



Delivering Empowerment Self Defense, the most effective violence prevention protocol available, in an interactive, multimedia, AI-driven mobile app

The problem:

1 in 3 women and 1 in 4 men globally experience violence in their lifetime

The solution:

Research shows teaching ESD reduces violent incidents

The product:

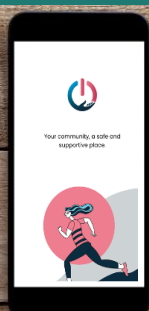
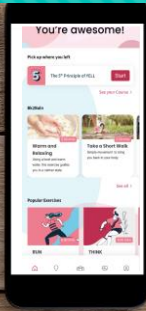
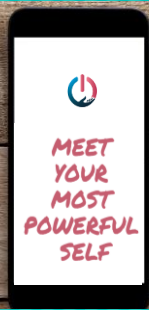
A mobile app delivering ESD can reduce violence worldwide

Investment Thesis:

- B2B Business Model
- Customization for culture and language
- Integration with ESD professional global network
- Potential worldwide market across all demographics

Impact Thesis:

- Research shows ESD reduces completed acts of violence.
- Network of ESD teachers in more than 50 countries
- Reducing acts of violence on campus and in the corporate workplace increases productivity and success



Timeline



Executive team



Yehudit Zicklin-Sidikman, CEO



Ran Milun, COO



Sara Halevi, CMO

Production Partner



Sales and Distribution Partner

