



## Highlights

MyPwr creates opportunities to provide innovative violence prevention education opportunities for all, including:

- A mobile application developed for smartphones and tablets that delivers Empowerment Self Defense training and other violence prevention techniques in an accessible, affordable format.
- Podcasts about violence prevention education.
- Office space and digital content creation studios for innovating solutions to end violence.

## Impact Thesis

To utilize innovative technology platforms, including AI and VR, to make violence prevention education accessible through smartphones and other digital platforms and provide a core body of knowledge for protecting human rights

## Executive Team

- Yehudit Zicklin-Sidikman, CEO
- Lior Ashkenazi, CFO
- Sara Halevi, CMO

## Business Model

What do we extract? People. Good people who can be trained to teach ESD.

What is our production process?  
Onboarding USERS (harvesting, sorting) and supporting them as they become agents of change.

What do we sell? The space and support for this process to happen.

## Ask

- \$650,000 Startup Seed Funding