

# Warren J. Baker Endowment

*for Excellence in Project-Based Learning*

**Robert D. Koob Endowment** *for Student Success*

The logo for Cal Poly, featuring the words "CAL POLY" in white, serif, uppercase letters on a dark green rectangular background.

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## **PROPOSAL NARRATIVE**

### **I. Project Title - Current - Using Technology to End Sexual Assault**

### **II. Abstract**

To prevent sexual assault on college campuses, Current has developed a phone case with a built-in stun gun that automatically calls the police, texts a user's emergency contacts, and activates the phone's video camera to identify suspects afterward. Right now our team consists of; Maxwell Fong a third year Business Administration major and Marketing concentration who will focus on the strategy, marketing, and sales aspect of current, Elan Timmons a fourth year Industrial Technology major who will work on the engineering and operational parts of Current, Lauren Olson a third year focusing on Accounting who will take on all of the financial aspects of the business, and Alyssa Wigant a fourth year Graphic Communication major who will focus on the graphic aspects including the App design, and Kristen Corey a third year Communications Studies major who will take on all of the copyright and branding. We have compiled a diverse team of students who are eager to undertake this Learn by Doing project to end sexual assault on college campuses using technology. . We are requesting \$5,000 in order to manufacture our final prototype of our phone case and get it into the hands of the people who need it most.

### **III. Introduction**

Starting as a marketing project in BUS 346, Current's team has been working on this project since November of 2015. Since its ideation, the team has collected responses from over 1,000 of its target market members across the U.S. and reached over 300 industry leaders to gauge receptivity. In the last five months, the team has worked with Industrial Technology students to engineer the case and has even had a local engineering company Patronus Labs Corporation review and approve the engineering (and is now on its 12th revision), secure a provisional patent, design the UI/UX for its app, produce marketing content, craft a business plan, and gain the support in the local community. These accomplishments, and many more, have been a direct result of the resources provided by Cal Poly including mentoring through the Hatchery and Innovation Quest. This is a project that spans fields such as engineering, business, and social change.



Our team found that the problem with self-defense products like pepper spray or stun guns is that they're rarely in the user's hand when needed. To help prevent sexual assault, Current has developed a solution that is always in a user's hand: a phone case with a built-in stun gun. The push of one external button activates the stun gun, automatically calls the police, sends out the user's location, and starts a video recording. This product integrates hardware and software to provide a user safety, convenience, and peace of mind while walking alone at night. A safety switch prevents accidental shock and the case's built-in battery even gives a user's phone extra battery life, which always keeps a reserve of battery to ensure that the stun gun can be used in an emergency.

#### **IV. Objective(s)**

Our team's goal is to use this funding to turn the team's rough functional prototype into a final production prototype which will be used to promote feedback, generate pre-sales, and jumpstart investment. This Learning by Doing opportunity will help our team learn how to bring a product to market while creating a change in society - stopping sexual assault on college campuses both in California and in the U.S.

All team members are talented, driven Cal Poly students that hope that at the successful funding and completion of the product, want to provide testimonials about their Learn By Doing experiences at Open House, Parents Weekend, and various Cal Poly websites and print medium to help promote the brand of Cal Poly through admissions demand and donor sponsorship.

#### **V. Methodology**

With this funding, our team will be able to fund its final prototype and launch its national campaign to end sexual assault. The team will use this prototype to present in front of venture capitalists (getting real world negotiation and pitching experience), start its kickstarter project (reaching national exposure), and launch by the projected date of September of this year. We are not just relying on ourselves though, we are using this project to work with mentors in the fields of engineering, production, marketing, business start ups, women's advocacy, and sexual and domestic violence, in order to learn as much from these industry experts as possible. By working with these industry experts and mentors, we will have the guidance in our execution and spending which will allow us to achieve our goals within budget.

#### **VI. Timeline**

In April we will finalize our pitch to investors manufacture the final prototype, launch Product Pre-Sales, create marketing content, and schedule investor pitches for May and June. In



May we plan on pitch to Investors, network, get customer feedback, and finalize both design, and branding. In June we will get full funding, launch a Kickstarter project for national recognition, begin manufacturing, and release new marketing content. In July we will oversee manufacturing, generate pre-sales, ask for reviews from bloggers, influencers, and internet tastemakers -building brand presence and a social media following. In August we will Oversee manufacturing, release reviews from bloggers, influencers, and internet tastemakers, and build brand presence and social media following. And in September we plan to deliver first round of products, fulfill pre-sale orders, fulfill Kickstarter orders, and launch product on Amazon and company website.

## **VII. Final Products and Dissemination**

Current is set to launch its product by this September and will have hundreds of units sold by December. In two years, Current will be on its third production run of the case and will have made cases not only compatible with the iPhone 6 and 6s, but will also have expanded into Android models as well. Current will have a majority market share in the phone-compatible personal safety technology niche as the company would have filed a utility patent protecting against new entrants to the market. By the end of the second year, Current will have built up enough brand equity to expand into other tech-based security solutions. Current believes that today's self defense tools are out of date and develops smart solutions through the integration of technology. By the time we have finished using the money that this endowment allows us, we will have a finalized production prototype, a national marketing campaign underway, a fully functional iPhone application, and unique content designed to help spread the word and raise awareness about sexual assault.

## **VIII. Budget Justification**

We conducted research to gauge demand for this product and have run financial projections to measure feasibility. Assuming optimistic conditions, this project will create safer campuses all over California and the U.S. Assuming pessimistic conditions, the team will still have a final prototype to show off to Cal Poly alumni, supporters, donors, current and prospective students. Our team would be willing to provide glowing testimonials and speaking engagements about how Cal Poly supports its Learn By Doing credo through tangible means. Having given several successful pitches, our team is highly skilled in giving engaging speeches and will happily tell our story of how Cal Poly enabled us to start a national movement and bring a product to market. This funding is necessary in order for us to proceed with the development of this idea and the opportunity for learning that goes along with it. We will use the money to manufacture a final production prototype which will be the stepping stone for our success in the future.

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CAL POLY

<b>Student Applicant(s):</b>	
<b>Faculty Advisor:</b>	
<b>Project Title:</b>	<b>Requested Endowment Fund</b>
<b>Travel</b>	<b>\$0</b>
Travel: In-state	\$0
Travel: Out-of-state	\$0
Travel: International	\$0
<b>Operating Expenses</b>	<b>\$ 1,270</b>
Non-computer Supplies & Materials	\$700
Computer Supplies & Materials	\$100
Software/Software Licenses	\$0
Printing/Duplication	\$40
Postage/Shipping	\$30
Registration	\$0
Membership Dues & Subscriptions	\$0
Multimedia Services	\$0
Advertising	\$200
Journal Publication Costs/ Patent Filing	\$200
<b>Contractual Services</b>	<b>\$3,730</b>
Contracted Services/ Manufacturing	\$3,730
Equipment Rental/Lease Agreements	\$0
Service/Maintenance Agreements	\$0
	<b>\$5,000.00</b>

## PROPOSAL BUDGET



**CAL POLY**  
ORFALEA COLLEGE OF BUSINESS  
SAN LUIS OBISPO

Tel 805-756-2704  
Fax 805-756-1473

April 27, 2016

To Whom It May Concern,

I am writing to give my fullest support and recommendation for the project to deter sexual assault on college campuses using technology, proposed by Maxwell Fong, Lauren Olson, and Elan Timmons.

I first met these three students in the BUS 346 class I taught fall quarter 2015 where they outperformed over 60 other teams and won first place in the final marketing plan pitch presentation. Since then, the team has consistently gone above and beyond my expectations, and transformed their idea of using technology to deter sexual assault on college campuses into a reality.

I intend to give this project my fullest support and attention. I will meet with Maxwell, Lauren, and Elan, regularly and stay up to date with their milestones, budgets, and goals. I met with them regularly over the course of their project during my class and they were successful in not only getting incredible amounts of work done on time, but even finishing ahead of schedule. I will provide connections with various mentors and experts whenever possible and I will give them access to my own industry connections to further their product idea.

Maxwell, Elan, and Lauren are intelligent, charismatic, driven, and detail-oriented students. In the time that I have known them, I can confidently state that they embody Cal Poly's *Learn by Doing* philosophy. Their focused goal of trying to deter sexual harassment at university campuses is a great example of how Cal Poly students can affect others and drive social change. I hope that they will be awarded funding to enable them to manufacture their final prototype. Please let me know if I can provide any additional information.

Warm Regards,



Sharon Dobson  
Lecturer of Accounting, Finance, and Marketing

Office: 805.756.2710 Cell: 805.202.6316  
sdobson@calpoly.edu

April 25, 2016

To Whom It May Concern,

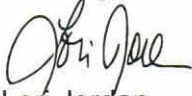
I am writing to give my support and recommendation to the project to deter sexual assault on college campuses using technology, led by Maxwell Fong, Elan Timmons, and Lauren Olson.

I first met this team of three students during their final round presentation for this project, where they won first place, out of 60 teams. I asked them to join The Hatchery, which I run here on campus, and hosts 50+ teams and projects. Over the school year, this is one of ten teams I have asked to represent The Hatchery at speaking engagements and promotions.

I will give this project my support and attention and will meet with Maxwell, Elan and Lauren regularly to stay up to date on their progress, including milestones, budgets and goals. During their time in The Hatchery this year, I have met with them frequently and they have consistently hit their goals and objectives each month. They will continue to have access to The Hatchery where they can work and collaborate with other teams. I will also help them connect with mentors and experts through the Center For Innovation & Entrepreneurship network. Where there is a fit, I will connect them with industry people in my own network to help with their project.

Maxwell, Elan, and Lauren are intelligent, biased towards action, charismatic, driven, and detail-oriented. As a Cal Poly alum myself, I can confidently state that they embody Cal Poly's Learn by Doing motto. Their cause of trying to deter sexual harassment at university campuses is a great example of how CalPoly students can affect others and be drivers of social change in the world. I hope that they will be awarded funding to enable them to manufacture their final prototype.

Best regards,



Lori Jordan

Student Innovation Programs

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