



BUILLI

YOUR WATCHFUL PROTECTOR

Family: Cyberbullying led to suicide of 14-year-old University City boy



COMMUNITY > YOU ARE NOT ALONE

Pinellas mother says cyberbullying played a part in daughter's death



Teen suicides are on the rise, and recent statistics are alarming. According to Pew Research, since 2008, child suicide rates have increased by up to 150%. In a 2018 study, there was a 33% increase in depression and anxiety, and 59% of teens experienced cyberbullying or online harassment, with research pointing to social media use. Local mom Cheryl Brown lost her daughter, McKenna, to suicide, and she believes online bullying played a big part.

You Are Not Alone | Resources & Information

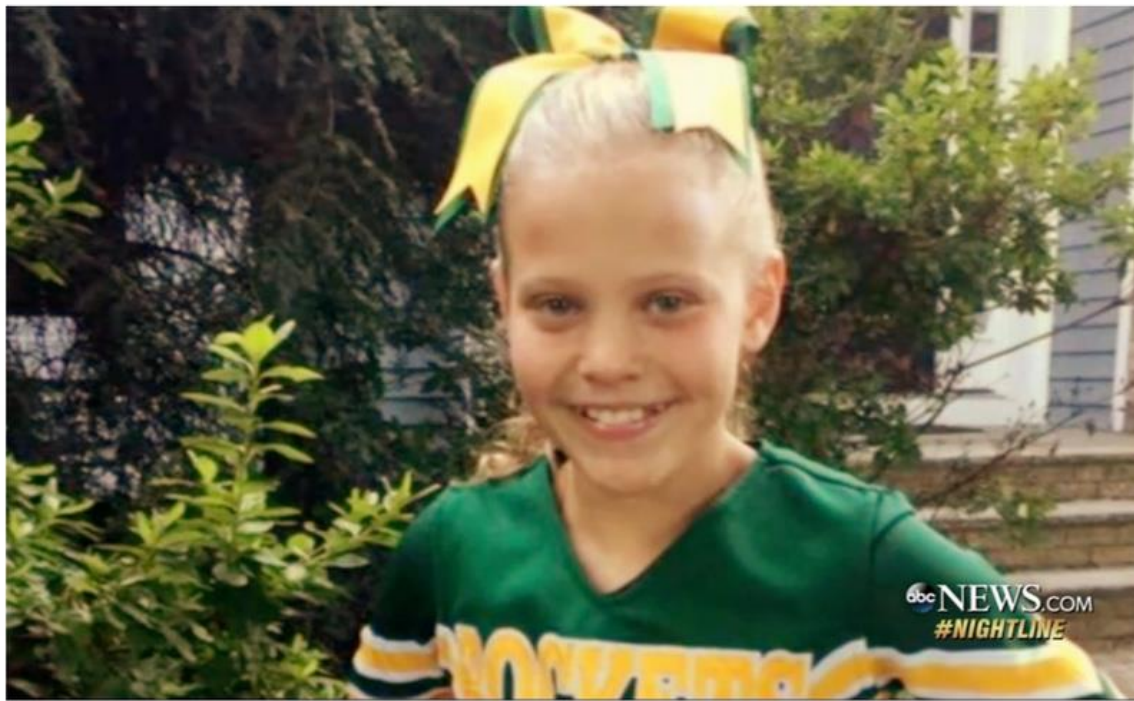
- NAMI - Pinellas County
- Far From Alone



Parents of 12-year-old who committed suicide say school didn't do enough to stop bullying of daughter

Mallory Grossman took her own life after parents say she was bullied at school.

By ABC News
August 3, 2017, 2:31 PM



Parents of teen who died by suicide sue Latin School of Chicago, claiming it ignored cyberbullying

By Sarah Schulte
Tuesday, April 26, 2022



Nate's suicide followed what his parents say was ongoing cyber bullying from boys at the private Latin School of Chicago.

After Teen's Suicide, a New Jersey Community Grapples With Bullying

Amid grief and outrage over the death of Adriana Kuch, 14, students have mounted protests, and a schools superintendent has resigned.



Adriana Kuch, 14, told her father that she didn't want to be the girl who was beat up on a video, he said. Kuch

School will pay over \$9M to parents of bullied 12-year-old girl who died by suicide

Updated: Jul. 26, 2023, 7:42 p.m. | Published: Jul. 26, 2023, 3:32 p.m.

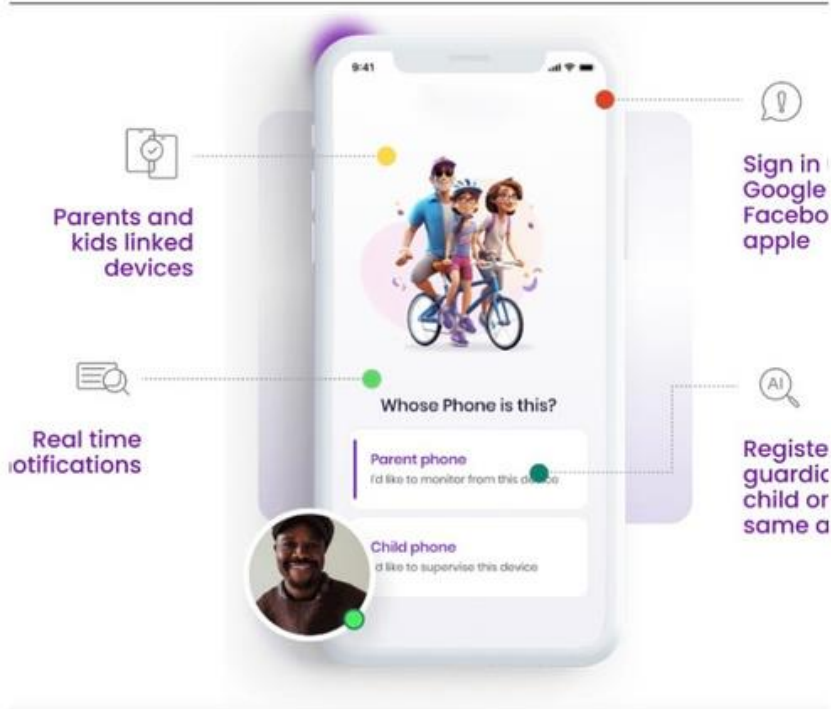


Mallory Grossman in a family photo.

48 States Address Cyberbullying: All states except for Alaska and Wisconsin have specific references to cyberbullying in their anti-bullying laws.

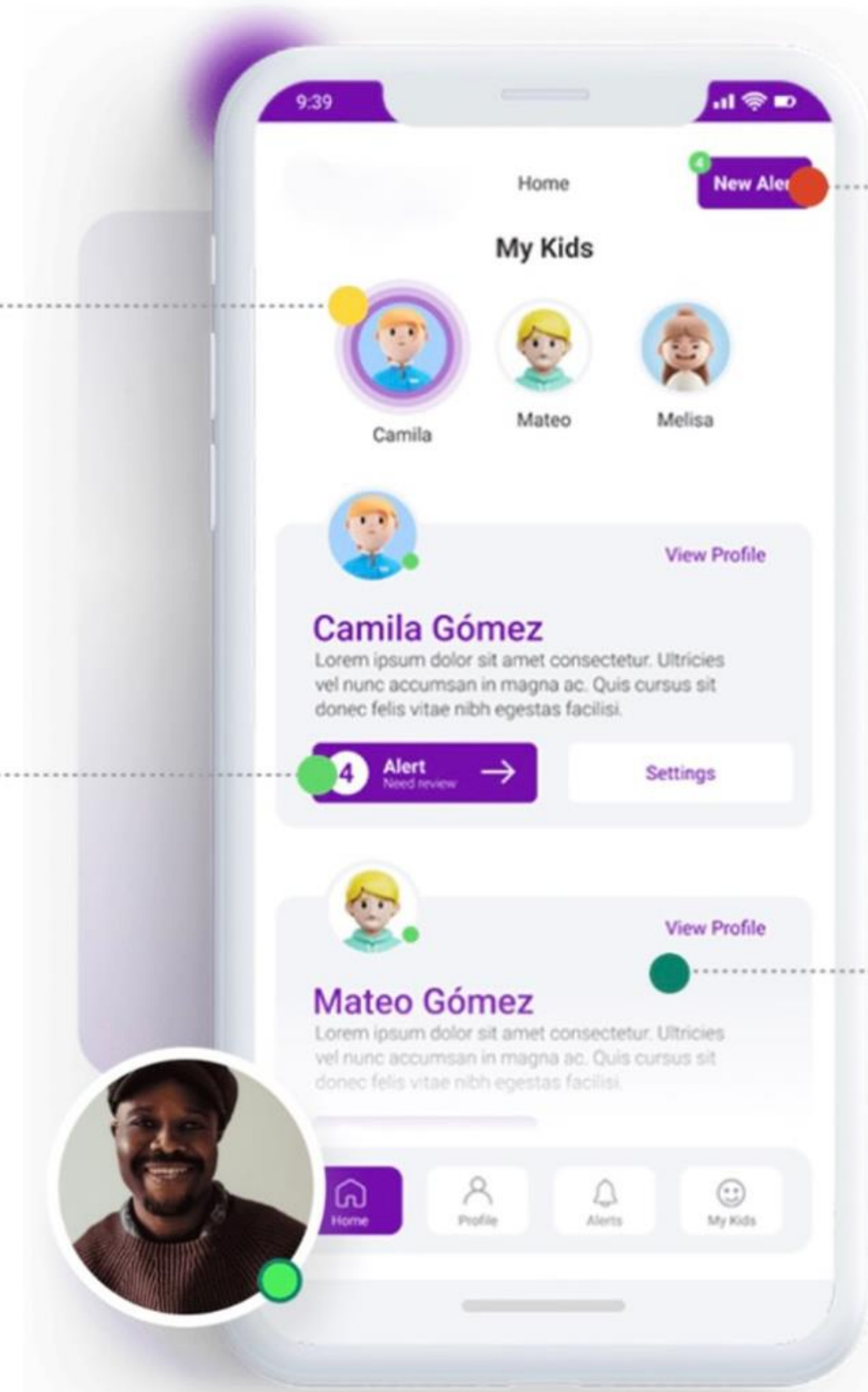
More than 57 recorded instances where schools or parents faced financial responsibility due to cyberbullying incidents.

Src:
<https://www.publicjustice.net/wp-content/uploads/2018/01/2018-01-08-Winter-2017-Edition-Bullying-Verdicts-and-Settlements-Final.pdf> -
;~;text=URL%3Ahttps%3A%2F%2Fwww.publicjustice.net%2Fwp



Parents and kids linked devices

Real time Bullying sentiment analysis



Ofrensiv messag alerts

IA text analysis

OUR MISSION

BullsI mission is to
successfully reduce even
one case of cyberbullying



Key Market

Our primary focus is on
middle and high schools.



Contribution

BullsI ensures mental peace
for students and parents
and a safe environment for
schools.



Current Status:

Developing a cutting-edge prototype to
combat cyberbullying, validated through
engagement with approximately 100 UTD
students and two schools to confirm market
need and support.

Size of the Market

Global Digital Population:

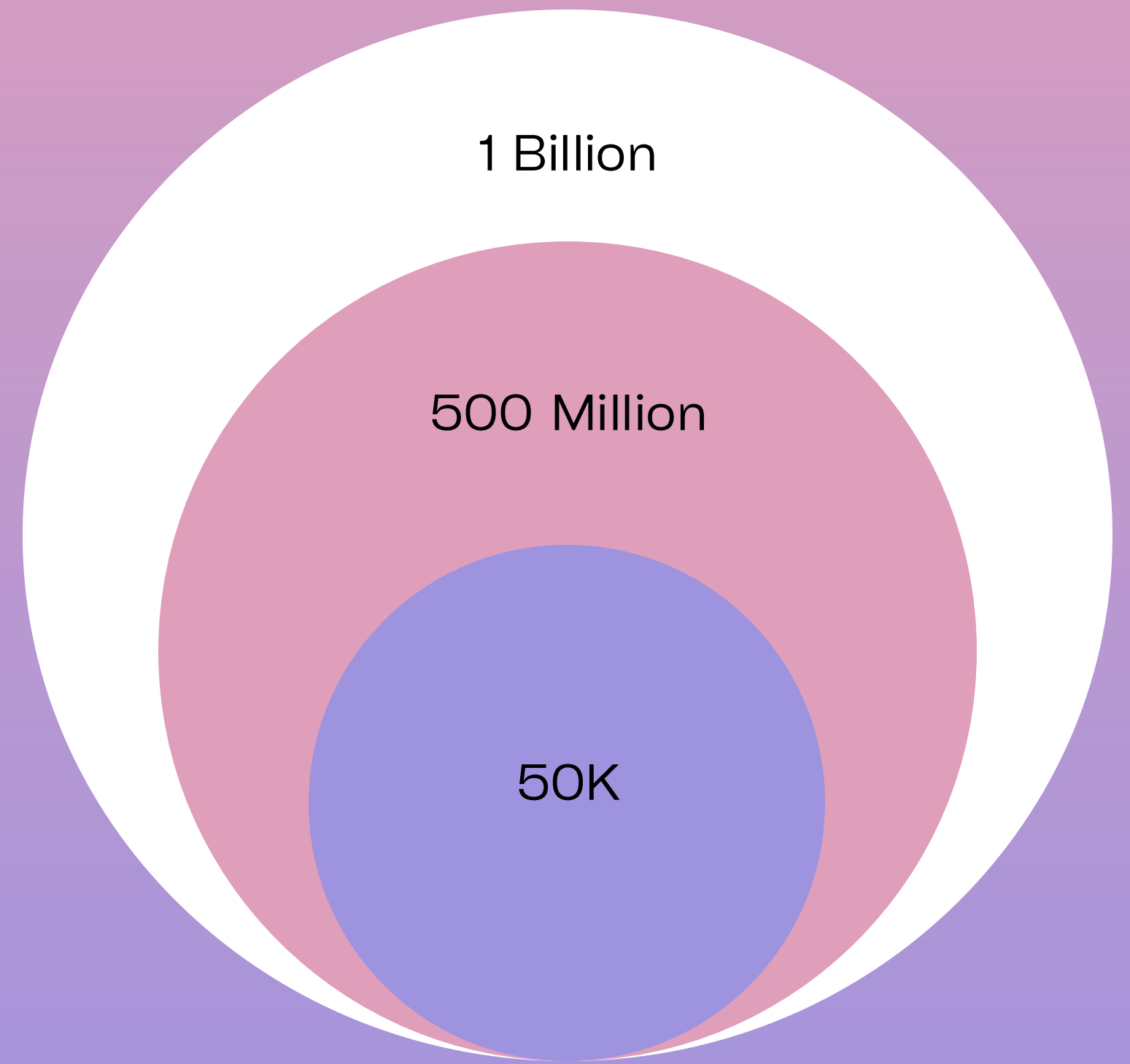
Particularly focusing on demographics commonly affected by cyberbullying (e.g., children and teenagers)

U.S. Market:

Based on proportional allocation from the global estimate and the higher propensity to invest in child safety and educational technologies.

Private Schools In Richardson

Richardson High School, Richardson North Junior High School



Revenue Model

- We offer Bullsi, a cost-effective app for schools in Richardson and Dallas, reducing potential legal and reputational risks for up to \$10,000
- Actively engaging with numerous schools to demonstrate how our app, Bullsi, enhances safety by functioning as a preventive measure similar to insurance.



Competitive Analysis

BRAND NAME	PRICING MODEL	AI-POWERED MONITORING	REAL-TIME ANALYSIS	USER REVIEW OPTION
BULLSI	FREE FOR THE USERS BUT CHARGABLE FOR SCHOOLS	✓	✓	✓
RETHINK	FREE	X	X	X
BULLY BLOCK	ONE-TIME PURCHASE \$40	X	X	X

Financial Projections

	Year 1	Year 2	Year 3	Year 4
Revenues	\$100,000	150,000	\$200,000	\$250,000
Total Costs and Expenses	\$100,000	\$90,000	\$81,000	\$72,900
Outstanding Debt	\$50,000	\$50,000	\$50,000	\$50,000
Net Income	-\$50,000	\$10,000	\$69,000	\$127,100

Use of Funds

My ask is \$10,000 and an American Citizen

80% on Product Development

20% on Marketing and Sales


Marketing and Sales
20%



Product Development
80%

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Timeline



Aug 2024

- Develop the Proof of Concept by finalizing MVP features to showcase core functionality and initiate UI/UX design with wireframing, user flow diagrams, and high-fidelity mockups


December 2024

- Launch a beta release for external testing, refine the app based on user feedback to enhance usability and functionality, and conduct compliance and security checks before the full-scale launch

March 2025

- Release the app for beta testing to select users, refine it based on feedback for enhanced usability and functionality, and ensure compliance with all legal and security standards before the full launch

July 2025

- Finalize the launch strategy and promotional activities, optimize app store listings for visibility, officially release the app, and begin post-launch monitoring to address technical issues and collect user feedback
- 



BullSI

- Pursuing Masters in Business Analytics from Jsom, dean's excellence scholar
- worked as a software engineer for various clients over a period of three years
- Upcoming Software Developer Intern at Sabre for Summer 2024.

The Team



Sarthak Verma

Chief Executive Officer

