

# What is it?

**Safety Shell** is a stabilizing device that could save 1500 lives a year. This one of a kind innovation will be helping colleges and universities nationwide.

Target Market:  
Colleges and Universities  
35% Market Capture  
Cumulative 3 Yr: \$5.7 Million



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MSRP:

- Small College/University @ \$50.00
- Medium College/University @ \$45.00
- Large College/University @ \$40.00

# How To Use:

1. Put the vest on the individual
2. Fasten the buckles & straps to fit the user
3. Inflate using the attached pump
4. Make adjustments if needed, to ensure user is on their side with the head & body supported

Feature	Function	Benefit
Neck Pillow	Holds head in place	Stabilizes the user comfortably
Electric Pump	Inflates the vest	Ease of use Time efficient
Adjustable Straps	Keeps user secure the product	Adjustable for different size users
Inflatable vest (Front and back)	The back and front will blow up to make the user sleep on his/her side	Prevents user from aspirating

