

Case Study ROAR for Good Prototype - 2014

Athena, a safety jewelry designed to help reduce assaults

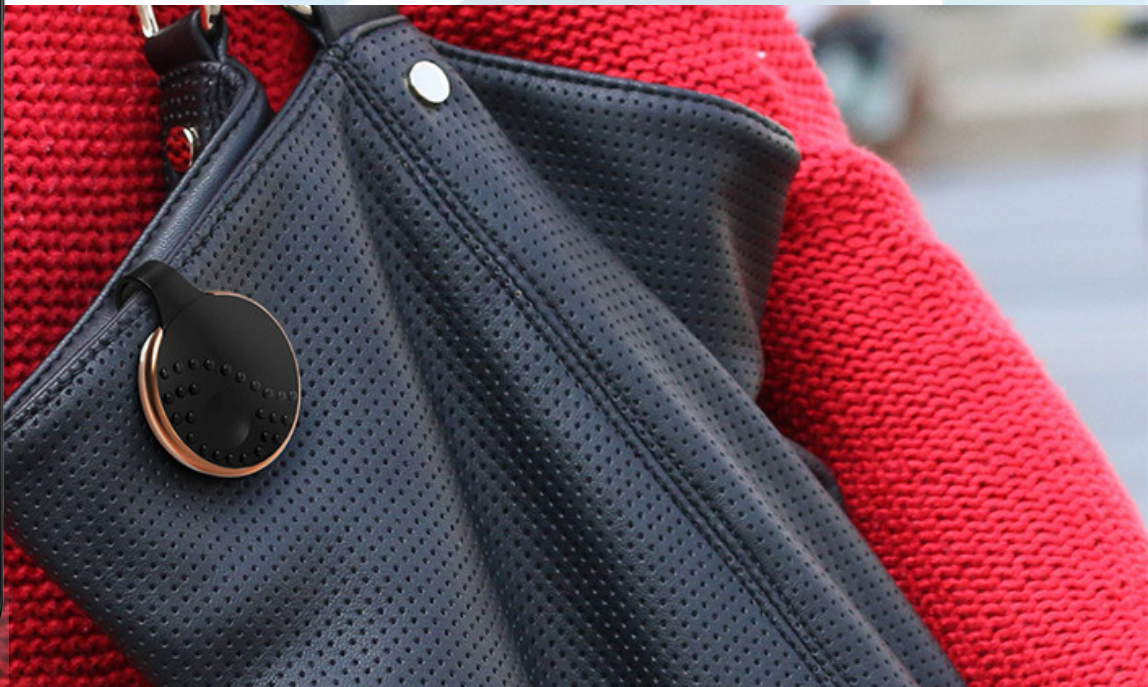
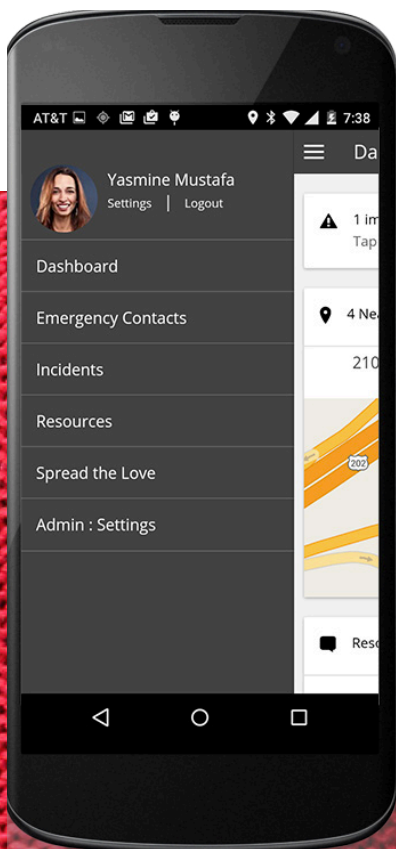
The Problem

The founders of ROAR for Good, Yasmine Mustafa and Anthony Gold, purposely designed Athena Safety jewelry to reduce assaults and help save lives. Their key mission of protecting women at the touch of a button employs a discrete piece of smart safety jewelry powered by software that triggers an alarm or silently sends text messages to the wearer's contacts during an unsafe situation.

Yasmine and Anthony required a prototype of their solution as a proof of concept aimed at potential investors and industry leaders, and they began the lengthy and challenging processes of developing a physical product. They first worked with an electrical engineer to create test board and then contracted SparkNET to swiftly build their integrated mobile software solution.

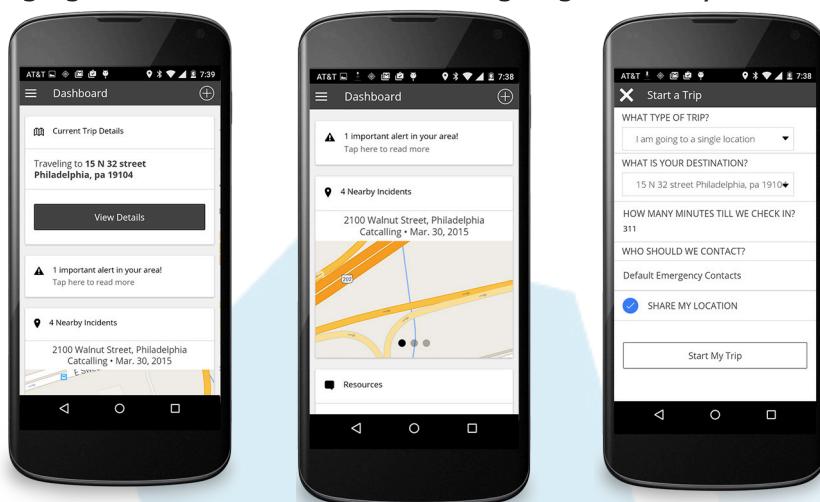
They unveiled their prototype at several events and subsequently completed initial seed funding. Using the prototype as a launch pad they successfully received **667% of their funding goal** in their inaugural Indiegogo campaign.

[IndieGoGo Campaign](#)



The Solution

Our developers at SparkNET leveraged Bluetooth Beacons to build a low-powered Bluetooth Integration solution. Since Beacons are multicast and extremely powerful, multiple Beacons can be running at the same time, sending data that is relayed through any hub. This allows the ROAR device to cast its emergency broadcast through any open channel in the ROAR network. SparkNET's solution also incorporated GPS and text messaging powered by Twilio to distribute safety information to selected contacts. Originally designed for Android, the prototype initially ran on iOS as well, with just a few limitations. The smart safety jewelry was ready to show off as a prototype, sending alerts to people and managing information about what was going on locally.



The Results

SparkNET's efforts helped ROAR determine where to spend their time and money in order to make improvements for their users. Using our prototype ROAR for Good was able to demonstrate their core product at various events in Philadelphia and to a number of investors. The company won almost all of the competitions they entered that year at Philly Tech Week. The successful prototype also garnered enough funding and investment support for the company to take the product to the next level.

Through this project, SparkNET gained a keener understanding of low-powered Bluetooth—specifically, in terms of its limitations, especially as related to beacons and programming in that capacity. We learned more about constant geo location and how it has evolved from its early days—particularly the use of an accelerometer to detect motion before pinging the location again.

ROAR learned about the limitations of the technology stack that existed. They also gained deep insight into how people want to interact with their device and where to allocate their resources.

To learn more about ROAR for Good and their mission to reduce assaults and empower women, visit them at roarforgood.com.

See the latest on ROAR at www.roarforgood.com