



JAN 2023

# SAFE CHOICE PROPOSAL

Initiatives and Purpose

Presented by  
Safe Choice

# About Safe Choice

SafeChoice is innovating proven solutions to make essential products more accessible, and affordable, to create a safer environment for students. SafeChoice provides fully stocked vending machines that deliver emergency contraceptives, feminine hygiene, Over-The-Counter medication, and everyday use products 24 hours a day, 7 days a week.

Our mission is to substantially lower the risk of contracting an STD/STI by providing students with a convenient, reliable, and affordable way to get safe sex products. We aim to place a SafeChoice machine in every college dorm and student housing residence. This would allow us in partnership with colleges to directly combat one of the largest epidemics affecting our communities youth. According to the CDC, 45.5% of all new STIs were among young people ages 15-24. A staggering statistic that needs to be dealt with.

Alongside our efforts to lower STD/STI rates is our goal to support women's freedom to choose what they do with their lives and futures. Accidents occur, and when protection fails we want to make sure the women of our community have the ability to take an extra step to protect themselves. Both name-brand and generic forms of Levonorgestrel will be made accessible at all times in every SafeChoice location. The CDC states that unintended pregnancy rates per 1,000 women were highest among women who were aged 18 to 24 years. This statistic is alarming and amplifies the purpose and need for SafeChoice vending machines.

## Organization and Management



Daniel Eyny  
Founder and CEO



Abdul Murshed  
CoFounder/Designer

# GROWTH AND VISION

## Growth

In addition to dorms, SafeChoice machines will be accessible to all residential properties as well, however, expanding through colleges is and will continue to be our priority. Residential properties must meet our requirements in order to have a SafeChoice machine installed.

## Vision

Our vision remains to create a self-sustainable business that simultaneously combats one of the largest epidemics affecting America's youth.



# COMMUNITY AND CONTENT



Community support is essential for the success of SafeChoice. Making sure that we involve students, social justice groups, and the local community is not just necessary, rather it is vital for SafeChoice's growth. We turn to these groups to help us communicate with universities as well as to produce a product line that is built directly off of demand rather than profit margins. We build our connections through our highly maintained social media platforms. We plan to further connect with the community by hosting various social gatherings and events.

We take pride in providing high-level content throughout our social media. Educating our community while simultaneously building the SafeChoice name and brand. To ensure the highest level of content design, we funnel our content through various graphic designers before deciding what gets approved to be posted.

# PROPOSED TIMELINE

## Phase 1

Website Launch and  
Vending Machine  
Testing/Quality  
Assurance

## Phase 2

Intensive Marketing  
Campaign/Pitch to  
Schools

## Phase 3

Begin A/B testing  
different vending  
machine strategies to  
find the most effective  
product selection and  
layout

## Phase 4

Measure monetary  
advances and record  
profit margins. Create  
an investor dock with  
an ROI estimate.

## Phase 5

Reach out to potential  
investors and begin efforts  
to grow and expand  
following testing success.

# CONTACT US FOR INQUIRIES

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