



SHAKTI
Fashion meets Safety

UNLEASHING THE FEMININE POWER

GIVE THEM THE RIGHT TOOL AND SET THEM FREE

TYPES OF VIOLENCE REPORTED BY WOMEN:



40%
SEXUAL
HARASSMENT



36%
PHYSICAL
ABUSE



50%
VERBAL
ABUSE

Note: Based on pooled estimates from a 2021 study of 13 countries
Source: Measuring the shadow pandemic: Violence against women during COVID-19



Fast Facts



1 in 3 women worldwide have experienced physical or sexual violence – mostly by an intimate partner



In 2012, 1 in 2 women killed worldwide were killed by their partners or family. Only 1 out of 20 of all men killed were killed in such circumstances

Are there laws to protect women?



of all countries have outlawed domestic violence

Only **52**

countries have explicitly criminalized rape within marriage

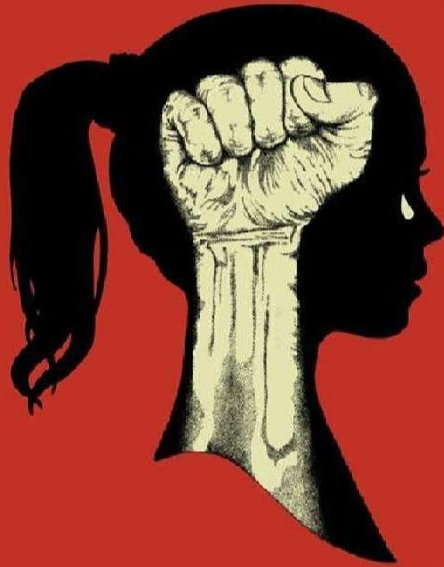
In fact, **2.6 billion**

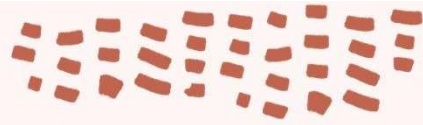
women and girls live in countries where marital rape is not explicitly criminalized

Our Vision

“EMPOWERING THE EMPOWERED”

•
**BE A NON LETHAL WEAPONS COMPANY SERVING MAJOR
ISSUES LIKE WOMEN SAFETY , ELDERLY CARE . PERSONAL
SAFETY SERVING INDIVIDUALS , ORGANISATION AND THE
GOVERNMENT .**





PROBLEM

As Indians we are definitely aware about the problem but a quick fact check on the latest data -

1. Unfortunately one Indian women gets raped every 16 minutes.
2. Out of 4+ lakh criminal cases registered with women as victims more than 33% of them were of domestic violence.
3. Two out of every three women face eve -teasing in one form or the other on daily basis.
4. Around 53% of Indian kids face sexual assault, inappropriate touch , abuse and are exposed to such violence at an extremely young age.

THE BIGGER PROBLEM

There is no single device that allows an Indian women to solve the endangered situation **end to end on her own** .

Despite the current available solutions ,there is an exponential rise in the no of cases against women and Children

Extreme high dependency on the police force and external helps in case of an emergency / endangered situation.

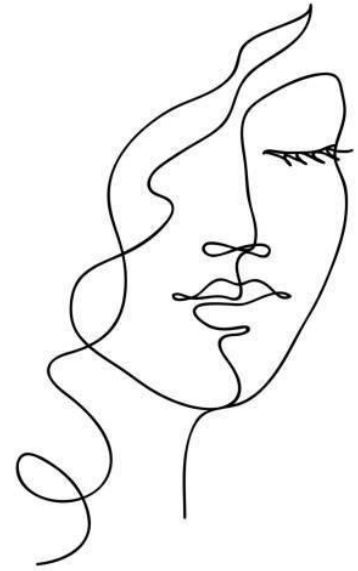


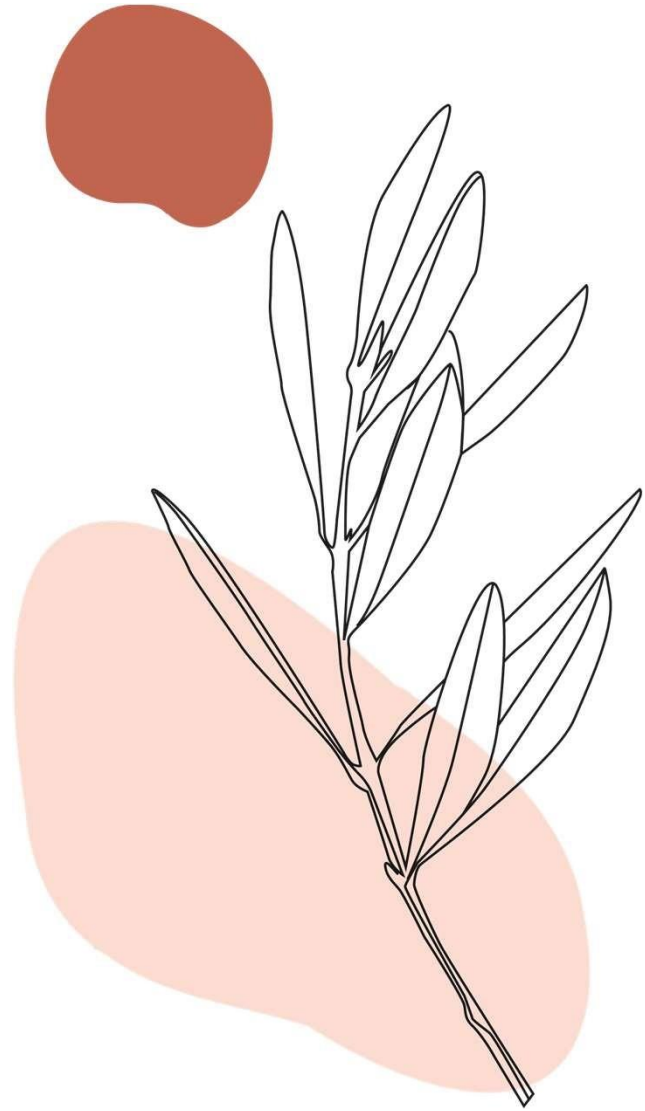
SHAKTI

Fashion meets Safety

SOLUTION

- ❑ SHAKTI is India's first women safety hand wearable band that solves the end to end needs of a women in an endangered situation that risks her safety.
- ❑ A smart band with a 'mild shock giving feature' to give 'escape time' to the user and 'scares away' the attacker. The feature can be activated via ON/OFF button.
- ❑ After the shock feature activation ,the live location of the user is pushed to their selected top 3 contacts through SMS/whatsapp via SHAKTI application.





Features and Specs

1

Shock

- Surprise the attacker with nerve numbing shock , lowering down the nervous system for 2 minutes

2

S.O.S

- Send SOS message on SMS, WhatsApp & other platforms.

3

Track

- Track each move of your loved once

4

Design

- Trendy design with customizable patterns and a regulator that can change the intensity of current as per the seriousness of the situation

How It Works!



Shakti has two prominent features – **electrification and live location sharing**

1. **Electrification-** A mild square non-deadly current gets generated when the attached button to the bangle is turned on. This is a non-deadly current which scares a weather attacker and allows the user to buy some additional time to deal with the situation. The emitted current is below 2 AMPHERE and has been tested under every circumstance which makes it non-deadly in every situation and can be operated via a **regulator**
2. While the second feature is the **Bluetooth application connectivity**. Within this feature whenever the attach button to the bangle is turned on, the Shakti application (that would be installed like any other ordinary app in the user's mobile phone- both android and IOS) would detect and send their current live location to their saved top five contacts seeking for help via WhatsApp and text messages

USP – WHAT MAKES US DIFFERENT !

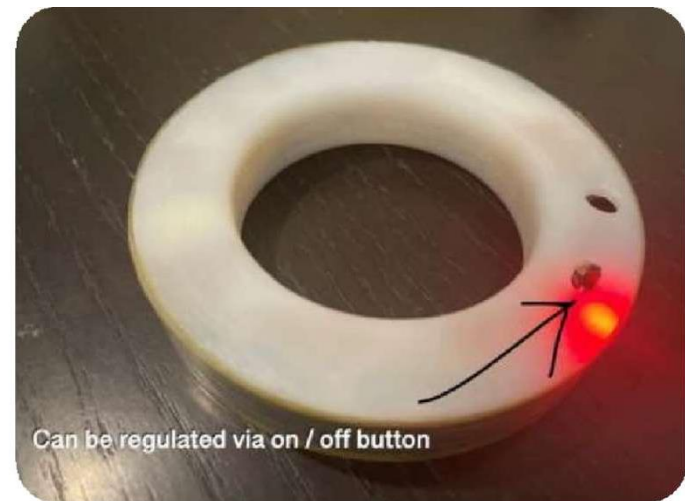
Innovation merit – There is no single dedicated device today that can allow an average Indian woman to solve crimes like rapes, domestic violence etc on **her own from end to end** .

The innovation in the proposed solution is the electrification feature and sos feature installed in a wearable format with a **regulator** and a button to regulate the emitted current and prevent crimes by lowering down the attacker's nervous system without causing any death harm making it **India's first one such product**

Business advantage is the **product novelty and first mover advantage** along with **exceptional executional strategies** . All these factors collectively provide an edge to the project

Existing technology involves various marketed but **sos applications** , pepper spray with **extreme high dependency** on police forces and political blaming

PROTOTYPEIMAGES- only for technology demonstration



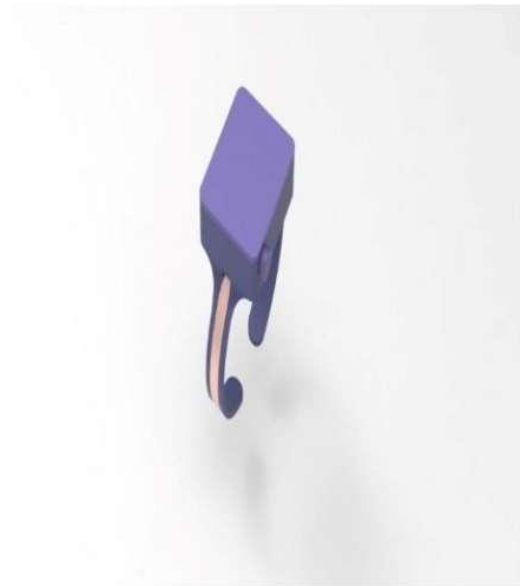
POC TO FINAL PRODUCT

How we started to the end product -

Prototype-



Mid stage development-



Final product





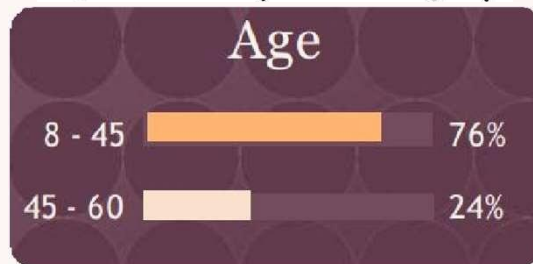
ACTUAL PRODUCT

Cost -



1. B2B AND B2C – Rs 1700/-
 2. Government – Rs 1091 /-
 3. Low income category – Free distribution under CSR
- 

TAM and potential customers



- ❑ Females from the age of 13 years onwards pan India from all economical background (price blocking model).
- ❑ Kids (Males and females) from the age of 6 to 12 years .
- ❑ OVER 64% OF THE INDIAN POPULATION NEEDS THIS PRODUCT

Business model -



- **Hybrid mixture of both** online and offline sales in 3 categories – **b2b** , **b2c** and **b2g**
 - . Online sales to happen via own website and marketplaces
 - In b2b category – we intend to collaborate with schools , colleges and corporates
 - In b2g category we are currently pitching to multiple state and central governments and departments like – WCD and ministry of law and justice
- 

Current Traction

1. Survey sampling done over 3500 + women while more than 78% said yes to a product like Shakti
2. Working poc achieved ; TRL = 8
3. Pitched and initiated conversation with Central WCD , state WCD , Gujarat state , Delhi and Rajasthan .
4. Grants received = 18 LAKHS (SISF)

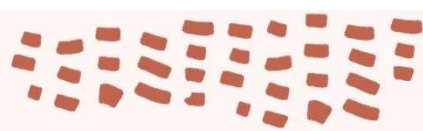


RANGE OF PRODUCTS –

OWN INVENTED/ PATENTED PRODUCTS + IMPORTED PRODUCTS

WE LOVE INNOVATING !

- SHAKTI WOMEN SAFETY BAND
- SHAKTI SMART WATCHES – SAFETY + TIME
- SHAKTI ELDERLY CARE FALL DETECTION SMART BANDS
- SHAKTI KIDS SAFETY BANDS
- SHAKTI SURAKSHA LAATHI
- MANY MORE
- IMPORTED WEAPONS FOR DEFENCE , POLICE ETC



TEAM

1. Srishti Sharma – Founder and CEO

www.thesrishtisharma.com

A serial entrepreneur and a social activist.

With 9+ years of experience in ideation , management, finance , fundraise , operations and administration. Have built startups in gaming , healthcare and foodtech space . Also the founder [of Kilkari](#) and rehmata in my experience of social entrepreneurship.

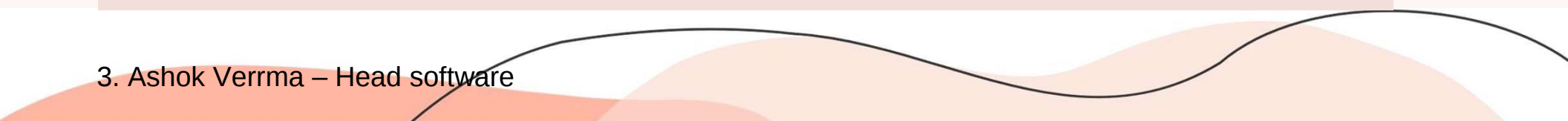
5 timed TEDx speaker and awarded as Asia's most innovative women entrepreneur.

,2. Abhishek Sharma- Technical head (electronics and hardware)

With a decade of experience of development and electronics .

Successfully built companies in smart appliances in the past and have worked with the biggest home appliance brands like – khaitan , Crompton etc

3. Ashok Verrma – Head software



Safety- we deal with all safety measures

Effects of Electrical Current* on the Body ³	
Current	Reaction
1 milliamp	Just a faint tingle.
5 milliamps	Slight shock felt. Disturbing, but not painful. Most people can "let go." However, strong involuntary movements can cause injuries.
6-25 milliamps (women)†	Painful shock. Muscular control is lost. This is the range where "freezing currents" start. It may not be possible to "let go."
9-30 milliamps (men)	
50-150 milliamps	Extremely painful shock, respiratory arrest (breathing stops), severe muscle contractions. Flexor muscles may cause holding on; extensor muscles may cause intense pushing away. Death is possible.
1,000- 4,300 milliamps (1-4.3 amps)	Ventricular fibrillation (heart pumping action not rhythmic) occurs. Muscles contract; nerve damage occurs. Death is likely.
10,000 milliamps (10 amps)	Cardiac arrest and severe burns occur. Death is probable.
15,000 milliamps (15 amps)	Lowest overcurrent at which a typical fuse or circuit breaker opens a circuit!
*Effects are for voltages less than about 600 volts. Higher voltages also cause severe burns. †Differences in muscle and fat content affect the severity of shock.	



SHAKTI IS SAFE FOR THE ATTACKER AND THE WOMEN !

- ❑ The electric shock emitted is well within the defined safety range
 - ❑ We work on 'High voltage X Low current' advancement which is not deadly for the attacker
 - ❑ The inside of the bracelet is insulated while on activating the 'on' button, when the attacker's skin gets in touch with the bracelet receives an electric shock
 - ❑ The bangle has been tested under every circumstance to claim it to be non deadly
- 







**With Advocate Seema Kushwaha
- Nirbhaya Lawyer**



Winner at Indian chamber
commerce start-o-vanza

COMPETITION AND RECOGNITION -

Some work recognitions



Every day we open the newspapers and are welcomed with morning headlines — 'Two women brutally raped and murdered, cases against women domestic violence are at an all-time high, a six-month-old baby was brutally assaulted and left to die.' We read these headlines, Feel bad, criticize the government and the police and simply forget it.

By Raksha Balakrishnan | 16th Nov 2022

This serial entrepreneur's safety wearable for women disarms attackers with mild current



Srishti Sharma has developed Shakti, a wearable device for women that electrifies an attacker when the user presses the button twice. It also sends your last detected live location to your nearby top three contacts via WhatsApp and text message.

A serial entrepreneur, Shristi Sharma, like every other woman in the country, was deeply affected by the Nirbhaya incident and wanted to innovate for women's safety.



#Personal Stories

How Shakti Is Striving Towards Equality Than Asking For It

SRISHTI SHARMA | September 17, 2022



I was born and brought up in New Delhi in a family where fathers were supposed to be the sole breadwinners while mothers were supposed to raise kids and build a 'good family.' My childhood was not very special but I remember having a dominating father and a submissive mother, as I grew older I realised my mother wanted to be a doctor but was



RECOGNISED AS ASIA'S MOST INNOVATIVE WOMAN ENTREPRENEUR

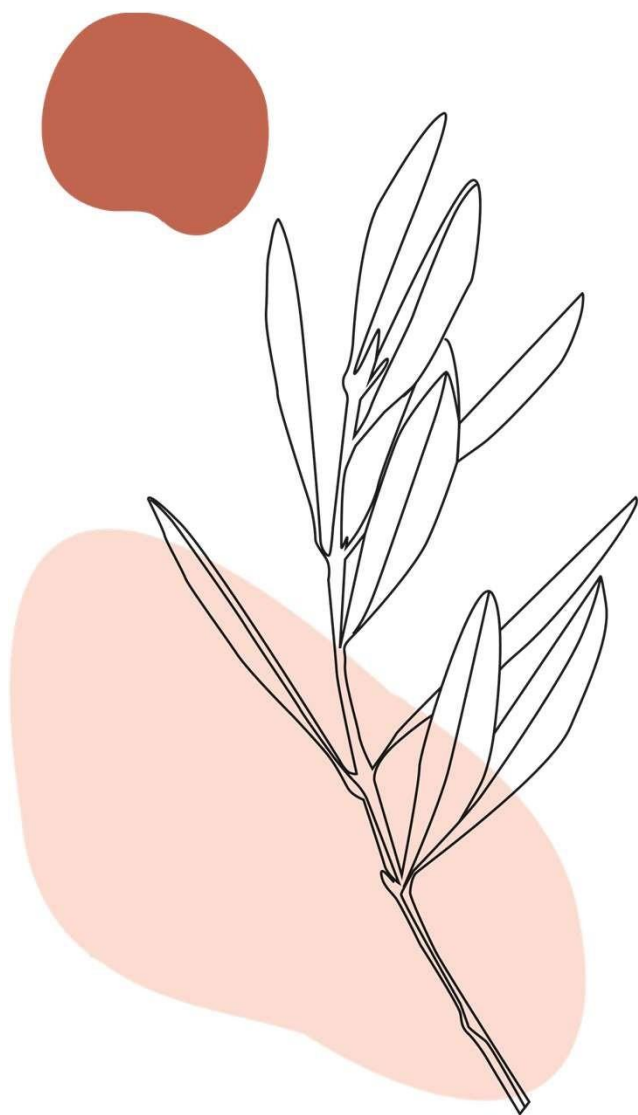


SHAKTI

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How do use Shakti wearable
Steps explained -



THANKYOU
For any queries , visit
www.shaktiwearables.com