

NOX

smart jewellery

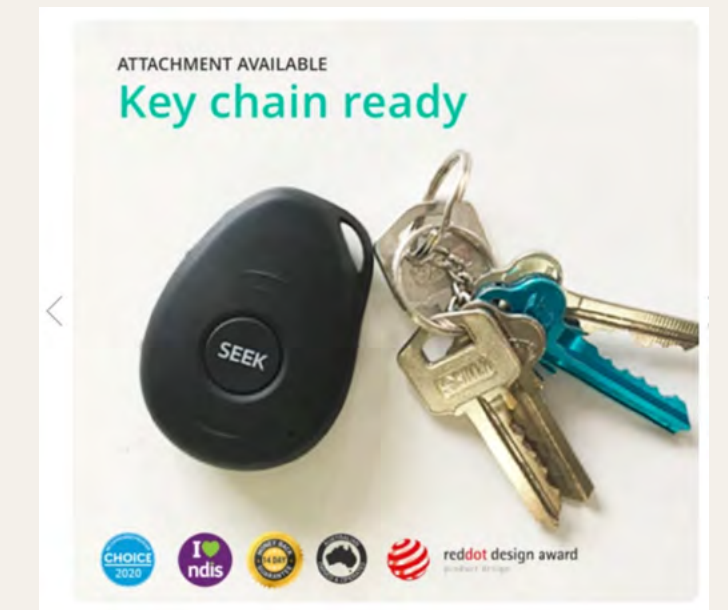
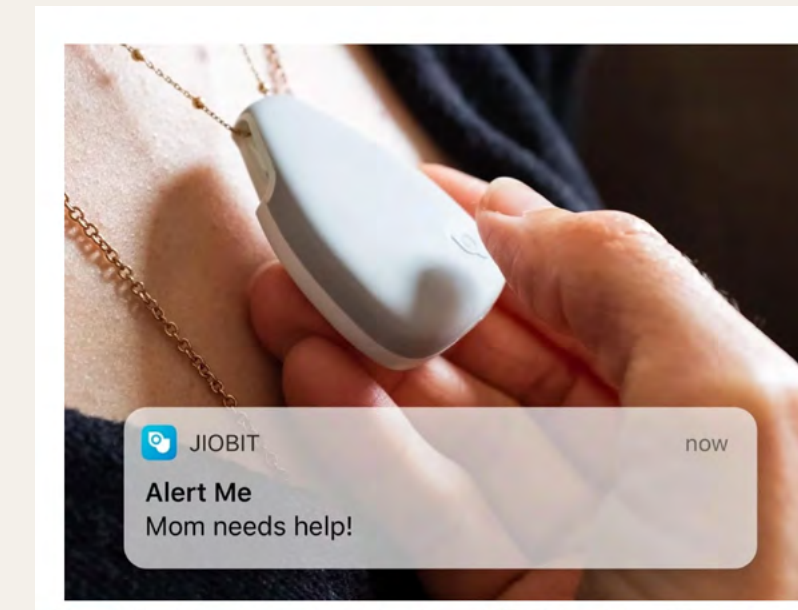
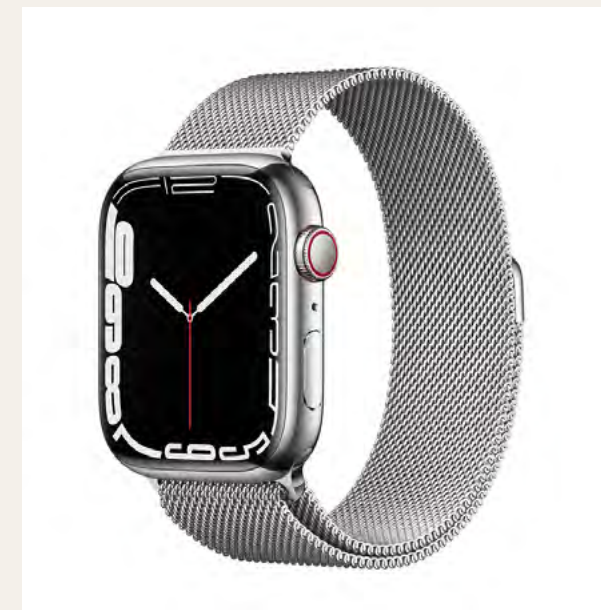


# Mission

Nox is a smart jewellery line, originally focusing on rings exclusively, that aims to add a layer of protection and security to vulnerable people within the entertainment sector.

Nox wearables enable their user to send an alert notification and their live location to selected contacts and trigger a fake phone call to their own number, inconspicuously at the touch of a finger.

# Wearables Market

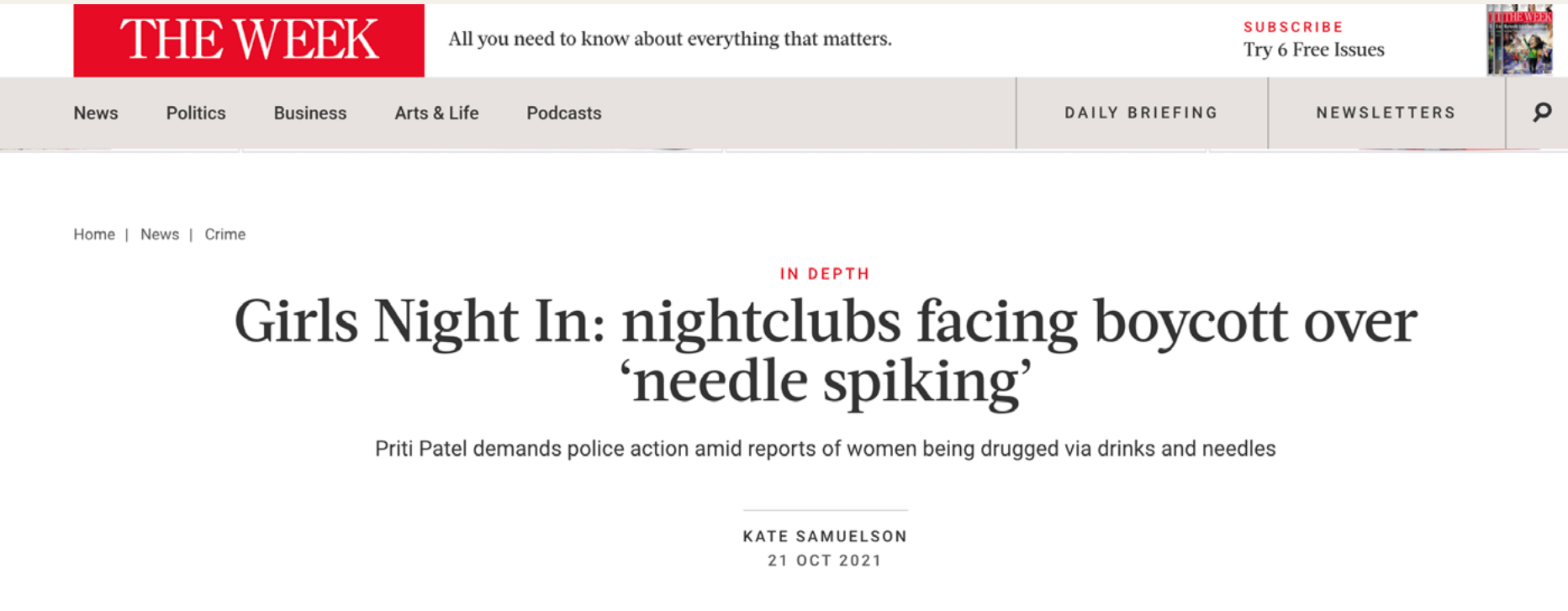


(Oura, 2021)  
(Apple, 2021)  
(Fitbit, 2021)  
(Munchies, 2021)  
(Jiobit, 2021)  
(Tycho, 2021)

# Is there a need?



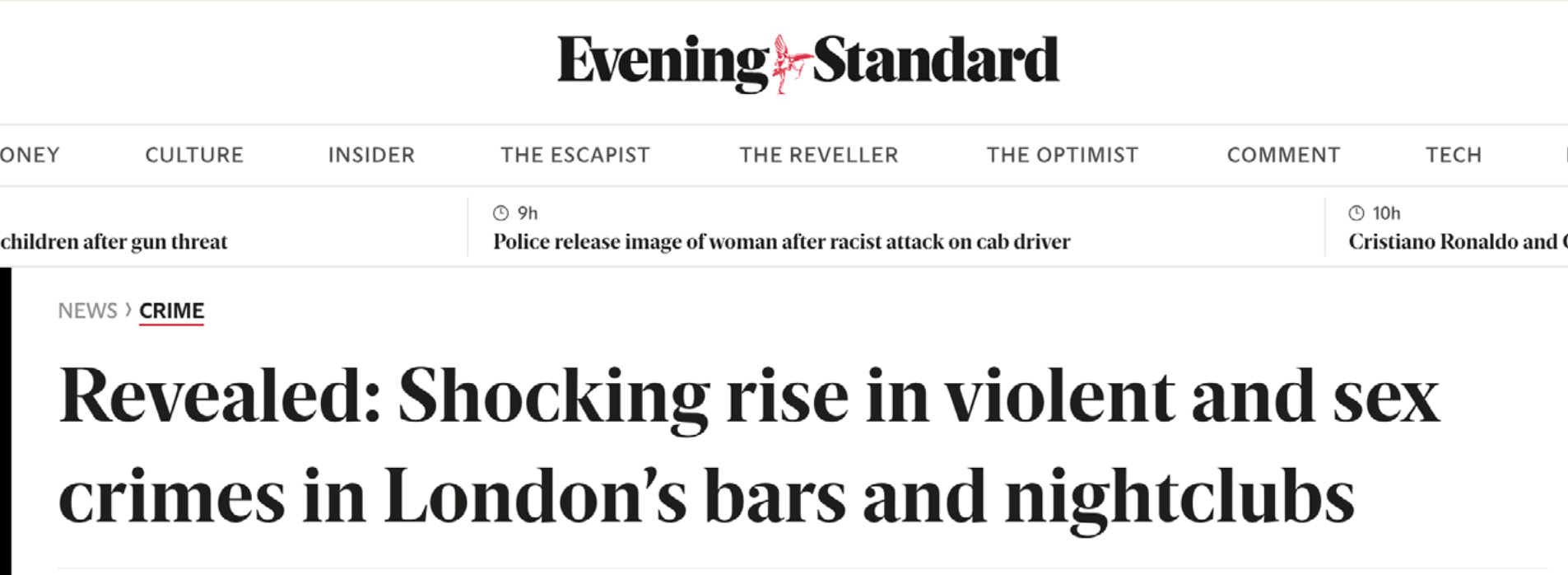
(Wilson, 2021)



(Samuelson, 2021)



(Specia, 2021)

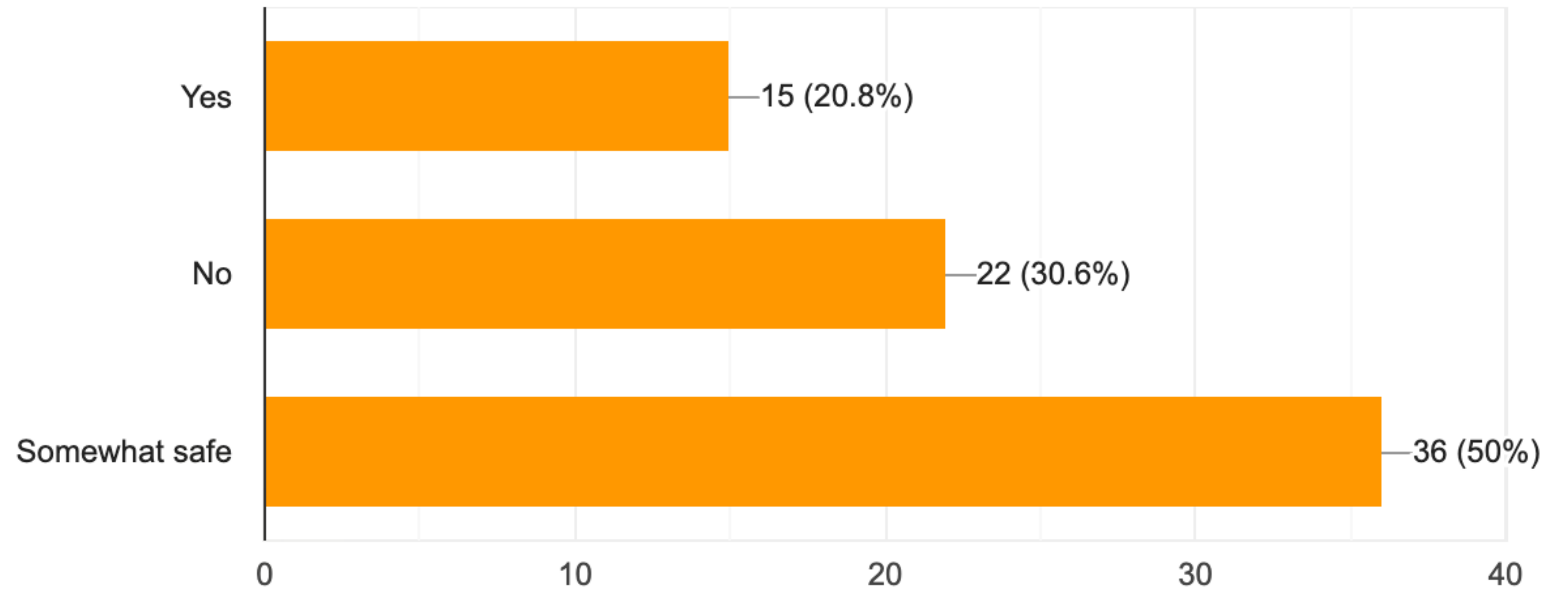


(Mitchell, 2017)

# Is there a need?

Generally speaking, do you feel safe walking alone late at night? (After a gig, coming back from a night out/date, theatre show, etc.)

72 responses

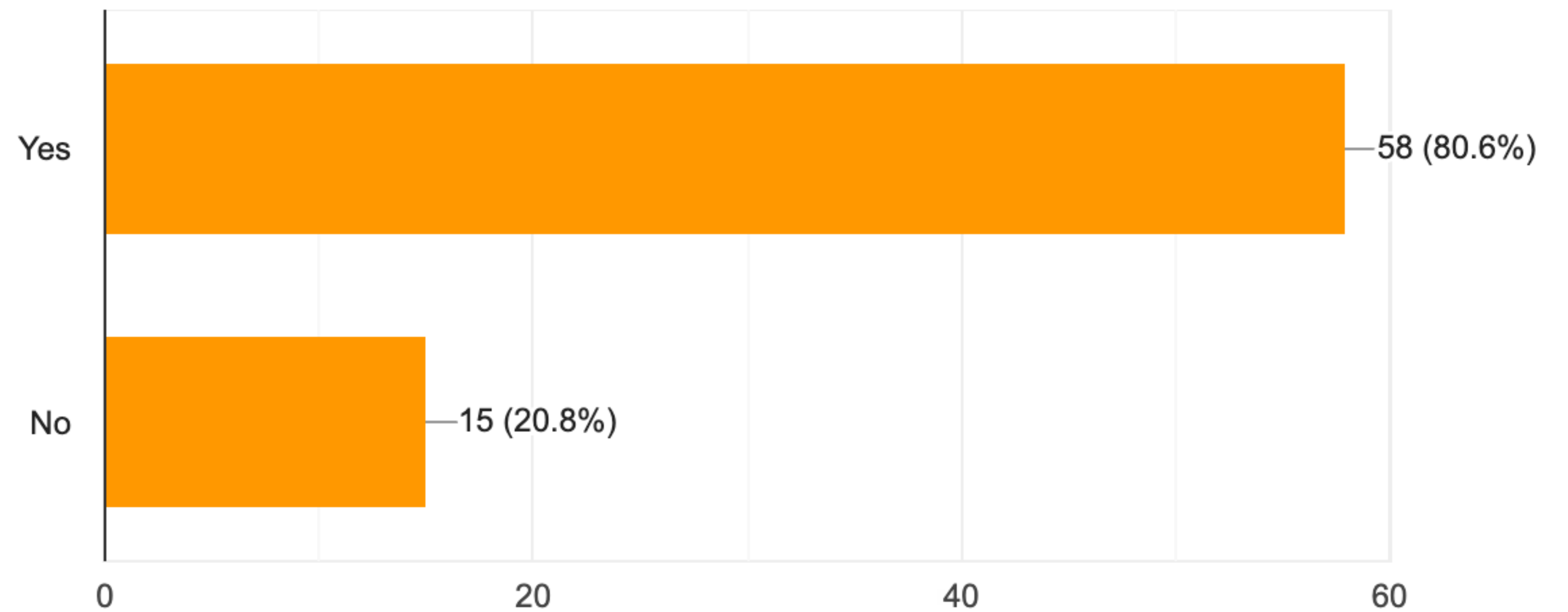


# Is there a need?



If you could buy cool looking jewellery that could also help you if you're in danger, would you?

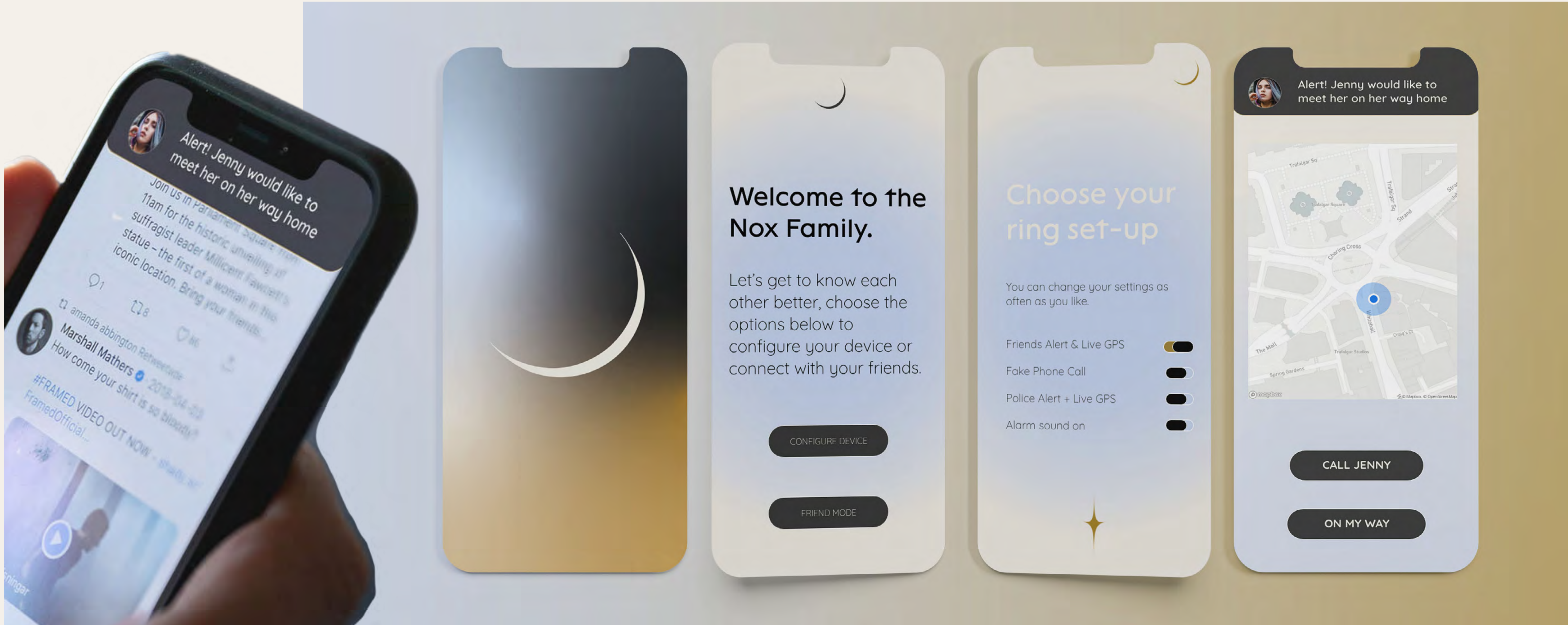
72 responses



# So, how does it work?

- Fake phone call
- Location alert to friends
- Location alert to authorities

# So, how does it work?





# What matters to us

SAFETY

EMPOWERMENT

INCLUSION

RAISING AWARENESS

RELIABILITY



What do we look  
like?







# What do we sound like?

- Confident
- Forward-thinking
- Knowledgeable
- Attentive
- Committed
- Approachable





# Budget & Planning

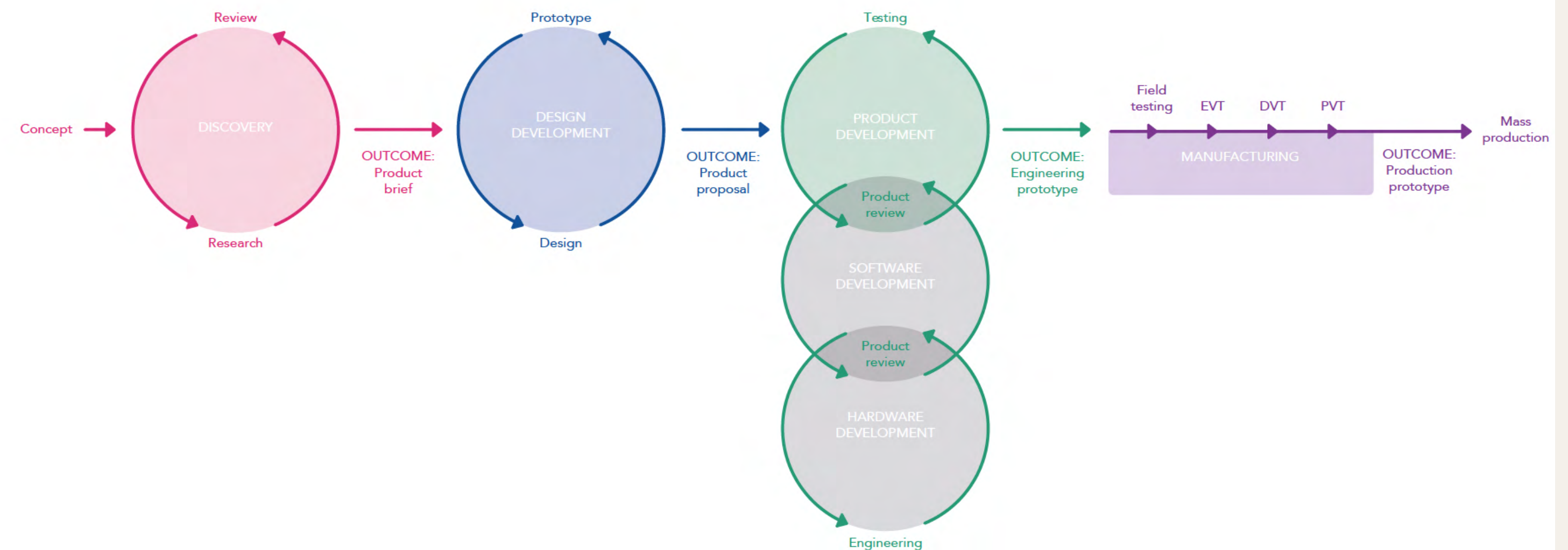
Discovery - £11,700  
Design Development - £14,000  
Product Development - est £25,000  
Manufacturing - N/A by this point.

(ONN, 2021)

## Product Roadmap

This diagram outlines our typical path for product development, which can be broken into four main phases:

- 1| Discovery
- 2| Design Development
- 3| Product Development
- 4| Manufacturing



One more thing...



THANK YOU!

Any questions?

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