

Fighting Drug Facilitated Assault + Violence With Patented Smart Safety Cosmetics



esoescosmetics.com Las Vegas NV  

Featured Investors



Ben Tupper 

Syndicate Lead

Owner, rentfromben.com, providing housing to hundreds of Syracuse University students. Army Retired...

Follow

5 followers

Greetings current and future Esões investors! My name is Ben Tupper, and I am proud to be the lead investor for this new round of funding for Esões! When people first meet me, they see a guy with lots of military themed tattoos, a big beard, and a passion for all the things that make Las Vegas "Sin City"!

What they don't see is that I am a survivor of sexual assault. They also don't see that my sister, both my ex-wives, my mother in law, and many of my best friends (male and female) were victims of rape and or sexual assault. They don't see the tears that I and my friends and family have shed, the thousands of dollars spent on counseling, and the years of self medicating and substance abuse that so many victims endure in an attempt to escape these sexual traumas.

I was taught in my twenty years in the Army that you never leave a fallen comrade behind. When you see someone suffering, regardless of the problem, you step up and render "buddy aid". How this manifests can range wildly, from pulling a wounded soldier out of the line of fire, to spending a night watching over a friend who has expressed self harm ideations.

We all know that trauma is not limited

to military service. In fact, statistics show that there are far more people suffering from PTSD and the related effects due to sexual trauma, than from wartime service. I "won the lottery" and experienced both types of traumas, so for me supporting victims, and preventing new ones, is a daily mission. That is why investing in a company like Esões was a no-brainer. I can put my money in the hands of motivated entrepreneurs, and watch that money not only generate the potential of profit, but even more importantly, these resources can prevent my daughter, and your daughters, and our friends, from being the next victims of sexual assault.

We cant go back in time and undo the assaults many of us have already experienced, but we can work now, through our investments, to prevent future ones from happening. Esões is one of the tools in the toolbox to accomplish this goal. I hope you will join me in this round of funding to make this goal of reducing sexual assaults a reality through the innovative products being created by Esões.

Invested \$20,000 this round

Highlights

- 1 We went from concept to market in 18 months + sold out our first product run in over 40 states.
- 2 We started shipping product in August 2022 with \$30,000 in pre-sales
- 3 We have an epic utility patent on our product and a patent pending on our software.
- 4 We've had over 10 million views on social media + have 75K+ authentic social media followers
- 5 We hired the scientist + engineer who created the drug detection nail polish for our dev team
- 6 We have built a patented tech enabled lipstick that could save your life
- 7 We raised \$350K with a friends & fam round + 60 angel investors pre-product launch
- 8 We've done 60+ media stories on Esões and we were casted on Entrepreneur Elevator Pitch Season 10

Our Team



Joy Hoover Inventor, Founder, and CEO



3rd time founder in the women's safety space, 13+ years experience as an entrepreneur, Raised over \$7million in cash + investments through previous ventures, Accomplished Tedx Speaker, Unstoppable force for good.



Philip Hoover Co-Founder and CXO

3rd time co-founder in women's safety space, 13+ years of experience in tech, customer service + entrepreneurship, Accomplished corporate + customer service trainer, Passionate ally.

Pitch

Hi, my name is Joy Hoover, and if I don't know you yet, I'm so excited to meet you! I'm here to share a bit of our story of our last 13+ years as Women's Safety Activists and share just why we're the right company to link arms with in fighting the epidemic of drug facilitated sexual assault and violence! If you're not a reader, here's a TLDR in art form for you!



But if you like stories, have I got a story for you!! Here it goes...

Our journey started in 2010 when we sold 90% of our belongings in Michigan and packed up our little Jetta with a few suitcases and moved to Las Vegas.





The day after we arrived in Vegas, we started connecting with + serving our community. We worked with thousands of survivors providing resources + support & helping many of them leave abusive situations. Through this, we truly learned what courage looks like.



And then suddenly it became very personal to us. My Father-in-Law was abusive for the entirety of my partner Phil's life, and on April 10, 2013, he took the life of my mother-in-law, brother-in-law, and himself.

Double Murder/Suicide – Marcia Hoover (Newaygo County, MI)



GRAND RAPIDS

911 call: 'He's coming
after me. He's going to
shoot me,' slain
Newaygo County wife
says

Published: Apr. 11, 2013, 10:35 p.m.

By [John Tunison](#) | jtunison@mlive.com

NEWAYGO COUNTY, MI — It was a 911 call from Marcia Faye Hoover, Charles Hoover's wife, that drew police around 1:45 p.m. Wednesday to the couple's Lilley Township residence, police told MLive today.

Hoover told dispatchers her husband had shot the couple's adult son, also named Charles Hoover.

That was the last time Marcia Hoover would talk to the police.

UPDATE: [Newaygo County double homicide, suicide: Answers elusive for survivors](#)

NEWAYGO COUNTY, MI -- In a graphic 911 call, Marcia Hoover is breathless and clearly in distress as she tells a 911 dispatcher that her husband is about to shoot her.

"He's coming after me. He's going to shoot me," Marcia Hoover yells to the dispatcher on Wednesday, April 10.

So the mission became even more important & the more we learned about trafficking and abuse, the more we realized the enormous amount of barriers that impacted survivors. So we created fundraising systems that allowed thousands of people to link arms with us and collectively meet the increased need.

fundraise

[Get a demo](#)

400% Increase in Recurring Revenue for Anti-Trafficking Nonprofit



Erin Booker

March 2, 2020 · 5 minutes

Nonprofit Trends

Case Studies



As we worked to partner with our community - we were honored with some incredible awards like the Champion of Justice in Service alongside folks from the UNLV Immigration Center and our previous Sheriff, now current Governor.



We also had the opportunity to bring on real estate investors + donors to raise over \$2M in investments + cash so we could start building a safe space for survivors to heal while earning income so they could rebuild their lives!

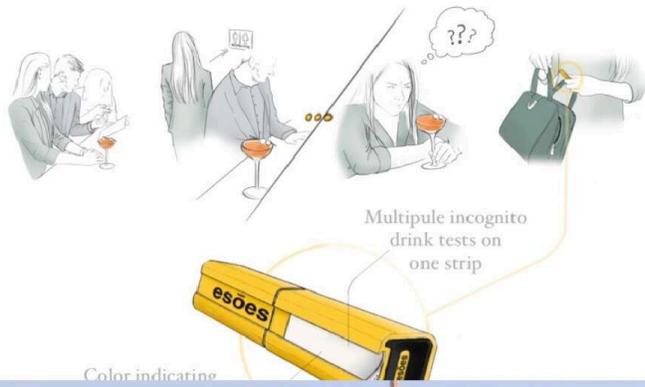


And then in October 2021 we knew we had to take the next step. We were so pissed off that after almost 12 years of working to fight the epidemic of violence, the numbers weren't decreasing - in fact they were increasing by about 2.9% year over year! I had this wild idea of Safety Cosmetics and after bringing on a legal + dev team, Esoes Cosmetics Inc. was started. This was our very first drawing created by 2 amazing engineering students Bo Baird & Lili Heim!



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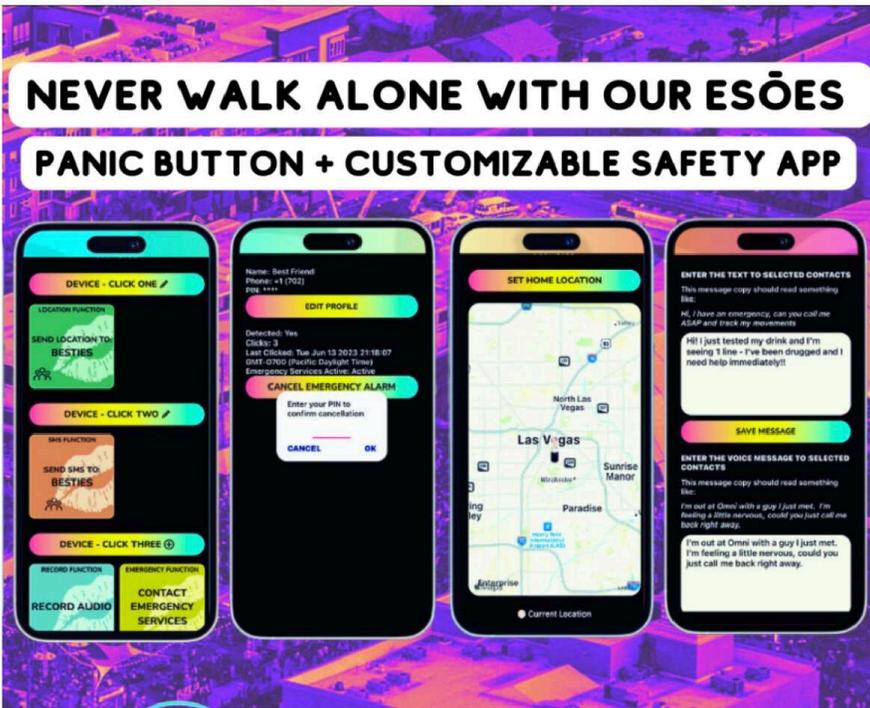


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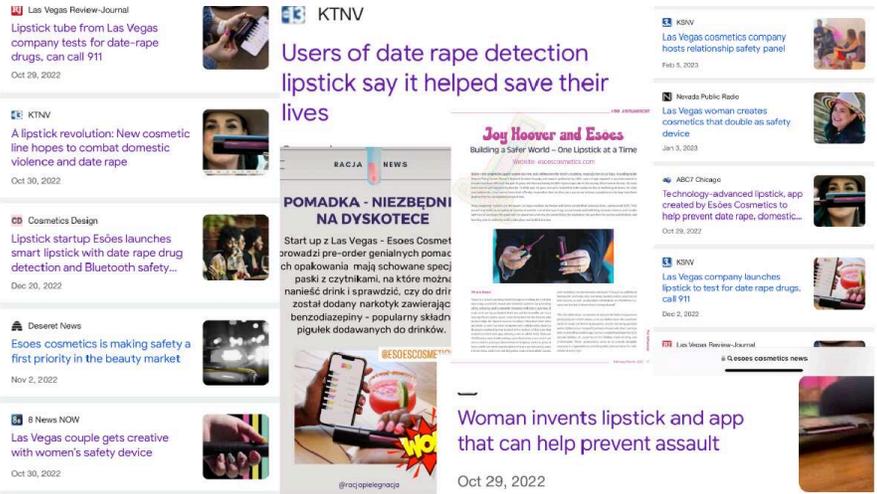


With a product + app prototypes in hand, we were able to bring on over 60 investors and raise over \$300K through a Special Purpose Vehicle Fund. Our investors are 85% female + survivors and we love having male allies to add to the mix! Our investors live all over the country and they have been our biggest cheerleaders & were the first to share product feedback!

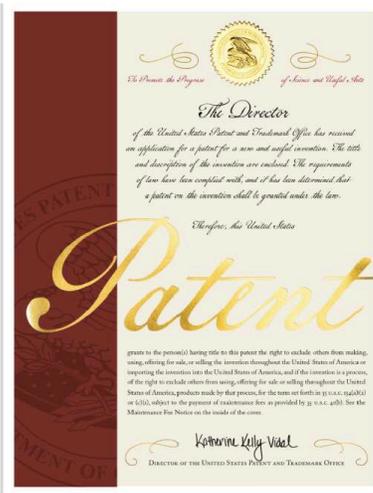




Media also went wild for Esoes and we were featured in over 60 media stories nationwide and even landed a feature in a Polish publication!!



We also got SUPER exciting news in July that our utility patent was granted as were both our trademarks, and our software patent was just recently converted!

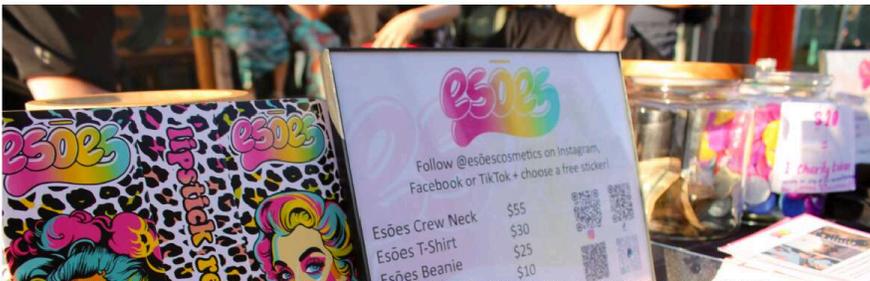


We created our own proprietary bluetooth & brought on a Las Vegas based lipstick + device manufacturer and despite all the wild hurdles, we were able to get product into all our pre-buyers hands the first week of August! We've spent the past few months hearing feedback, editing the product a few times as we test V1 & V2 with customers, all while working to find our product market fit!





We also launched some kickass merch which you will have the opportunity to get for free with your investment!



so why do we need you?! Well, we are ready to get our v3 safety lipsuck manufactured in massive quantities to meet our customer demand, add new lip colors + product features, expand our app capabilities, increase our rufie test strips ability to test more beverages & eventually detect more drugs and expand our community to take Esoes to the next level! So we are super excited to invite you into our lipstick revolution! Have any questions? Don't hesitate to reach out to us at: hello@esoescosmetics.com & check out our professional pitch deck below for lots more info! Let's do this!!!



**Fighting Drug Facilitated Sexual Assault
and Violence Through Patented Smart
Safety Cosmetics!**

Try Pitch

The Statistics

(Sources: WHO, RAINN, Alcohol.org)



1 in 4 Women in the US have been subjected to physical or sexual violence in their lifetime

82% of Women have thought about their safety while dating

13 - 30 Minutes most drugs used to spike drinks take 13-30 minutes to take effect

56% of Women have had their drinks spiked



Try Pitch



Esôes Anchor Angels

Welcome to the Lipstick Revolution



Our Solution

Smart Safety Cosmetics

First up | Safety Lipstick

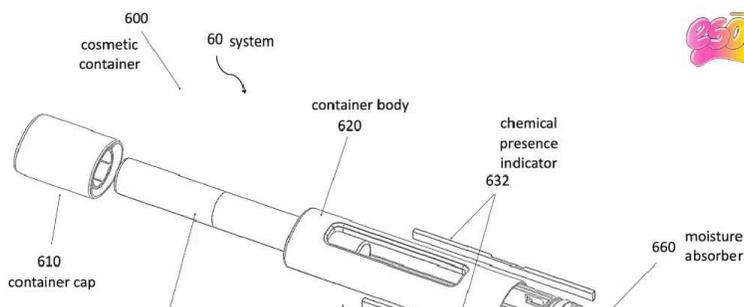
- > Covert Rufie Drink Testing Strips
- > Bluetooth Panic Button That Connects with Customizable Safety App
- > Interchangeable Liquid Lipstick/Lipgloss
- > Patent Submission: 10.27.21
- > Patent Converted: 10.27.22
- > Patent Issued: 10.24.23
- > U.S. Patent No. 11,796,478



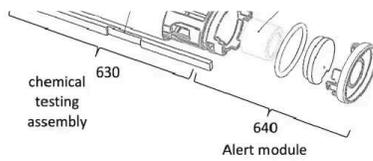
Made in Nevada

4

Try Pitch



650
cosmetic item



The Specs

Try Pitch

Patent Pending Software | Esôes Safety App in iOS + Google Play Stores

Submission to USPTO: 10.27.22 | U.S. Provisional Patent Application No. 63/420,076



Try Pitch

Our Market

TAM | \$9.2 Billion

Global Lipstick Market Value in 2021

SAM | \$226 Million

Liquid Lipstick + Lipgloss Sales in 2022 in the US

SOM | \$10.1 Million

Projected Esôes Sales Revenue Through FY'25



Future projections cannot be guaranteed.

How We'll Make Money | Safety Cosmetics + App

\$30,000 in Pre-Sales

B2C | PRODUCT + APP

PRODUCT ESÔES+ APP
\$59.95/UNIT \$69.95/YR

\$195 | LTV

- \$15 | COGS (large batch)
- \$30 | COGS (small batch)
- \$12.95 | Lip Color Refills
- \$2.50 | Test Strip Refills
- \$19.95 | Monthly Subscription (Which Includes Test Strips + Lip Color)

B2B | WHOLESALE

PRODUCT APP
\$39.95 /1000+ UNITS \$34.95 (6 MO FREE)
\$49.95 /100+ UNITS \$54.95 (3 MO FREE)

Key Partners + Vendors

- > Nonprofit Partnerships
- > University Partnerships
- > Real Estate Brokerage Partnerships
- > Pageant Organization Partnerships
- > Retail Partnerships | Target
- > Co-brand Partnerships | Sephora

Try Pitch



How We'll Make Money | B2B Accredited Safe Space Certifications

B2B Lead Gen - \$30,000 in Sales to Date

SMALL BUSINESS PACKAGE | \$500

- > 90-min of Instruction
- > 1-year Certification as an Esôes Certified Space

CORPORATE PACKAGE | \$5,000

- > All Items in Small Business Package
- > Monthly Safety Consulting Call

> Premier Logo Placement on our Website as one of our Safe Space Small Business Partners

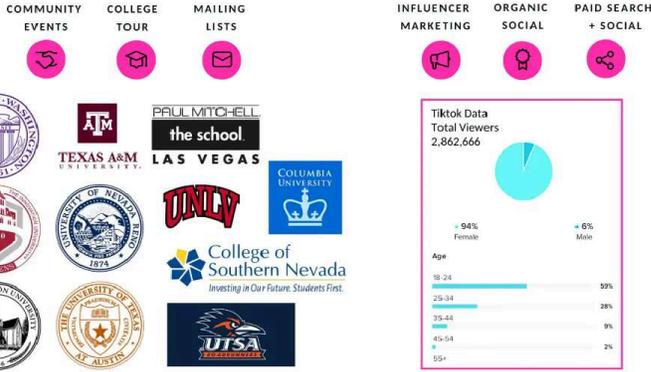


- > 20 Esôes Smart Safety Starter Kits
- > Access to all Premium Esôes Resources
- > Online Community With Other Safe Space Certified Businesses
- > Co-Branded Marketing + Other Partnership Opportunities



How We Reach Our Customers

75,000+ Social Followers & 60+ Media Stories to Date



Competitors + Our Ecosystem of Solutions

	esôes	nightcap	she's birdie	ADT INVIS A WEAR	knope
	\$59.95	\$11.99	\$129	\$149	\$20
Drink Testing Product	✓				✓
Bluetooth Safety Activation	✓		✓	✓	
Community Give Back	✓	✓	✓		
Education	✓	✓			

Joy Hoover | CEO, Inventor, Founder

- > 13+ years of Entrepreneurship
- > \$7.5M+ raised
- > 3X Founder in Women's Safety Space
- > Accomplished TEDx Public Speaker
- > WODA 2022 Entrepreneur of the Year



Philip Hoover | Chief Experience Officer
 13+ years of experience in Tech, Customer Service + Entrepreneurship
 Co-Founder + Chief Experience Officer at Esôes
 Market Trainer and Genius at Apple
 Co-Founder of The Cupcake Girls + Local For All

Annette Mullin | Safe Space Certification Training Lead



The Team



24+ years of experience in Law Enforcement + Crime Prevention Training
 Police Sergeant, LVMPD
 Specialized in Sexual Assault, Abuse, & Crisis Negotiations
 Built + Facilitated Local and International Crime Prevention Seminars



Mike Fitzpatrick | Fractional CFO Advisor
 20+ years of experience in Finance, Fundraising, Operations + OKR
 CFO, Freeland Spirits
 Finance Manager to Senior Director, at Nike
 Secured over \$50M in Seed and Series A funding from investors including Battery Ventures, OpenView and Foundry.



Maddi Godard | Artist & Creative Director
 15+ years of experience in Traditional + Digital Art, Social Media, Marketing
 Traditional Artist with art in Allegiant Stadium & Michael Godard Gallery
 Social Media Manager Mecha Fight Club



Esões Highlights!

PRODUCT DEVELOPMENT

- DRINK TEST STRIP**
 - +Contracted with Kymanox for all scientific + engineering designs
 - +Tested first round of beverage categories beer + seltzer with all benzoes and have full quality assurance testing in hand
 - +Branded, designed + purchased first 10K test strips
- ESOES APP**
 - +Contracted with Zoo Zoo Web to build, design & finalize app
 - +App approved and in iOS & Google Play Stores
- BLUETOOTH TECHNOLOGY**
 - +Created our own proprietary firmware + software with Holviot
 - +Finalized bluetooth design + testing
 - +Purchased + received first 1000 units
- MANUFACTURING**
 - +Contracted with Las Vegas based Manufacturer Unlimited Custom Creations
 - +First 500 safety lipstick devices delivered to prebuyers as we work to find PMF + V2 revised version delivered
 - +Redesigning safety lipstick devices to launch V3

GO TO MARKET

- SALES**
 - +30K in pre-sales
 - +Shipped product to over 40 States
 - +50 5-Star Reviews
- MEDIA COVERAGE + SOCIAL MEDIA**
 - +Over 50 news stories completed with 95 million+ audience in over 10 states
 - News3TV Segment: [Link to listen here](#)
 - KTNV Segment: [Link to listen](#)
 - +10 million+ views on [tik tok](#)
 - +Over 75K+ followers on social media
 - +Secured collabs with 2 influencers with 26 million+ followers
 - +Got casted for Entrepreneur Media's Elevator Pitch & Esões's episode airs Dec 13th!
 - [Link to trailer here](#)
- WEBSITE / BRANDING**
 - +Custom logo created by Simon Walker
 - +Website designed and finalized
 - +Marketing + instructional videos complete
 - +Hand-drawn packaging + merch by Artist Maddi Godard

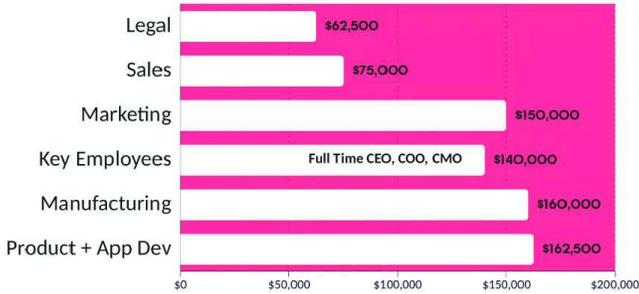
BUSINESS OPS

- FINANCIALS**
 - +Raised \$350K with Angels
 - +Established by-month cash forecast
- LEGAL**
 - +2 Trademarks approved + ready for conversion
 - +Product patent issued June '23
 - +Technology patent pending
- TEAM**
 - +Ambassadors, investors, and partners in place to support development timelines



Fundraise + Use of Funds

\$750k Pre-Seed | \$350k Raised to Date



- > SAFE note
- > 20% Discount
- > 7 Mil Cap

\$124,000 of this total is currently being raised on Wefunder.

Esões Financial Projections

Key Outputs	FY23	FY24	FY25	FY26
Units Sold	624	31,500	140,763	281,525
Sales \$\$	\$ 71,612	\$ 1,795,500	\$ 8,284,603	\$ 16,569,206
vs. LY	184%	2407%	361%	100%
Gross Profit	24,863	1,093,050	5,427,120	12,211,019
<i>Gross Margin</i>	35%	61%	66%	74%
OpEx	136,735	682,413	2,288,747	5,721,867
Net Income	\$ (111,872)	\$ 410,637	\$ 3,138,373	\$ 6,489,152
<i>Op Margin</i>	-156%	23%	38%	39%
Ending Cash Balance	\$ (10,671)	\$ 549,965	\$ 3,688,338	\$ 10,177,490



Future projections cannot be guaranteed.

