

**Let's work
together.**

TO CREATE HARASSMENT-FREE NIGHT-OUTS.

SAFEQUEEN

Who We Are

Designed, at first glance, to act like a simple review platform where users can rate how safe they felt in a venue. SafeQueen encourages users to warn others of unsafe venues and guide each other towards safer nights out - just like what friends do for each other.

The reporting option means users can report sexual harassment and sexual assault incidents within venues anonymously. Reports and reviews are then combined to give each venue a 5-star rating.

The other side of SafeQueen provides venues with their very own "safety dashboard" where all reports and reviews are displayed, and a venue's weaknesses and strengths can be pinpointed to prevent future incidents. The Safety Dashboard will use this data to give venues a competitive analysis, and tips to remain safe or improve their safety standards.

We Value...

- accountability
- honesty
- community

MEET THE TEAM



Rokszana Kasprzyk
Partnerships & PR
Director



Stefani Ermogenidou
Creative Director



Ines Pereira
Product
Management
Director

Mission and Vision

Our mission and vision reflect the aspirational ideas behind SafeQueen and communicate our purpose, objectives, and how we value our users.



MISSION

We want to be the leading advisor of women's safety on night outs. We are empowering people and venues to work together and enhance the culture they provide.



VISION

We envision a world where women are no longer forced to laugh off uncomfortable situations and venues take responsibility for the culture they provide.

Objectives

Our objectives define our measurable goals. By having defined goals, we are strategically working towards enhancing the safety of people in the night-time economy and actively improving our platform based on people's voices.

- 1 Help venues enhance their culture
- 2 Inform the everyday person of incidents so they can make an educated decision on where they choose to have fun
- 3 Work with 3rd parties to prevent, fight, and predict these often-criminal behaviours and incidents

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The Problem

There's a constant unsafe environment for Women on Nights Out, perpetuating a cycle of fear.



75% Of UK adults are calling for improved safety in licensed venues



High turnover of staff in hospitality leads to issues for venue managers to implement safety initiatives



A lack of honest reporting means there is no in-depth data about the realities of sexual harassment and assault

The power dynamics within the night-out economy enable unwanted behaviours that lead to abuse, and too often people who experience this abuse believe that their stories will be minimised, or not taken into account.

Hospitality venues have to ensure their spaces do not enable harassment, assault, or violence towards women or anyone else, always remembering that taking responsibility is **NOT** the same as taking liability.

Data-Driven Platform

Venue Safety Dashboard driven by Anonymous User Safety Reporting

— Actionable Insights

— Competitor Analysis

— Popularity Ranking

Traffic Source



Reviews 77% Reports 23%

Your Venue's Overview

Compare with a specific type of venue?

All Venues

AVERAGE RATING

4.09

↑ 4% Compared to other venues

NUMBER OF REVIEWS

33

↑ 20% Compared to other venues

AVERAGE AGE of people visiting your venue

21 y/o

SAFETY INDEX

77%

↑ 35% Compared to other venues

LET'S WORK TOGETHER

Research indicates that
each additional star in online
ratings correlates with a
significant boost in annual
revenue.

With an increasing number of individuals researching venues online before visiting them, our platform provides your venue with a unique opportunity to stand out positively in the digital realm.

WWW.SAFEQUEEN.CO.UK

What We Propose

- Sponsorship
- R&D projects
- Event collabs
- Cross-Promotion
- Podcasts
- & more

We seek only meaningful partnerships and want to collaborate with organisations that align with our values and vision. Join hands with us to foster positive change in the nighttime economy and tackle sexual harassment and assault incidents.

We propose collaborative efforts that include **sponsorship opportunities for upcoming events, funding for our research and development projects, and active engagement in social media initiatives.** As we pride ourselves on fostering innovation and continuous improvement, we also envision a valuable exchange of research, data, and knowledge with our partners. Our commitment extends beyond traditional partnerships; we are eager to explore **event collaborations**, leverage each other's networks for mutual growth, and collectively amplify our impact.

Together, let's contribute meaningfully to addressing this pressing societal concern.



Benefits of working with us

- Increase reputation
- Grow your online presence
- Broaden customer base
- Contribute towards positive change
- Shape a safer & more inclusive nightlife experience

Collaborating with us unlocks a wealth of benefits that extend beyond the confines of licenses and reputations. Embracing diversity in clientele, our collective efforts contribute to maintaining and enhancing the vibrancy of the nighttime culture. Partners across various industries can anticipate significant advantages, including a **boost in revenue driven by a broadened customer base and elevated safety standards.**

Moreover, through this dynamic partnership, organizations have the invaluable opportunity to showcase their unwavering support and advocacy for a safe and inclusive culture, contributing to the collective effort toward a more equitable world for all. By aligning with our shared mission, partners become champions in voicing concerns and driving positive change in response to pressing societal issues, affecting diverse communities and shaping the world we collectively inhabit.

Together, we amplify our impact, making a difference that transcends individual efforts and resonates globally.



LET'S WORK TOGETHER

**For partnerships,
contact us.**



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THE NEW ERA OF REPORTING