



sass.

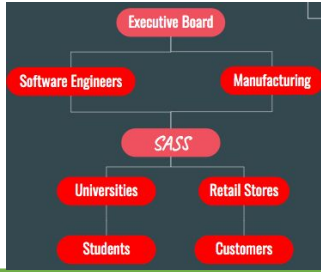
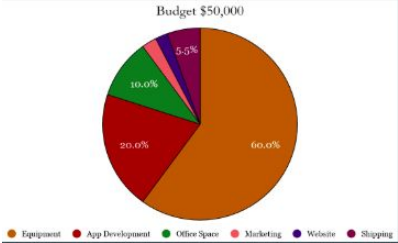
SAFE. ACCESSIBLE. SECURE

Natalia Wurst, Kyra Chan, Emily Bornstein

Mission statement

SASS aims to provide students with an effective, reliable, and discreet piece of technology to connect them with university authorities while simultaneously recording for future reporting purposes.



<h3>Key Activities</h3> <ol style="list-style-type: none"> 1. Provide SASS to college students who opt-in 2. Minimize cost to students; maximize retail profits 3. Bring awareness to, and minimize the instances of sexual assault on campuses 	<h3>Structure</h3> <p>Low Profit Limited Liability Corporation (L3C)</p>	<h3>Value Propositions</h3> <p><u>Problem:</u> High rates of sexual assault in colleges and universities & low rates of reporting</p> <p><u>Need:</u> College need a direct and discreet way to provide evidence of harassment and call for safety</p> <p><u>Product:</u> A small, multipurpose charm accessory that records audio and video as well as sends one's location to DPS when activated in emergency situations</p>	<h3>Team</h3>  <pre> graph TD EB[Executive Board] --- SE[Software Engineers] EB --- Mfg[Manufacturing] SASS[SASS] --- U[Universities] SASS --- RS[Retail Stores] U --- ST[Students] RS --- C[Customers] </pre> <h3>Partners</h3> <ul style="list-style-type: none"> • University of Southern California (USC) • Participating U.S. universities and 2-year colleges • Universities' Departments of Public Safety • LiveSafe Mobile App 	<h3>Customers</h3> <p>Target market: Public and private 4-year and 2-year colleges in the United States</p> <p>Target customer: Priority first-year Undergraduate women that live on or near campus</p>													
<h3>Cost Structures</h3>	 <table border="1"> <caption>Budget \$50,000</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Equipment</td> <td>60.0%</td> </tr> <tr> <td>App Development</td> <td>20.0%</td> </tr> <tr> <td>Office Space</td> <td>10.0%</td> </tr> <tr> <td>Marketing</td> <td>5.0%</td> </tr> <tr> <td>Website</td> <td>3.0%</td> </tr> <tr> <td>Shipping</td> <td>2.0%</td> </tr> </tbody> </table>		Category	Percentage	Equipment	60.0%	App Development	20.0%	Office Space	10.0%	Marketing	5.0%	Website	3.0%	Shipping	2.0%	<h3>Revenue Streams</h3> <p>Revenue model: Crowdfunding, Wholesale Distribution, Retail</p> <p>Pricing strategies: Subscription service, flat rate</p>
Category	Percentage																
Equipment	60.0%																
App Development	20.0%																
Office Space	10.0%																
Marketing	5.0%																
Website	3.0%																
Shipping	2.0%																

Higher Education is a place to learn and grow.

Problem

1 in 5 women experience sexual assault during their time in college

The Justice Department reports that only 20% of victims report the assault

Product

SASS is a small, multipurpose charm accessory that records audio and video as well as sends one's location to DPS when activated in emergency situations.

Need

College students need a way to provide direct evidence of harassment. Given a situation where phones would pose a risk to the reportee, the contact must be discreet and efficient.

Revenue Streams

Revenue Model:

- Crowdfunding
- Wholesale Distribution
- Retail: Per customer

Pricing Strategy:

- Subscription service [Monthly, Quarterly, Annually]
- Flatrate

Case Example:

Nimb: A Smart Ring That Helps You Feel Safe And Sound

- \$237,775 pledged of \$50,000 goal
- 1,918 Backers



Legal Structure

Low Profit Limited Liability Corporation (L3C)

What's required to legally begin the company: ie. IL

- Select business name, check availability
- Prepare & file articles of organization with the Secretary of State (\$600)
- File an annual report to the Department of Business Services (\$250)
- Obtain local licenses
- Determine tax and other regulatory obligations
- Open a bank account

Customer Relationships

How will we keep, reach, and grow our customer base?

❖ Customer bases: Universities; females of all ages

Marketing

- Provide giveaways for potential universities and other customers
- Facebook advertising and Search Engine Optimization
- Hire a college marketing firm (ie. OnCampus)

Promotion

- Attend on-campus events related to student health
- Attend college & university consortiums (ie. CLAC 2019)
- Co-sponsor a kickoff event with Nimb

Customer Service

- A hotline for technical assistance
- A customer support "dream team"
- A one-on-one relationship with clients

Key Activities

1

Provide SASS to College Students

At little to no cost for the duration of their enrollment

2

Enter SASS into the market

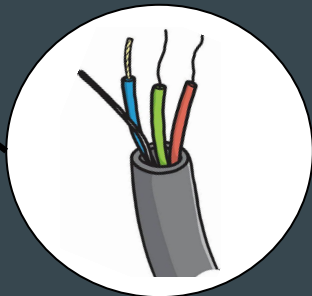
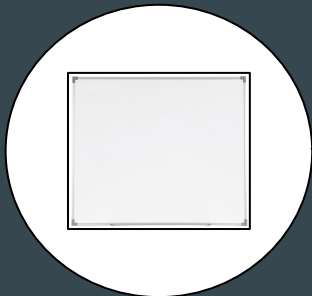
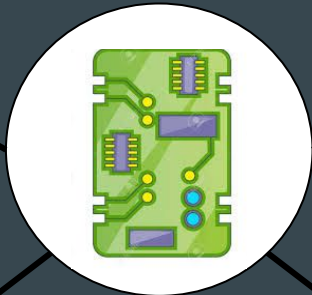
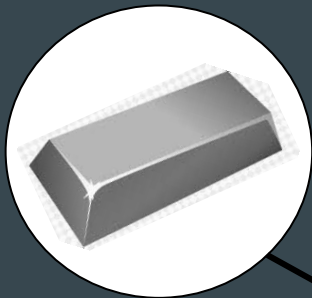
Retail cost at \$149 with consecutive subscription fees at different rates to accommodate cash flow

3

Increase awareness surrounding sexual assault on college campuses

Raise awareness about the frequency of sexual assault and SASS products concurrently.

KEY
RESOURCES



Units: 1000

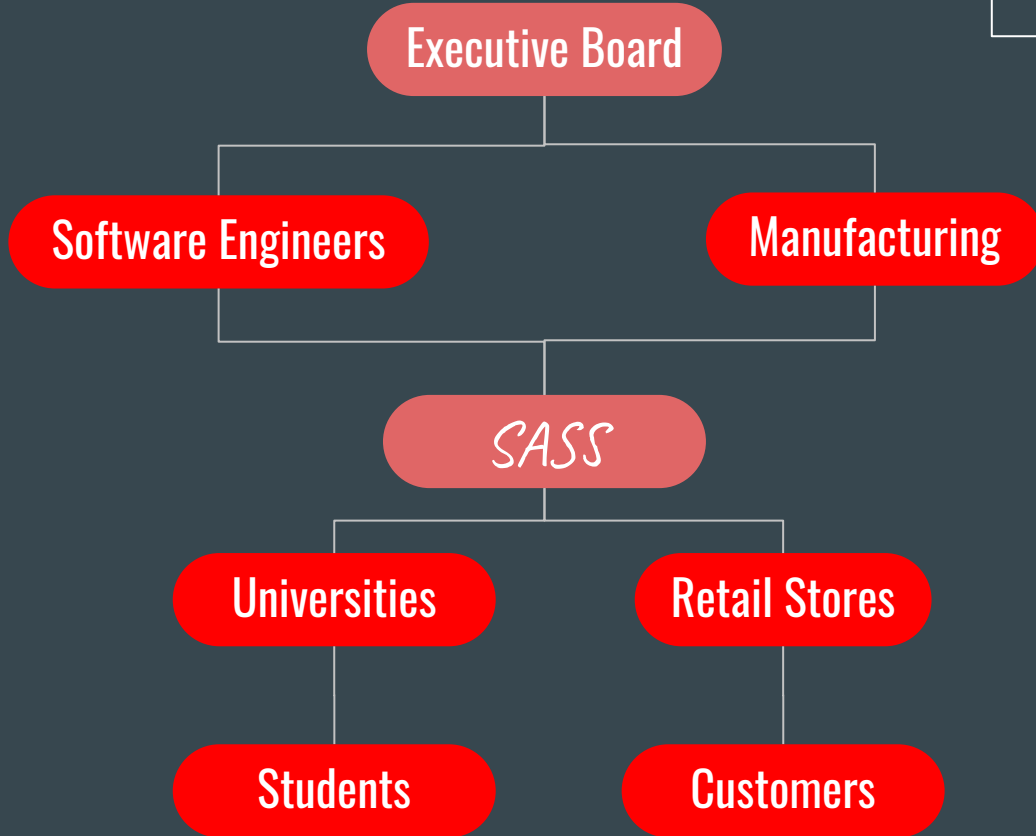
Cost: \$15,000*

*Does not factor in labor cost or other employee related expenses

Models:
Watch
Ring
Necklace
Earrings
Bracelet

Team and Production

*Target Employee Population:
10,000+*



Terms and Agreement

1. SASS Work Culture
2. SASS Work Benefits
3. Recruitment ProSASS
4. SASStainable Community

Key Partners

- University of Southern California (USC)
- Participating U.S. universities and 2-year colleges
- Universities' Departments of Public Safety
- LiveSafe Mobile App



Customer Segments

Target market (including size): Public and private 4-year and 2-year colleges in the United States (3,004 4-year colleges, 1,574 2-year colleges)

Geography:

Given to incoming students during their Orientation (opt-out choice)

Needs: Mental and societal factors still to be considered

Buying Factors: Provided free for students; university purchases it from SASS

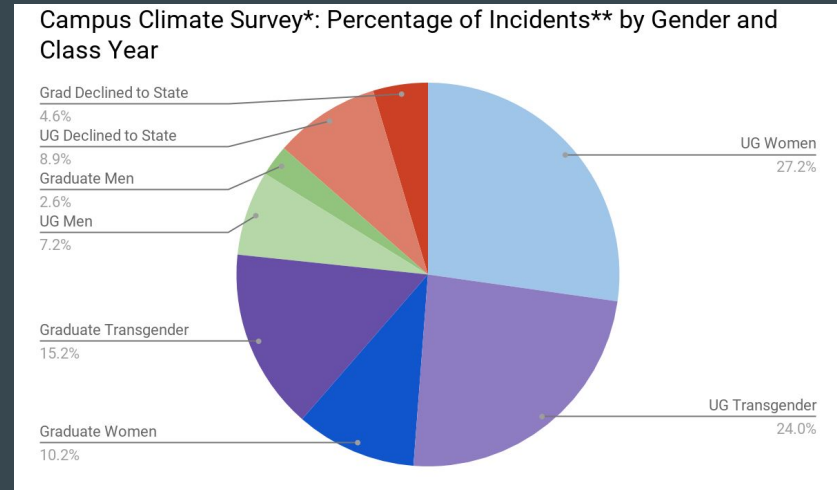
When/where/how much will the product be used:

On-campus at universities and 2-year colleges

Asymmetric information?:

Equitable distribution (seller to university)

Target customer: Priority first-year Undergraduate Women that live on or near campus.

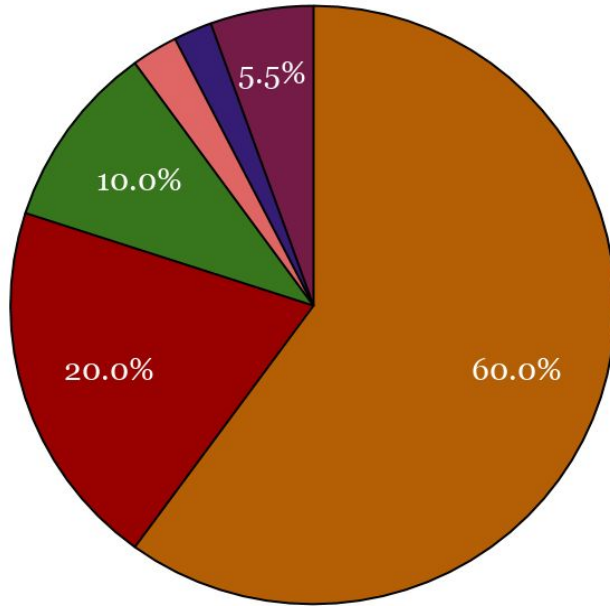


*Exact data became approximated for the pie chart to fill 100%

**Sexual touching and penetration

Cost Structure

Budget \$50,000



● Equipment ● App Development ● Office Space ● Marketing ● Website ● Shipping

Expected Expenses in Operation

- Expanding Employees
- Office Space
- Insurance
- Taxes

External Investor Input

- Financing for software development
- Money for ongoing costs
- Consulting

Risks & Challenges

- Successful individual commercialization at current price point
- Ensuring that students return their devices upon graduation
- Technology malfunctions
- Universities ordering enough to supply to all students who wish to opt in
- Maintenance of material
- Legal support
- Obtaining a patent
- Potential privacy complaints
- High start-up costs
- Technological/financial expertise required

Impact Assessment & Evaluation

Success primarily contingent on:

- Scaling our service and selling to multiple universities across the United States
- Earning profit in commercialization to individual consumers
- An increase in reporting cases of sexual assault to authorities
- A decrease in sexual assault incidents on college campuses

Aspan, Maria. The Good News About How Much Money You Need to Start Your Business. Retrieved from:
<https://www.inc.com/maria-aspan/startup-money-made-easy-excerpt.html>

Bluetooth Teel, J. (2016, August 4). How to Develop a Sellable Bluetooth Low-Energy (BLE) Product: Make: Retrieved from
<https://makezine.com/2016/08/01/develop-sellable-bluetooth-low-energy-ble-product/>.

Children Positioning Telephone Coated Watch Lens Lenses with Color Film Lens. (n.d.). Retrieved from https://www.alibaba.com/showroom/gorilla-glass-price-for-watch.html?fsb=y&IndexArea=product_en&CatId=&SearchText=gorilla-glass+price++for+watch&isGalleryList=G.

CLAC 2019 Annual Conference. Retrieved from:
<https://www.liberalarts.org/annual-conference/>

Coleman, M. S. (2019, October 15). AAU Campus Climate Survey (2019). Retrieved from:
<https://www.aau.edu/key-issues/campus-climate-and-safety/aau-campus-climate-survey-2019>.

InvestmentMine. (2019, November 22). Retrieved from
<http://www.infomine.com/investment/metal-prices/aluminum/>

Forming an L3C in Illinois. Retrieved from:
<http://www.dmlp.org/legal-guide/forming-l3c-illinois>

How much does software development cost? (2019, October 11). Retrieved from:
<https://www.thumbtack.com/p/software-development-costs>

HD 1080P Wireless Mini Camera Infrared Night Vision. Retrieved from:
<https://www.walmart.com/ip/Wireless-DVR-Infrared-Night-Digital-Security-1080P-DV-Mini-Camera-Home-Motion-Recorder-Red-Car-Vision-Video-HD-Detection/480961180?wmlspartner=wlp&selectedSellerId=101002809&adid=2222222227312871797&w0=&w1=g&w2=c&w3=390762520246&w4=pla-829589813920&w5=9073456&w6=&w7=&w8=&w9=pla&w10=130072129&w11=online&w12=480961180&veh=sem&gclid=EAIaIObChMI>

Justice Department: majority of campus sexual assault goes unreported to police (2014, December 11). Retrieved from:
<https://www.pbs.org/newshour/education/four-five-acts-campus-sexual-assault-go-unreported-police>

National Center for Education Statistics (2016). Retrieved from:
<https://nces.ed.gov/fastfacts/display.asp?id=84>

On Campus Advertising. College Student & Gen Z Marketing Services and Strategies. Retrieved from: <https://oncampusadvertising.com/services/>

Qualifying fees fund the future of Bluetooth. Retrieved from:
<https://www.bluetooth.com/develop-with-bluetooth/qualification-listing/qualification-listing-fees/>

Reporting to Law Enforcement (2019). Retrieved from:
<https://www.rainn.org/articles/reporting-law-enforcement>

Schmid, Gretchen. 14 Business Start Up Costs Business Owners Need to Know (2019, August 16). Retrieved from:
<https://www.fundera.com/blog/business-startup-costs>

The sexual assault statistics everyone should know (2018, March 08). Retrieved from:
<https://www.campussafetymagazine.com/safety/sexual-assault-statistics-and-myths/>

VentureHabor. Startup Marketing: The Ultimate Startup Marketing Strategy For Incredible Growth. Retrieved from:
<https://www.ventureharbour.com/ultimate-startup-marketing-strategy/>