

QUEEN'S UNIVERSITY BELFAST

STAND

Live
Life
Fearlessly

INTRO

BOLD by STAND is a discrete safety alert system, integrated into women's jewellery, providing confidence through a simple connection. BOLD's discrete design replicates the appearance of contemporary jewellery, allowing it to blend in with the user's everyday attire. It can be worn as a necklace, bracelet, or on a key chain and will be launched in 3 different colour options; Gold, Rose Gold and Silver. Should the user find themselves in an uncomfortable situation, a simple press of the button on the side of the jewellery sends a location and text to several pre-defined 'safe' contacts WITHOUT using a mobile phone. To achieve this, BOLD uses a new low power mobile standard called NB-IoT, which allows it to be much smaller and more discrete than any other previous technology.

NEED

In the UK and Ireland 6.8 million women will experience sexual assault in their lifetimes. This is enough to fill the O2 Arena over 340 times. The threat of sexual assault can cause people to feel vulnerable or lacking in the freedom to do what they want, when they want. This can be especially prevalent for women. Whether its walking home at night or going on an early morning run, everyone should have the assurance that they will arrive home safely. STAND's vision is to blend fashion and function to address assault, providing confidence, safety, and connectivity, that encourages all to live life fearlessly. The most well known option for addressing assault is a rape alarm. However, they aren't widely used due to their appearance, the difficulty of carrying them, and their reliance on intervention from the general public. Our product BOLD redefines personal safety. Charities in the area of sexual assault are crying out for a product like BOLD and we aim to provide a solution.

INNOVATION

Although some similar products exist in the form of Bluetooth buttons, all of them operate exclusively in the U.S. Our closest competitor is Athena by Roar, which has been criticized for not being discrete and for its reliance on a phone to send a message. There is currently no product that blends fashion, function, and subtlety whilst operating without a mobile phone. We are more accurately and specifically targeting the prevalent issue of assault when compared to similar products on the market. Our main competitive advantage comes from our product's ability to function without a phone, followed by our discrete design replicating the appearance of contemporary jewellery, avoiding unwanted attention or embarrassment.



LEAD CONTACT - BEN LINDSAY

info@standssafetywearables.com
www.standsafetywearables.com

TARGET MARKETS/USERS

BOLD's target user is young women aged 12-35, as this group has both an interest in the growing wearables market and an attraction to safety based devices. (17% already use a safety app and 78% expressed interest in a wearable safety button ref Mintel). BOLD's target market is women in this demographic and also those in a position of care for women aged 12-35. In a recent survey 70% of women in our target demographic said they would purchase BOLD and they ranked it along side popular jewellery brands like Nomination and Pandora in terms of wearability. In the future we hope to release further product ranges which are aimed at the elderly living at home alone, children, men and even sports enthusiasts. Our aim is to enable EVERYONE to live life fearlessly.

FEASIBILITY/VIABILITY

As previously mentioned, BOLD's small and discrete form factor is made possible by a new low power mobile technology called NB-IoT. This is currently being rolled out across the UK and Ireland and is fully available in many countries across the world. This standard is a narrower waveband version of 4g/5g, allowing it to consume much less power and have a smaller form factor. As well as this, NB-IoT has much greater penetration, allowing signals to travel underground and far within buildings. Previously this type of device would be made using components and a battery as large as a cigarette packet, but newer NB-IoT chips can have roughly the same surface area as a 5 pence coin, and even incorporate GPS for location and a processor to allow the device to 'think'. We are currently working with Vodafone and the Centre For Wireless Innovation in Queen's University Belfast. Our technical feasibility document was approved by the technical team within Invest Northern Ireland, this enabled us to attain grant funding from Invest NI.



Champion of Champions

FINALIST