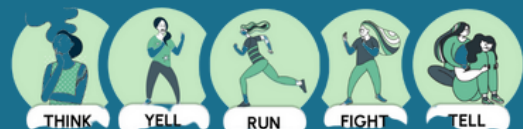# MyPwr

COLLEGE-AGE WOMEN ARE AT RISK

5 Principles of ESD:

The key components of Think, Yell, Run, Fight, Tell, ESD seeks to reduce and eliminate cases of interpersonal violence.

THINK YELL RUN FIGHT TELL

Violence Prevention **Information Technology** **Creating Safer Communities**

WHO IS MYPWR?

- MyPwr Ltd is a social-tech start-up that was created with the objective of developing a scalable and user-friendly solution to teach the principles of Empowerment Self Defense (ESD) with the goal of eliminating interpersonal and gender-based violence.

WHAT IS EMPOWERMENT SELF DEFENSE?

- ESD is a comprehensive approach to violence prevention and resistance education that emphasizes awareness and assertiveness skills in addition to verbal and physical strategies.

- All of the strategies are easy to learn and highly effective in preventing or ending an assault.

- ESD classes are designed to empower students and build their confidence.

- Using the 5 key components of Think, Yell, Run, Fight, Tell, ESD seeks to reduce and eliminate cases of interpersonal violence.

OUR SOLUTION

- The MyPwr App is a cutting-edge, interactive, AI driven digital classroom designed for 21st-century learners.

- It offers 21 comprehensive ESD lessons that cover all the necessary skills and principles taught in traditional ESD classes.

- Using a range of multimedia formats like audio, video, text, animation and gaming, the MyPwr App caters to all types of learners.

- The App has a supportive virtual community, a resource center, and an extensive library of instructional videos, making it an all-in-one platform for ESD education.

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