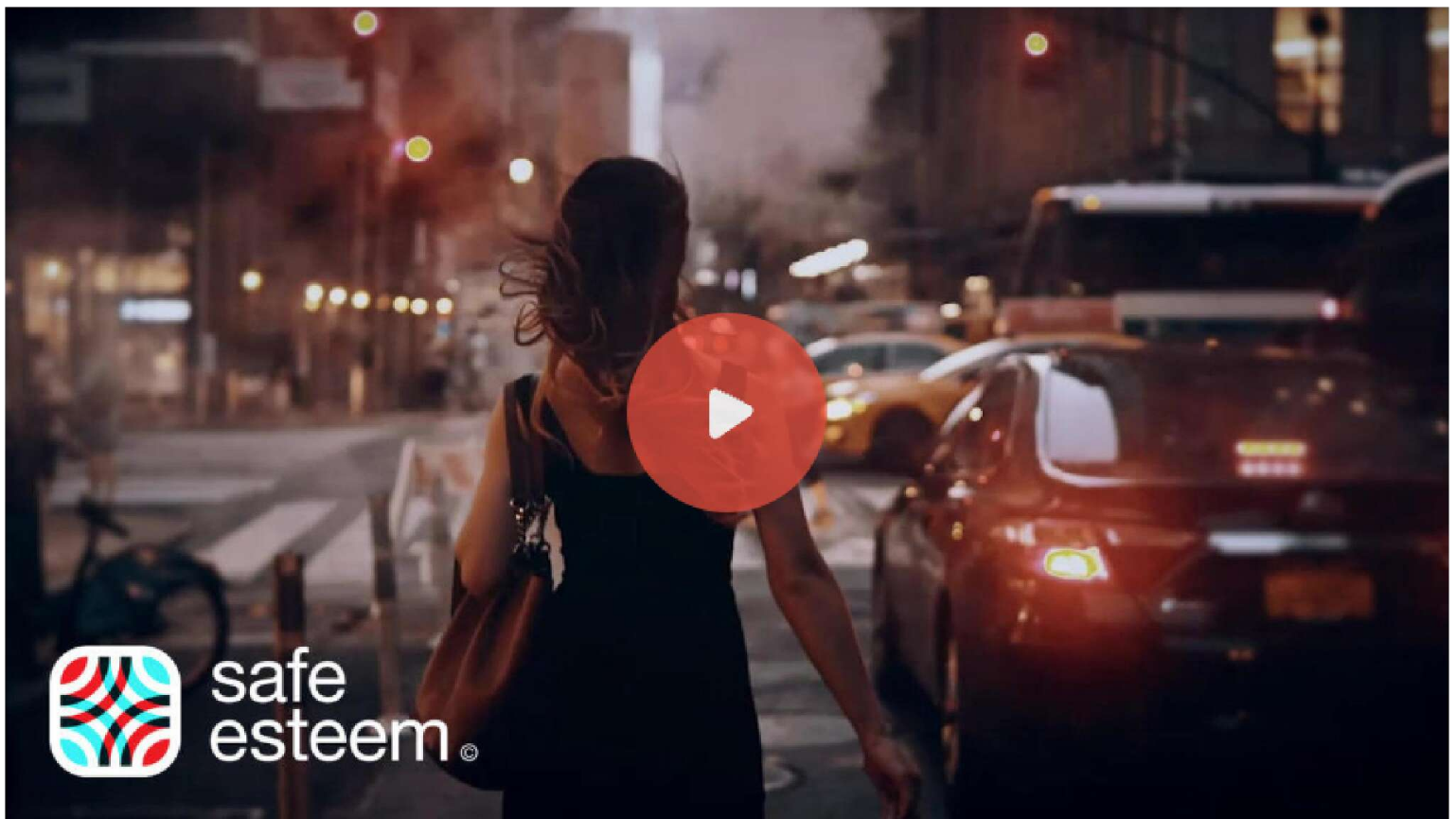




INVEST IN SAFE-ESTEEM

Your Personal Safety Barometer

LEAD INVESTOR



Mr. Carlo Squicciarini President of New Instruments and Research for Analysis S.R.l.

Safe-esteem's mission and vision are as ambitious and innovative as they are inspiring. We see the opportunity space associated with highly personalized risk quantification and safety awareness solutions as one that taps into basic/universal consumer needs. This is a data and apps domain that can grow with, and organically support the value proposition of wearable technology that is receiving immense commercial commitments from Apple, Google, and others. The founders have demonstrated an ability to execute with their existing travel vertical products and to adapt/respond to challenging market conditions (during the COVID-19 pandemic). We also value the leadership team's commitment to privacy, humane technology, and its operational risk management expertise, along with their plans to freely deploy the technology in low-income/high-risk communities. As an industry leader in the development of safety instruments, NIRA S.r.l. has a unique experience and perspective on the value of evidence-based risk measurement and communication for the public interest. Safe-esteem's patent, along with its unique expertise and research and development efforts focused specifically on solving data collection and analysis, UI/UX, and behavioral science insights (gamification, etc.), places them in a strong first-to-market and standard-setter position for a new, highly valuable data and technology ecosystem.

Invested \$264,000 this round & \$50,000 previously

Highlights

- 1 Improves health, safety, and security awareness and personal resilience
- 2 Establishes the FICO score equivalent for life risks in InsureTech
- 3 Patented technology with an industry-leading team and 3y of stealth development
- 4 B2B and B2C early products recently released + iOS MVP
- 5 Expands the value and scope of quantified-self apps + wearable tech

Our Team



Filippo Marino Founder, CEO

Nearly 30 years of international experience protecting people and operations for some of the world's largest brands. Former head of McDonald's Global Risk Intelligence and Protective operations. Lifelong entrepreneur and industry innovator.

Our survival instincts and risk perception are often biased or ill-suited for our modern life - resulting in poor decisions, unwarranted anxiety, and fear. Using mobile and wearable tech, big data analytics and both human and artificial intelligence our app can empower millions with higher safe-esteem, improved risk judgment, and unafraid lives.



Alexander Alfimov Software Development Lead



Serial Entrepreneur with 20+ years of experience in IT, Software, and Hardware development for multiple industries including AI & Neural Networks, e-commerce, Agritech, etc. Results-driven, with proven business development and management skills.



Van Wilberding Co-founder, Advisory Board Lead

SAFARI.



Van Wilberding Co-founder, Advisory Board Lead

Global Head of Safety & Security of SOS Children's Villages International. Former Head of The Coca-Cola Company Global Security Intelligence program.



David Wiencek Risk Intelligence Lead

Global affairs specialist and manager with over 30 years of experience in risk intelligence, reporting and information services, and leading analytical and project teams.



Teo Georgiev Data Science Lead

Developed the dynamic, personalized risk estimation model for Safe-esteem's COVID-19 Personal Risk Explorer leveraging U.S. county-level data and legacy actuarial models.



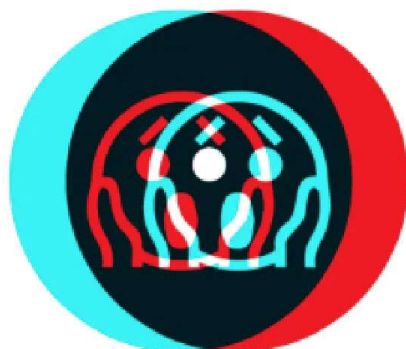
Serhii Nadtochii Senior Product Manager

10+ years experience in product development, dev teams coordination, and digital product roadmap design and management.



Val Kholod Software Engineering Lead

The big problem



80% of Americans reported feeling extremely or somewhat anxious about keeping themselves or their family safe*

- People are increasingly concerned about their safety and that of their loved ones
- There is no credible/universal source, app, or gauge of personal risk and safety information
- The absence of a common scale or scoring system causes ambiguity, uncertainty, and poor decision-making



*2020 Survey by the American Psychiatry Association

Humans abhor uncertainty - which is a leading cause of stress and anxiety and fueling the growth of quantified-self technologies.

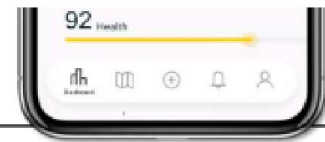
All the scores we get from sleep, fitness, and mindfulness apps are ultimately helping us reduce such uncertainty and feel more in control of our lives.

But the most consequential and universal domain of uncertainty is our personal safety - our ability to survive and thrive - and this is where Safe-esteem comes in.

The Solution: **Safe-esteem**

- Safe-esteem **quantifies personal risk & safety** in real time
- Our technology generates a live score for **health, accidents** and **crime** risks – like Apple Health or Fitbit do for fitness and sleep monitoring
- This empowers individuals and families to make smarter, safer choices



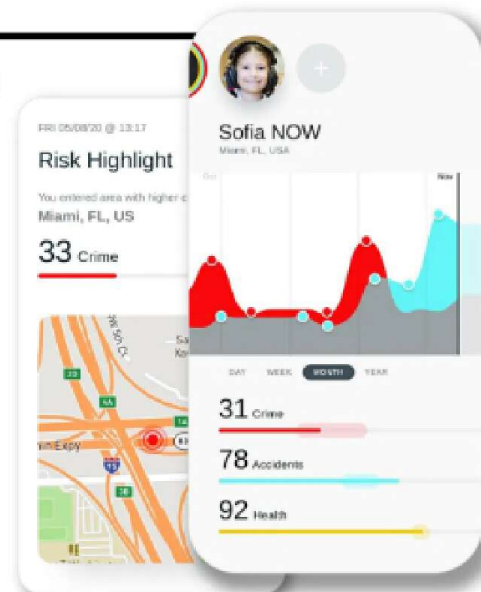


Safe-esteem is laying the foundation of a new data and communication ecosystem to improve quality of life, personal resiliency, and safety awareness.

The app insights and information will help reduce preventable injuries, accidents, and disease for millions around the world.

The Personal Safety Barometer

-  Learn when, where, and why your risks peak, and how to improve your safety
Reduce uncertainty and anxiety
-  Travel to a new neighborhood, city, or country with confidence
See how your crime, accidents and health scores change in real time
-  Keep track of those who matter most and make smarter choices
Check on your family's safety, and receive critical alerts



Millions of consumers use and pay for apps to receive safety and security alerts or track their family members' location and activities. All of these are sidestepping the real questions and needs all humans are hardwired to resolve: "How safe am I?" and "Is my family safe?"



Last Monday I was planning on traveling for business the following morning and checked my risk scores at home and my destination.

I had initially planned to stay overnight but based on the ratings I decided to make it just a day trip and skip the socializing. As I headed to my meeting the following day, I received a call asking me to turn around and postpone as multiple people at the client's business had gone home sick with COVID-19 symptoms.

My wife, my boss, and I wanted to thank you for this tool!

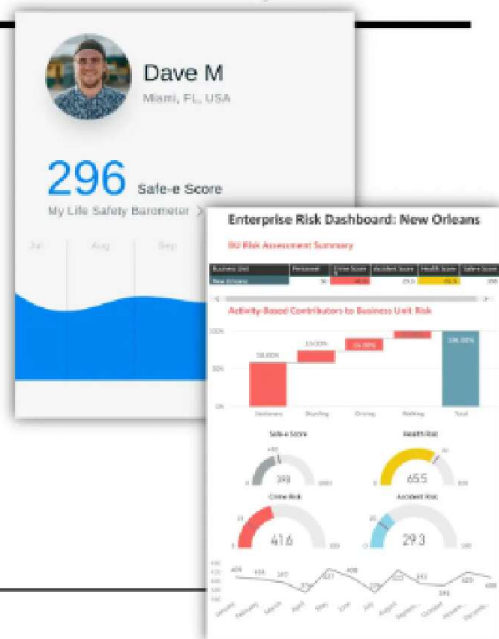
Erik
Sapulpa, OK

Safe-xplore Personal Edition User Feedback

Rather than exploiting and amplifying fear, Safe-esteem is the first personalized risk measurement solution committed to leveraging behavior design and user profiles based on humane technology principles.

Establishing a New *Personal Risk* Data Ecosystem

- Consumers receive benefits, incentives and rewards based on *Safe-e* scores
- Public and private organizations improve Health & Safety programs outreach, personalization, and efficacy
- Insurers reach new customers and price risks more accurately for personal and transactional products



The Safe-esteem Team



Filippo
Marino

- 25+ Years of international Risk Mitigation Leadership tenure



Van
Wilberding

- Global Head of Safety & Security of SOS Children's



David
Wiencek

Risk Intelligence Lead

- Former Director of Global Risk Intelligence and Executive Protection for McDonald's Corp.
- Advisor to global brands including General Motors, Nike, Visa, etc.

Villages International

- Former Head of The Coca-Cola Company Global Security Intelligence program, and Chief Risk Officer for Coca-Cola's bottling business in Nigeria.



**Alexander
Alfimov**

Software Development Lead



**Teodor
Georgiev**

Data Science Lead



The Safe-esteem Technology



- Patented algorithm for scoring individual likelihood of incidents based on demographics, location, behavior, etc.
- Protected method applicable to any personal risk domain: health, accidents and crime
- Personalized life risk scoring establishes the basis of FICO score equivalent for insurers



By augmenting our situational awareness, judgment, and decision-making with big data, analytics, and human + Artificial Intelligence (AI) we can measurably improve personal health, safety, and resilience.



With over 40 years of experience training some of the world's top personal protection professionals, I can attest that what Safe-esteem is doing is transformative on many fronts.

It offers a solution for consumers and professionals alike to help improve the quality of personal risk awareness and decision-making in everyday life.



There is simply no equivalent to Safe-esteem in today's market.

Bob Duggan
Founder and President
Executive Security International

Bob Duggan | Executive Security International

The Safe-esteem Market

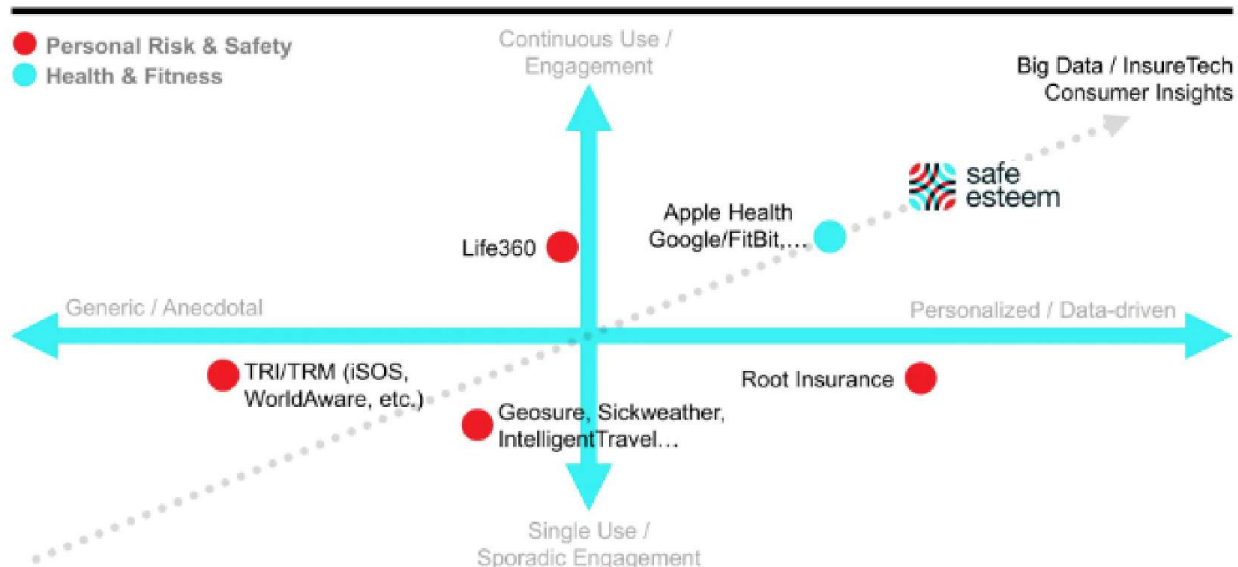
Product	Safe-esteem (App) (B2C)	Safe-esteem (Data) (B2C+B2B)	Safe-enterprise (B2B) (Year 2~2.5 post-launch)
Revenue Model	Subscription	Lead Generation	Subscription
Target Market	General Consumers	Insurance, HORECA, Air & Ground Transp., Security, etc.	Corps w. 500+ employees
Market Size	\$1.5Bn~\$3.3Bn 100M~220M Cust.	\$2.5Bn+	\$1Bn~\$2Bn 30K~50K Cust.
Capture Opportunity (Y2-Y3)	75K~1M Users	\$500K-\$5M	20~90 Corps

✓ Multiple revenue models and vertical market opportunities

✓ New 'quantified-self' safety products and InsureTech consumer data ecosystem

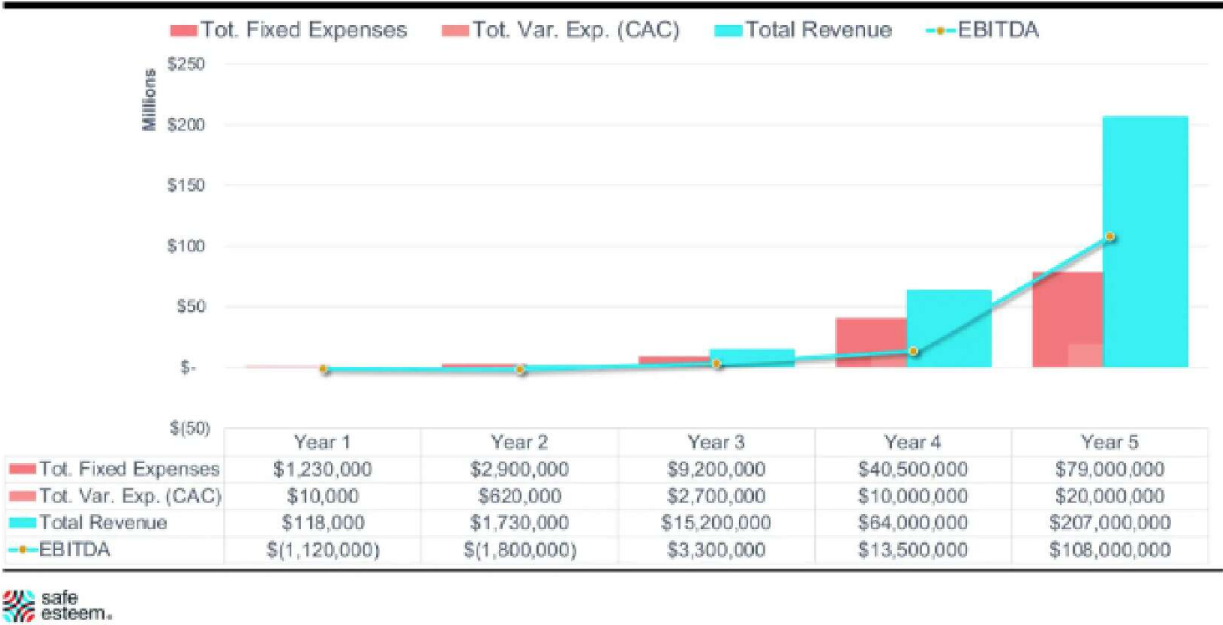


Competitive landscape



Safe-esteem is poised to benefit from an enormous commercial opportunity in quantified-self technology trends and personalized solutions. We have a first-to-market advantage and intellectual property protection in this growing movement focused on well-being quantification, awareness, and personal resilience.

Financial projections (\$M)



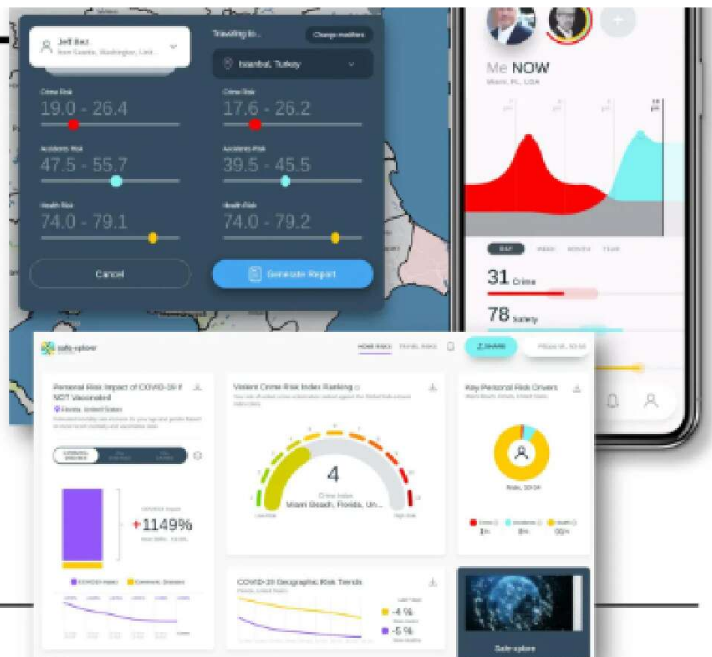
Forward-looking projections are not guaranteed.

Millions of consumers already have shown strong interest in apps and tools relating to wellness, fitness, and other aspects of self-monitoring.

Our *Safe-e* scores will transform risk pricing, customer acquisition, and retention practices for the personal lines insurance market.

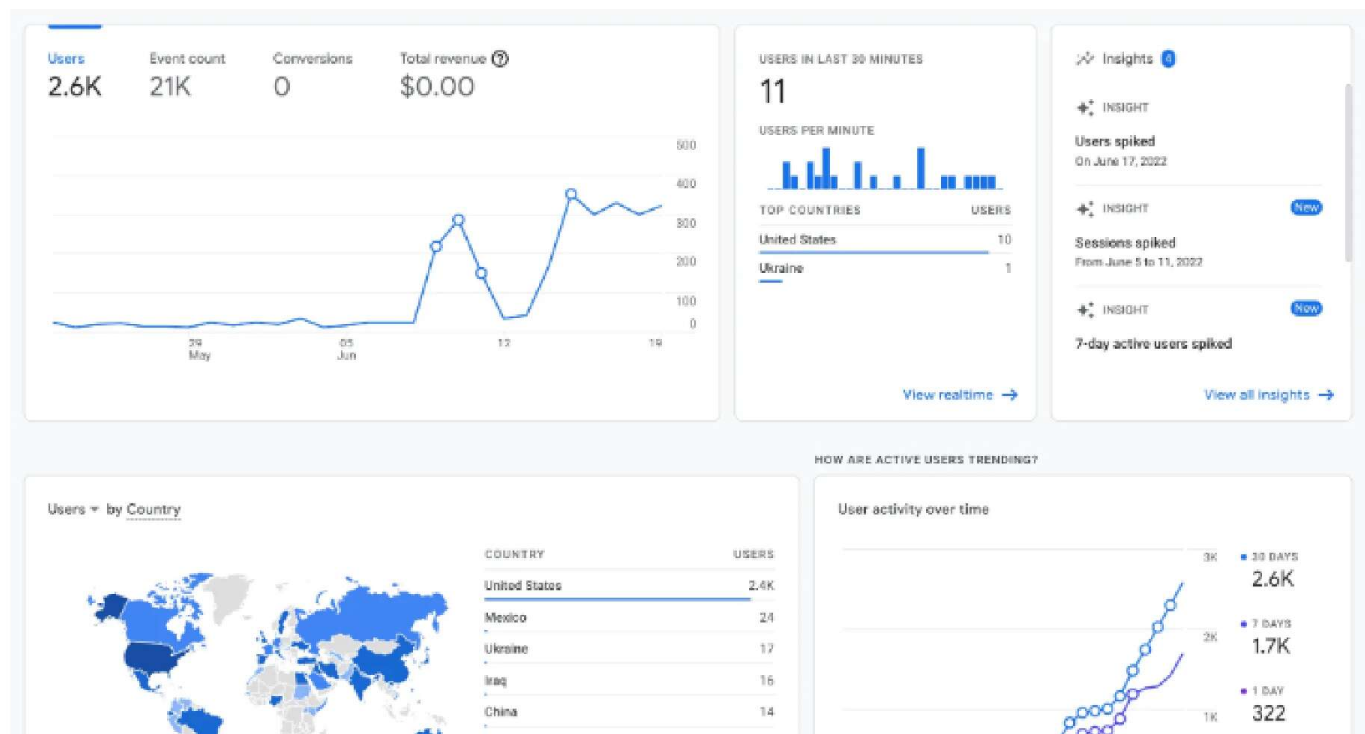
Our Total Revenue projections for upcoming operating years 3 – 5 reflect the growth potential inherent in these trends and the multiple revenue stream models.

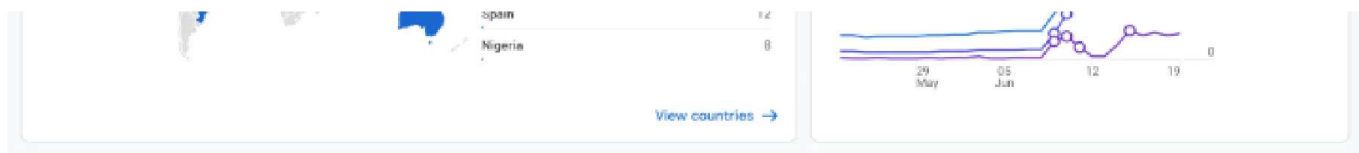
- Patent Granted
- Completed MVP & Private Beta (Phase 1)
- Released Safe-xplore Professional (B2B)
- Released Safe-xplore Personal Edition (B2C)



We are already disrupting the *Travel Risk Intelligence* industry with our recently-released Safe-xplore Professional and the free Safe-xplore Personal Edition (SXPE) featuring the most advanced Violent Crime Global City Index and personalized risk metrics.

We recently onboarded our first *Fortune 500* customer to Safe-xplore Pro and started seeing double-digit outreach growth with our current SXPE release and early marketing efforts.





Safe-xplore.com Analytics

Our advisory board



Dr. Edward
Luttwak

Political Scientist

Senior Associate, Center for Strategic and International Studies. Served/serves as a consultant to the US National Security Council, the White House Chief of Staff, the US Department of Defense, US Department of State, US Army, US Air Force, and several allied governments. At present he is working as a contractor for the Office of the Secretary of Defense



Dr. Periklis
Papadopoulos

Senior Scientist

Founder/CEO Space Systems, LLC. Consultant to the US Dept. of the Air Force (AFMC), the Air Force Research Laboratory (AFRL) Served as a Senior Research Scientist at NASA-ARC/ELORET Thermosciences Institute for over 15 years, where he participated and project lead planetary mission studies, space transportation and re-entry programs



Dominique
Roudaut

Insurance Thought Leader

Head of Asia InsureTech Partnerships, Innovation Solutions, Personal Lines at Hannover Re. Worked for 15 years between AIG and Chubb at national, continental and worldwide levels in leadership underwriting and product positions. He holds an US innovator patent and a best innovative product of the year award



Confidential

Data Science SME

Data Science Principal at global consulting organization. Certified Operations Research Analytics Professional with 20+ years experience in applied statistical modeling, risk & decision analysis, mathematical optimization, and software development.



Next Steps (9~12 Months)

- Optimize risk scoring algorithm for actuarial validation
- Complete pilot cities hyperlocal data collection & modeling
- Release Beta iOS app for early adopters
- Optimize UI/UX + education & incentives programs
- Explore & test Blockchain/DAO implementation architecture



Safe-esteem's next steps focus sharply on customer outreach, growing our core

team, and fine-tuning our technology to deliver an outstanding user experience.

Join us on this journey as we bring our *personal safety barometer* to market

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