price	\$174.99 CAD	\$149.99 USD	\$39 CAD	Varies
distribution	The channel of distribution is B2C. The manufacturing process includes the development of our app and the creation of the actual tracking device. Through our online store, consumers will be able to purchase our product.	Their channel of distribution is unclear and unidentified.	Uses direct distribution channels to reach consumers. Their distribution channels consist of their own retail stores, website, valued resellers and wholesalers which mainly consist of cell phone networks.	Uses B2B and B2C. Cell phone companies sell their products through valued resellers which consist of cell phone networks. They also sell product through their own retailer.
communication	Wide target market, people between the ages of 16 and 45 years old, concerned parents, students and working women who love to attend social events. Income between \$30000 to \$100 000 They feel unsafe when they walk home alone at night or go out. Target markets purchase behaviour consists of shopping the latest trends. Consumer loves to have an emotional relationship with a product	Their target market is extremely wide and is safe for anyone or anything. Their tracking technology is highly advanced. The end-use of the product is for safety purposes like ours.	Apple targets mainly their already existing clientele. Apple's target market is extremely wide generally but for this specific product it ties into their consumer profile of a young tech-savvy adult who has an extremely busy work life.	The majority of the population is the target market. For cellphones the market is extremely wide and consists of almost everybody in all walks of life.. The range range is anywhere between 15-75 years old.

Competition



SITUATION

Domestic Violence: Being in an aggressive relationship.

Walking alone at night / Kidnapping

Online dating: going on dates with individuals they just met.



REACTION

Reach out to find their phone, dial 911, speak out loud to the police in order to call for help.

Individuals get everything taken away from them, therefore cannot reach for their phone / call for help.

Feel unsafe on their date and wish to request help from their friend discretely.



WITH OUR PRODUCT

With our device, the woman does not have to speak out loud in order to get help. They also do not need to spend the time dialing 911 and talking; they just need to press 3 times on our device and a customizable message will be sent.

Since our device is an add-on device, no one will suspect anything. The individual can be physically wearing the device on them and the kidnapper will not know.

With our device, the victim can discretely press 3 times on the button very discretely and send a customizable message to their friends or family.

Potential Suppliers

Tech companies,
App developers
Alibaba



Tech companies	App developers	Alibaba
 Amcon Soft	 Guaraná Technologies	Yiwu Shanmei Arts And Gifts Co., Ltd.
 Geotab	 Zealous System	Dongguan Dinghao Jewelry Co., Ltd.
 SapientPro	 Capermint Technologies	Yiwu Mimei Trading Co., Ltd.

Strengths



What are we doing well at?

Accessible

Discreet

Functional

Unique product

**Advanced
technology**

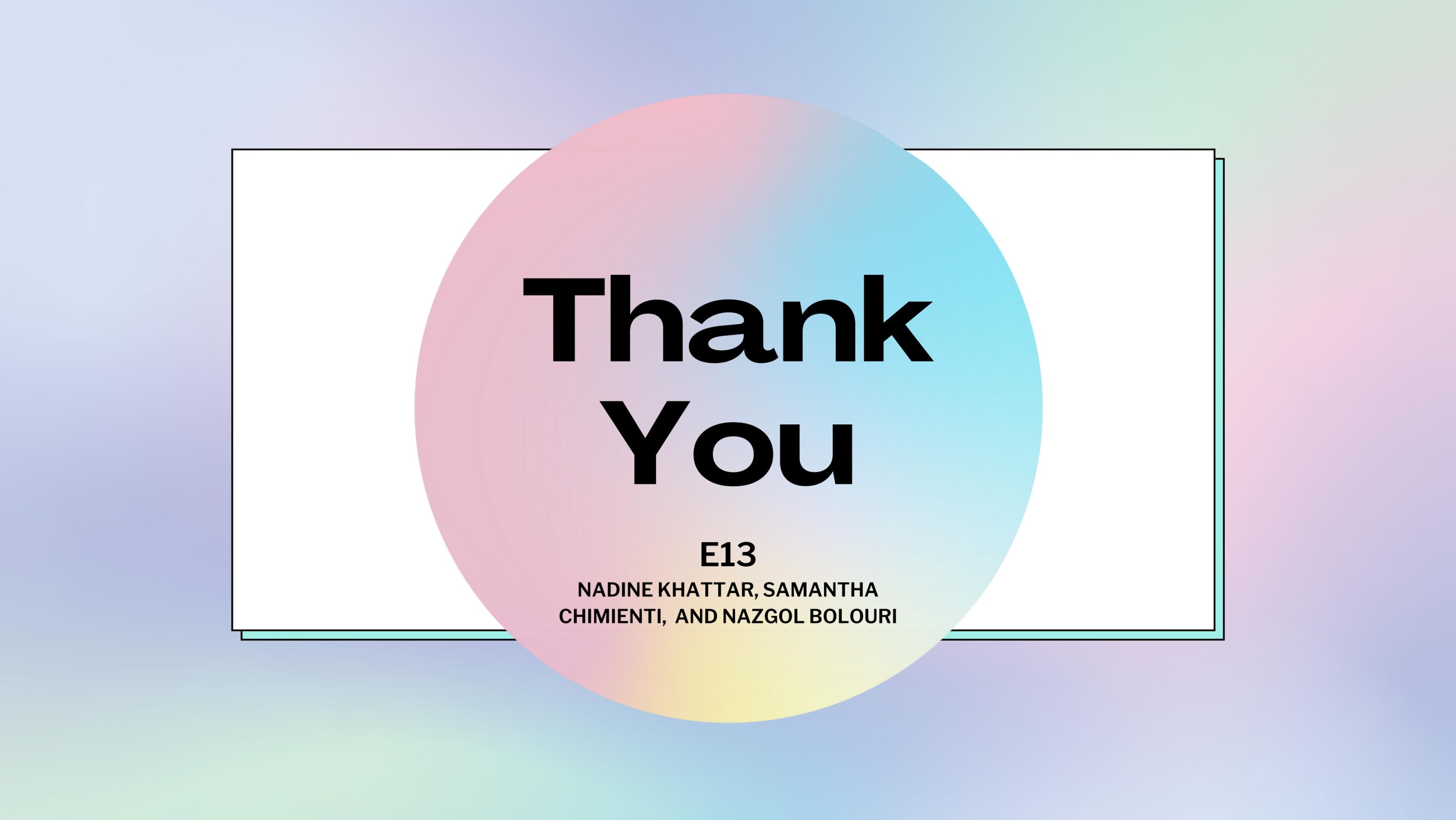
**Wide target
market**

**Stats prove high
demand**

**Answers global
issue**

**Nothing identical
on the market**

This is a designed product for
the security of you and your
loved ones.



Thank You

E13

**NADINE KHATTAR, SAMANTHA
CHIMIENTI, AND NAZGOL BOLOURI**