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.
Key Activities

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

Structure

Low Profit Limited Liability Corporation (L3C)

Value Propositions

Problem:
High rates of sexual assault in colleges and universities & low rates of reporting

Need:
College need a direct and discreet way to provide evidence of harassment and call for safety

Product:
A small, multipurpose charm accessory that records audio and video as well as sends one’s location to DPS when activated in emergency situations

Impact Evaluation

1. Scalability
2. Profits
3. Social impact (increased reporting, decreased incidents of sexual assaults on campus)

Team

Executive Board

Software Engineers

Manufacturing

Universities

Retail Stores

Students

Customers

Partners

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

Customer

Target market: Public and private 4-year and 2-year colleges in the United States

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

Cost Structures

![Cost Structures Chart]

Revenue Streams

Revenue model: Crowdfunding, Wholesale Distribution, Retail
Pricing strategies: Subscription service, flat rate
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
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 (i.e., OnCampus)

**Promotion**
- Attend on-campus events related to student health
- Attend college & university consortiums (i.e., 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.
Models:
- Watch
- Ring
- Necklace
- Earrings
- Bracelet

Units: 1000
Cost: $15,000*

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

Executive Board

Software Engineers

Manufacturing

SASS

Universities

Retail Stores

Students

Customers

Target Employee Population: 10,000+

Terms and Agreement

1. SASS Work Culture
2. SASS Work Benefits
3. Recruitment ProSASS
4. SASSStainable 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.

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**Campus Climate Survey**: Percentage of Incidents by Gender and Class Year

- Grad Declined to State: 4.6%
- UG Declined to State: 8.9%
- Graduate Men: 2.6%
- UG Men: 7.2%
- Graduate Transgender: 15.2%
- UG Transgender: 24.0%
- Graduate Women: 10.2%

*Exact data became approximated for the pie chart to fill 100%
**Sexual touching and penetration
Cost Structure

Budget $50,000

- Equipment: 60.0%
- App Development: 20.0%
- Office Space: 10.0%
- Marketing: 5.5%
- Website: 5.5%
- Shipping: 5.5%

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


