



MyPwr

**MEET
YOUR
MOST
POWERFUL
SELF**

MyPwr App

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



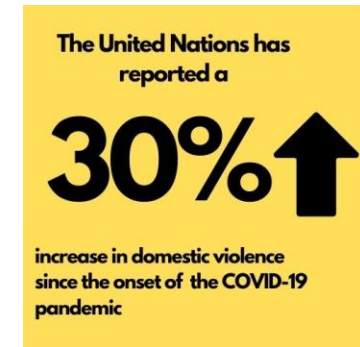
Empowerment
Self Defense
Is the only
proven method
for reducing
interpersonal
violence

The Problem:

Worldwide, **one in three women and one in four men** experience violence in their lifetime.

The Complication:

Isolation caused by the pandemic has increased incidents of domestic violence by more than 30%.



The Solution:

Making Empowerment Self Defense available to all in a user-friendly, affordable mobile app.



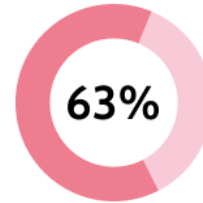
Research shows...

Research has proven that
**learning ESD reduces
completed acts of
violence by**

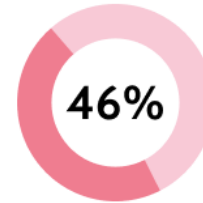
50% ↓

University Women in Canada

one year after completing a 12-hour ESD program



Reduced risk of
Attempted Rape



Reduced risk of
Completed Rape

Adolescent girls in Kenya

one year after completing a 12-hour ESD program

46%
Decline in School
Dropouts
due to pregnancy

52%
Used the skills
they learned
to stop a
Sexual Assault

63%
Less likely
to experience a
Sexual
Assault

College women in the United States

one year after completing a 12-hour ESD program

	Unwanted Contact	Attempted Rape	Completed Rape
Comparison Group	20%	8%	3%
ESD Students	9%	3%	0%

**Empowerment
Self Defense**
Is being taught in
**More than 50
countries
Worldwide**

ESD Increases:

- Self-confidence and self-efficacy
- Perceived control
- Assertiveness
- Physical competence
- Disclosure

ESD Decreases:

- Anxiety
- Fear
- Feelings of helplessness
- Self-blame

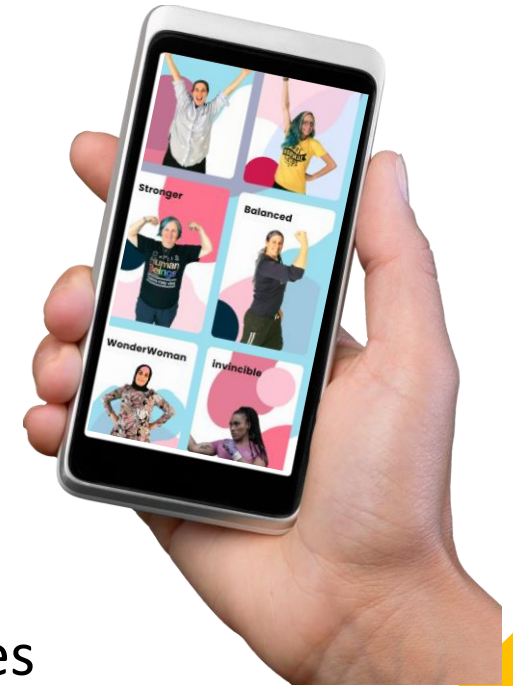
(Breklin 2008 and Hollander 2014).



ESD in a
mobile app:
The user
becomes their
own ESD
instructor

MyPwr App makes learning ESD:

- Affordable
- Accessible
- Scalable
- Easy to customize
- Appeal to all learning styles
- Convenient
- Self-scheduled



Highlights of the App's Features

AI feature learns the user's preferences and learning style.

A holistic, comprehensive, multimedia course in Empowerment Self Defense.

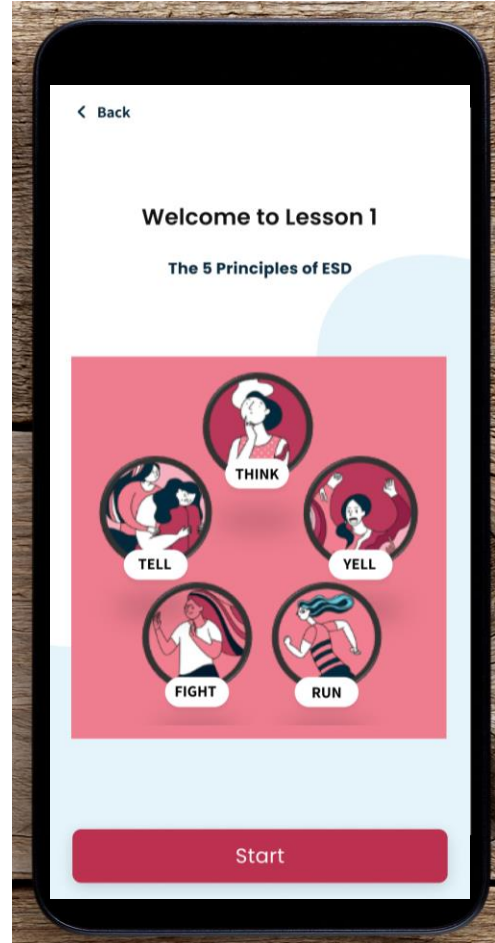
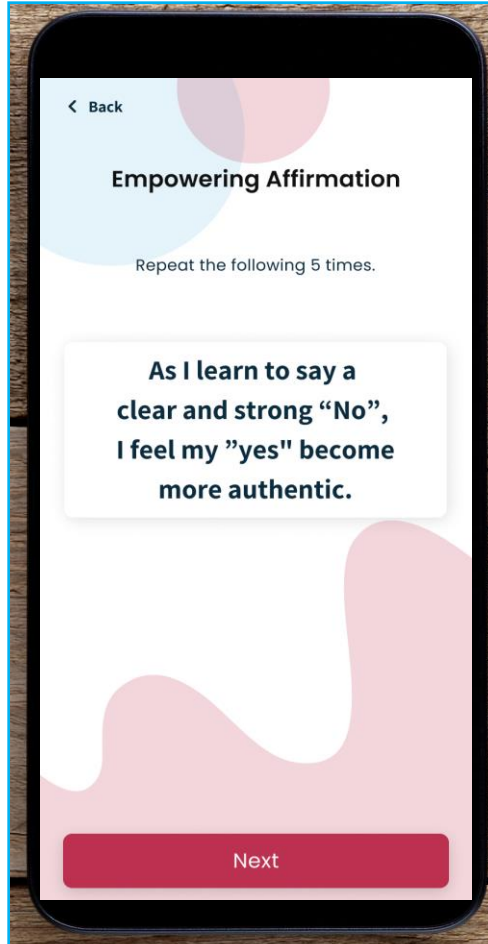
Community support circle that is both anonymous and supervised.

Safety features to help identify and protect users in distress.

- Instructional videos teach simple moves that are easy to master.
- Resource library that will be refreshed on a weekly basis.
- Customization and branding for businesses, universities and governments.
- Can be packaged with in-person training classes and workshops.
- Users who are motivated to continue learning ESD can receive advanced training.
- Animation and voiceover features enable language customization.



A Look Inside the App



For more of this check out our video [here](#).

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Business Model – B2C

Early Adopters & Go To Market

- Utilizing current global network of ESD practitioners
- Current focus on ESD practitioners, mental health professionals, and first responders to offer app to relevant circles
- Hundreds of partners from dozens of countries already onboard to test Beta, share the app, and run support circles

Key Performance Indicators

- Onboarding users
 - 10,000 in year one, 100,000 year two
- Engagement
 - Completing the lessons
 - Ongoing involvement & sharing
 - Participation in community & support circles
- Pricing: freemium model



Business Model – B2B

Early Adopters & Go To Market

Higher Education in USA:

- Pain point: publicized legal cases with high payouts
- Customization relevant for campus life
- Status: ongoing discussion with mid-size college for pilot program

Pricing & Monetization

- Monthly subscription fee model
 - No upfront payment
 - Reflects value of renewing content, includes value of customization
 - High value for us from big institutions, with low impact on their operating budget
- Nominal annual price/user



MyPwr

Financial Projections

Assumptions B2B	2022 (pilots)	2023	2024	2025	2026
Total B2B customers	4	16	63	190	410
Price per user (B2B, USD/year)	0\$	6\$	6\$	6\$	6\$
Assumptions B2C	2022	2023	2024	2025	2026
Downloads	10,000	40,000	180,000	607,500	2,126,250
B2C Users	10,000	45,000	202,500	708,750	2,480,625
Price per user (B2C, USD/year)	0\$	7\$	7\$	7\$	7\$
Projections	2022	2023	2024	2025	2026
Paying B2C users	200	800	3,600	12,150	42,525
Income from Paying B2C users	-\$	5,600\$	25,200\$	85,050\$	297,675\$
Income from B2B customers	-\$	150,000\$	594,000\$	1,842,000\$	4,350,000\$
Results	2022	2023	2024	2025	2026
Income	-\$	155,600\$	619,200\$	1,927,050\$	4,647,675\$
Expenses	1,630,313\$	2,037,891\$	2,547,364\$	3,184,205\$	3,980,257\$
Profit	(1,630,313)\$	(1,882,291)\$	(1,928,164)\$	(1,257,155)\$	667,418\$
Aggregate profit	(1,630,313)\$	(3,512,604)\$	(5,440,769)\$	(6,697,924)\$	(6,030,505)\$

Go to Market Timeline



July 2022

Beta Launch
English and Hebrew



Sept. 2022

MVP Launch



June 2023

Arabic, Russian, Spanish
Albanian, Czech



Aug. 2022

B2B Pilot (College/University)



Jan. 2023

B2B Launch



Go To Market Strategy

Target Market:

With a nearly limitless ability to customize for language, culture, gender, location and ability, the MyPwr App has a potentially enormous market. The initial product targets adult women. No previous knowledge of ESD is required to use the App.

Distribution Strategy:

We will be using our worldwide network of ESD instructors and practitioners in 50 countries to reach our consumer base. PAVE Prevention is our first-line partner in distribution and increasing the App's traction.

B2B Rollout Strategy:

MyPwr Ltd is already in negotiations with a pilot campus to launch our B2B product. This school is part of a larger University network that offers the potential for dozens of schools to follow.

Strategic Partnerships: (partial list)



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PMR EMPOWERMENT
CONFIDENCE. COURAGE. CONNECTION.

Need:

\$665,000 Start-Up Seed Funding used for Market penetration into the first 10 countries in 2022-2023 and the Development of the first five language versions.

Executive Team:

***Yehudit Zicklin-Sidikman**, MBA, CEO, Social Entrepreneur
For 20 years she has created and supported Empowerment Self Defense (ESD) and Violence Prevention Education to build accessible programs worldwide.

***Sara Halevi**, MA, CMO
Sara has spent a decade as a marketing executive in the Start-up high-tech ecosystem. Psychologist, speaker, and published author with experience in multimedia production, she has an arsenal of tools to bring visibility, unique branding and high energy to the company.

***Ran Milun**, COO
Ran is an experienced content and strategy specialist, with a demonstrated background in operationalizing strategy, budget management, and spearheading projects and initiatives.

