Michal Sela Startup Academy

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Combating Domestic Violence via Tech

פורום מיכל סלה
Michal Sela Forum

Google for Startups

After the Michal Sela Hackathon Safe@Home 2021,

7 powerful ventures that can change women's lives all over the world,

continued to **'Michal Sela Startup Academy'.**

The academy powered by **Michal Sela Forum and Google for Startups**,

with the aim of enable the ventures to take shape and come to fruition.

Among our goals in the academy:

- Enhancing understanding in the field of **domestic violence**.

- Gaining basic **entrepreneurial** venture development **tools**.

- Getting familiarity with the entrepreneurship field and the **ecosystem**.

- Polishing ventures towards readiness for the next stage:

    Michal Sela Safe@Home Accelerator!

THECAPSULE

An encrypted system that connects women in the cycle of domestic violence for tailored, individual and personal accompaniment. The system will provide support to the woman and help raise awareness of her condition, accompanying the steps in the exit from the circle of domestic violence by women who have already left the circle of violence. The supportive women are women who have been properly certified and know what that woman is going through. The system will maintain their privacy and security of both sides.

The Team

Founder CEO Adi Krief

Co-Founder   Osher Mayor

Co-Founder CTO Liron Zohar

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The Team

Co-Founder   Tova Katz

Co-Founder   Moria Ben Gil

ABuser is an app that measures frequency and intensity of 'silent' violence. The app identifies warning signs such as verbal violence, obsessive behavior, and gaps in the behavior of the victim and aggressor. ABuser diagnoses, analyses and documents the violent relationship using audio technology, GPS, and data collected from the victims' phone. The input data then becomes a visual output enabling the user to measure the tendency of the violent cycle, thus mirroring the relationship objectively, increasing quality of treatment and finally- assisting the victim in leaving the situation safely.

AB USER
Safety Personal User

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Moresee.AI is a digital advertising platform that aims to encourage intimate partners who use violence to seek treatment. The system targets currently or potentially violent intimate partners, based on their behavior and presence on the Internet, using artificial intelligence (AI)-based methods. It then generates customized digital advertisements (based on "NUDGE" theory) that raise the intimate partner's awareness of their problem and push them to turn to treatment. The solution is based on existing and proven technologies and mechanisms.

The Team

Co-Founder   Bar Lichtenfeld - Sade

Co-Founder   Oded Scharf

Co-Founder   Michal Grinspan

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A few years ago we have registered a patent for a new defensive application – A gas canister connected to a spray ring. **ProTech Me** is a compact product that can easily be concealed within the hand palm and due to the ring connected to it around the finger, it can free the hand for other uses. The product has a safety trigger that once set to "operation mode", the product connect to the cell-phone via Bluetooth connection. Once the "operation button" is pressed by the thumb, the gas is spayed efficiently through the ring and in addition a notification is sent to the contacts that were previously set and to the police, by an application on the phone, with the precise location of the event.

The Team

Co-Founder   Lital Cohen Ezra

Co-Founder   Avi Ezra

Strategy Advisor   Shalhevet Tzdaka

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Safe-Button is an invisible emergency button, aimed to increase women safety in the public environment. Safe-button works independently from a mobile, and everyone can wear it on different dress items, such as belts, jewelry, shoes and others.

Continuous pressing on the Safe-Button will transmit a signal to the emergency authorities as well as to the "safe-people" defined on ones button.

An accurate GPS location will be transmitted to the rescuers.

Safe-button might include more features such as microphone and siren.

In the future we will create a safe-community, ready to call-for-help 24/7, in the near radius.

Safe-button will be so small that only the user can be aware of it, and therefore will become a prominent solution to strengthen the personal security of women in the public environment.

SAFE BUTTON

The Team

Co-Founder   Meirav Ben Yair
Co-Founder   Ravit Zilberfarb

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Bodyguard is developing a system for Android and Web to help women, men and children solve the problem of violence.

By identifying conflict events, and creating an optimal response to them (based on a psychological model and user preferences) the system will prevent the deterioration of a conflict event already in the initial stage and in the long term will give the user a safe life.

Unlike other emergency system apps and gadgets, we focus on prevention! The system responds as soon as it detects a small conflict, so that the energy invested to prevent the violent incident is smaller and the result is better.

In a world with Bodyguard, women, children and also men will live without experiencing violence, and know how to avoid it ahead of time.

In the long run - they will manage on their own, and there will be no need for Bodyguard.

The Team

Co-Founder   Aviv Cohen

Co-Founder   Ortal Orit Arviv

Co-Founder   Oranit Henoch

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SafeR is an invisible autonomous AI system Mobile app combined with IoT devices such as: alarm clock / Notepad etc.
• It listens to everything that happens in closed doors.
• Automatically detects physical/ sexual and verbal abuse and can even identify threatening tone of voice.
• Can differentiate between regular quarrels and true violent events.
• Protecting you 24/7
• Intelligent system – designed to understand threatening situations and act upon.
• Auto activated – you do no need to do anything.
• Auto trigger alerts to your contact list and or authorities.
• Auto collecting and recording audio and video upon activation.
• Building a network of students in order protect college students.
• Integrated seamlessly in to the home environment by using innocent IoT devices.
Designed to protect college students from physical and sexual abuse on campus.

SafeR making the world a safer place.

SafeR

The Team

Co-Founder   Dana Locker

Co-Founder   Ori Zeiger

CPO   Tomer Katz

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