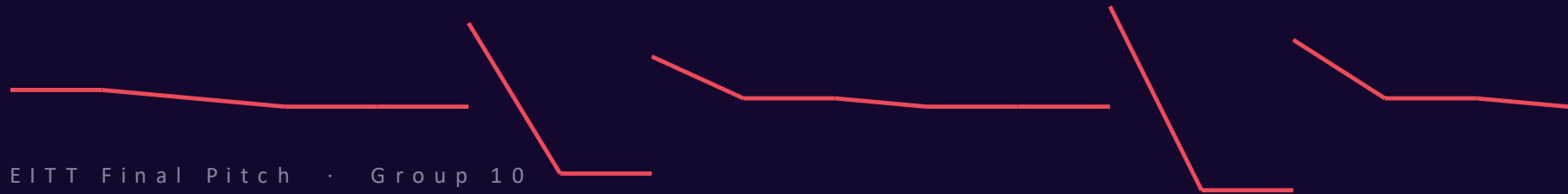


PULSEBAND



Safety on the dancefloor.

A wearable that keeps your group connected and finds you when something goes wrong.



A night out shouldn't be a risk assessment.

Today, for too many young women, it still is.

80%

women expect inappropriate behaviour towards them or a friend on a night out

Drinkaware / YouGov, 2017

54%

students have been separated from their friends because of drinking

Student Choices & Alcohol Matters, 2010

33%

women report being a victim of drink spiking or knowing someone you was

YouGov UK drink-spiking, 2021

And these are the cases that make it into the data.

How it happens.

A pattern almost every woman recognises.

23:00



You arrive together

Friend group, group chat open, full battery.

01:30



Crowded floor

Loud music, no signal, the group drifts apart.

02:15



**Separated,
vulnerable**

You can't see your friends. Phone is dying. A stranger gets too close.

02:40



Something is wrong

Heart racing, disoriented. No one knows where you are.

By the time anyone realises, it is already too late to coordinate.

A market built by the absence of a solution.



Why Iberia first.

€20B+

Spanish bar, pub & nightclub industry revenue (2024)

8.5M+

Young adults (18–30) in Portugal & Spain

15%

Annual growth in personal safety alarms (2025–2033)

**Lisbon, Porto, Madrid,
Barcelona**

Four launch cities with dense nightlife and student populations

Sources: IBISWorld / Statista (2024); Market Reports World, Value Market Research, DataInsights (2025).

Introducing

Pulseband.

A discreet, club-grade safety bracelet that links your group, watches your vitals and guides your friends to you the moment something feels off.



Connected group Sync with your friends in one tap.



Always watching Continuous heart-rate and motion sensing, no button to press.



Found in seconds When a friend needs you, their bracelet becomes a compass.



P U L S E B A N D · v 1

How it works.

Four steps. No button. No app to open in the middle of the dancefloor.

0 1



Sync

Open the app once at the start of the night. Pair every friend's bracelet in one tap.

0 2



Monitor

Each band tracks heart rate, motion and proximity continuously. Encrypted, on-device.

0 3



Detect

Anomaly (sudden HR spike, fall, drop-off) triggers a silent alert to the whole group.

0 4



Locate

Friends' bands switch into compass mode and guide them through the venue to you.

You can also trigger "find a friend" yourself, if you feel lost, your band points the way to anyone in the group.

What works elsewhere and where it breaks down.

Every alternative is good at something. None of them survive a Saturday at 2am on the dancefloor.

InvisaWear / Flare

Smart safety jewelry

- ✓ Discreet panic button on a wearable
- ✓ Sends GPS location to contacts
- ✗ You have to press it — and remember to
- ✗ Not designed for clubs (loud, dark)

Smartwatch SOS

Apple Watch, Garmin, etc.

- ✓ Continuous heart rate + fall detection
- ✓ Always on your wrist
- ✗ Tiny screen, complex menus to escalate
- ✗ Battery rarely lasts the whole night

Find My / WhatsApp

Live location sharing

- ✓ Friends already use it daily
- ✓ Works city-wide when phones are awake
- ✗ Needs an unlocked phone with signal
- ✗ No alert when something is wrong

P U L S E B A N D

Continuous biometrics + group as the response unit + built for the dancefloor.

How we make money.

Hardware first. Subscription and data become possible once we own the wrist.

PHASE 1 · LAUNCH

Hardware sales

Validated

- €19.95 retail per band
- €8 COGS → ~60% gross margin
- Sold as singles or multi-packs (group purchase)
- DTC store + retail (Worten, FNAC, online)

PHASE 2 · YEAR 2+

Premium subscription

Exploring

- Optional Pulseband+ tier
- “Guardian Mode”: optional night-out status shared with trusted contacts.
- Advanced anomaly models / personalised baselines
- Family / partner dashboard for emergency alerts

PHASE 3 · YEAR 3+

Venue safety data

Long-term opportunity

- Aggregated, anonymised venue-level safety signals
- Sold to mapping platforms (e.g. Google Maps ratings)
- Insurance, city tourism boards, venue operators
- Privacy-by-design: never individual data

PHASE 1 UNIT
ECONOMICS

Retail

€19.95

COGS

€8

Margin

~60%

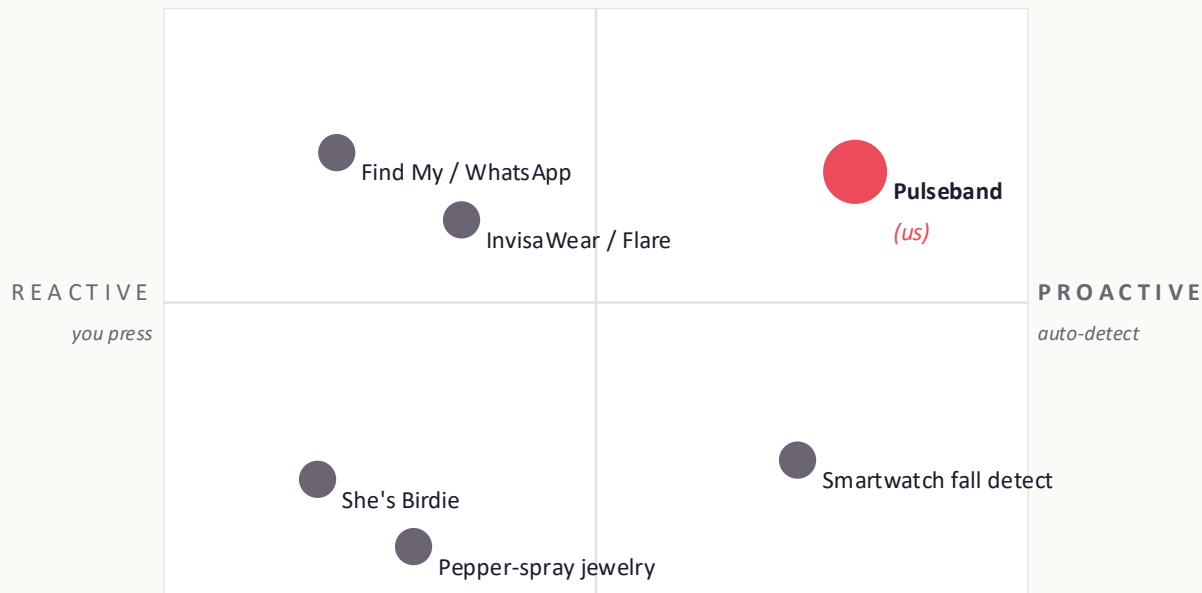
Group/5

€90

Where Pulseband sits.

Every alternative occupies one half of the puzzle. None of them combine both.

NETWORKED · group response



STANDALONE · solo SOS

Each alternative has half.

Find My / InvisiWear: networked, but you have to act first.

Smartwatch: proactive (fall detect), but the alert stays on your wrist.

Pulseband: auto-detects the anomaly AND routes it to your friends.

Validation.

What we tested. What we heard. What we changed.



Problem discovery

Customer interviews — Lisbon

- 352 women aged 18–35 who go out weekly
- Group separation— most common pain expressed
- Hypothesis confirmed: separation in the venue is the #1 trigger of unsafe situations



Solution validation

Concept tests & MVP feedback

- Hypothesis confirmed: Optional direct location sharing on button with security on venues is desired by users.
- Hypothesis confirmed: Having an almost invisible way to get help makes it more likely for the user to get help
- Top requested feature: silent-alert-to-group (not 911-style escalation)



Willingness to pay

Pricing & commitment signals

- Hypothesis confirmed: aiming for minimal packaging and low-cost drives adoption
- Hypothesis confirmed: Price acceptance less than 20€
- Strong signal from parents/partners as gift-givers (secondary buyer)

Going to market.

Iberia first. Universities, then venues, then the rest of Europe.

PHASE 1 · Months 0–12



Campus beachhead

- Partner with student unions in Lisbon, Porto, Coimbra, Madrid, Barcelona
- Ambassador programme: 1 lead per faculty, 30+ ambassadors
- Freshers' week pop-ups and self-defence society sponsorships
- Position the product as a “night-out essential”

PHASE 2 · Months 12–24



Social and online presence

- Focus on online presence with TikTok, Instagram, Facebook
- Gift angle for parents, partners and friends.
- Erasmus & nightlife tourism channels (Lisbon, Barcelona)
- App onboarding pushes users to add their night-out group

PHASE 3 · Months 24–36



Venue & event distribution

- Partner with clubs, festivals and student events as channels
 - Venue staff integration, for medical and/or security teams
 - Brand partnerships with women's safety charities
- On-site rental or deposit model

The team.

The right mix of hardware, software, and the lived experience the product is built for.



Manager

Strategy & coordination

Tomás Abreu - MEMEC



Engineer

Firmware & sensor dev

Diogo Tavares - MEEC



Designer

App & bracelet design

Jeremias Aechtner - MEEC



Business

Business model & partners

Pedro Falcão - MEEC

Financial projections.

3-year P&L scaffold — numbers to be added once we finalise the model.

	Year 1	Year 2	Year 3
Hardware revenue	€1.757.196	€6.187.273	€11.475.599
Subscription revenue	€0	€0	€0
Data / partnership revenue	€0	€0	€0
Total revenue	€1.757.196	€6.187.273	€11.475.599
COGS	€704.640	€2.481.112	€4.601.744
Gross profit (margin %)	€1.052.556 (60%)	€3.706.161 (60%)	€6.873.855 (60%)
OPEX	€299.700	€153.600	€192.000
EBITDA	€752.856	€3.552.561	€6.681.855

KEY ASSUMPTIONS

Units sold / year
88k (Yr1), 310k (Yr2), 575k (Yr3)

Retail price
€19.95

COGS per unit
€8.00

Sub. attach rate
0%

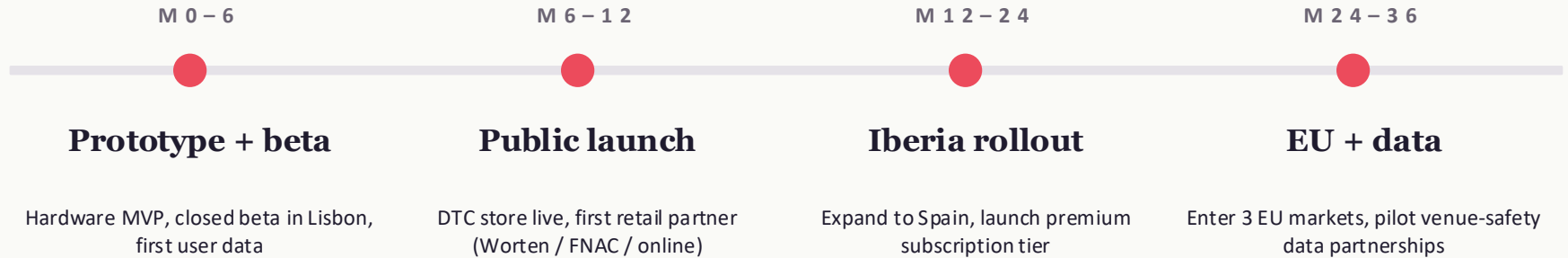
Sub. ARPU
0€

Churn
4%

CAC
6€

OPEX growth
25%

36 months. And what we need to get there.



THE ASK

€410.000 seed

35%

Product & hardware

20%

GTM (campus + venues)

35%

Team & ops

10%

Inventory & buffer



**Because every night out
should end safely.**

Help us make sure it does.

PULSEBAND

Group 10