
Company Representative Name	Kiyeon Nam	02/19/2020
	by Kiyeon Nam in #CloudInnovateHERxDigital Pitch Challenge	id. 15263350
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#CloudInnovateHERxDigital Finalist Form	04/27/2020
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Name Question	Kiyeon Nam
Long Answer Question	n/a

#CloudInnovateHERxDigital Finalist - Additional Information Form	04/27/2020
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Name Question	Kiyeon Nam
Company Name	B'zT, LLC.
Job Title	Founder and CEO
Solution Name	B'zT
Solution URL	www.smartbzt.com
Headshot	Kiyeon_Nam_BzT.jpg
30 Second Video Teaser	BzT_30_sec_video.mp4
I Agree	checked

Original submission	02/19/2020
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Company Name	B'zT, LLC.
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Email Address	info@smartbzt.com
Mobile Phone Number	+1 646 825 0074
Company Address	2242 129th street College Point NY 11356
Company Website	www.smartbzt.com
Company Logo	BzT_main_logo_copy.png
Industry	Technology
If "other", please specify.	n/a
Solution Name	B'zT
Big Idea: One sentence that describes the value your solution will provide to your customer.	B'zT is an award-winning innovative fashion that creates child protection through apparel combined with tracking technology.
Solution Description: Explain how your solution solves the customer challenges?	By wearing B'zT clothing, parents and teachers can be alerted via smartphone when their children wander beyond a pre-set distance (25-30 Feet) in crowded places such as shopping malls, theme parks, large parties and picnics. It is especially beneficial for teachers who have special needs children that are prone to running away unexpectedly.
Your Solution: Describe your solution. What specific Cloud services are you leveraging in your solution? How do these cloud services being used?	ServerPronto: App SiteGround: Website G suite: emails Box.com: Digital Assets storage and share

Solution Impact:
Explain how your solution positively and directly or indirectly impacts your customers.

B'ZT® is a smart t-shirt that has a washable chipset pre-embedded in the clothing. When a child in B'ZT wanders off, B'ZT App issues alarms to prevent any missing child. The lost-and-found experience that I had with my 3-year-old daughter at a shopping center, I found that most tracking devices were expensive with monthly subscription plans. As a mother of two children and a 20-year well experienced fashion veteran in New York City, I decided to develop a tracking device that is affordable, machine washable, is no battery recharging required, allows group tracking, and works anywhere in the world. No one should ever have to feel the pain of losing a child, even for a few moments. B'zT is created to help reduce the risk of lost and missing children. We also believe when the technology in apparel is non-intrusive, through which we can emphasize the positive means of human connection and provide children the sense of safety, security and confidence.

Market Need: What is the customer problem you are looking to solve? How does this solution solve that problem?

We found that the current child safety/monitoring technology was either too clunky or uncomfortable for children while being expensive or bureaucratic for parents. By marrying the technology of Bluetooth and smartphones with colorful apparel and unique characters, B'zT aims to bring peace of mind to parents, guardians, caretakers, teachers, coaches and anyone responsible for supervising and monitoring children. B'zT is dedicated to creating a fun and safe environment for children while offering peace of mind and security for their parents and caretakers. We believe our Smart B'zT App and Apparel build personal connection within crowded spaces and strange places that is convenient, non-intrusive, and cost-effective.

Target Market:
Please describe your target customers or the audience who will buy/consume your product/services.

There are over 2.7M autistic people at high risk of wandering in the U.S., over 5.7M Americans living with Alzheimer's, and over 36M primary and pre-K students in the U.S. who spend \$25B on Back to School merchandise, \$1B on school uniforms, and over \$5B on merchandise at amusement parks annually. The caretakers for this population want a comfortable and reliable way to keep track of the people that they keep track of, particularly in cases where groups need to be tracked in crowded locations, such as school field trips and theme parks. We estimate the current immediately addressable market to be around \$2B in the U.S. We ultimately want to leverage B'zT's fashion technology to benefit larger populations such as special needs schools, hospitals, nursing homes and care facilities through various channels: B2C (Direct sales through online), B2B (Institutional supply distributors), B2E (Educational institutions) and B2H (Hospitals and theme parks).

Competition: What products and services do your customers choose today instead of yours? Who or what is your biggest competitor? How are you different or what is your competitive advantage?

In the Location Based Personal Tracking Device market, B'zT's current competitors are tracking device companies for children such as Republic Wireless, Relay, Doki Watches, Jobit, Angel Sense, and Gizmo by LG. Our biggest competitor is Gizmo by LG. Most of the tracking devices in the market are expensive with monthly subscription fees and recharging is required. They are easy to lose and uncomfortable to wear, especially for younger children. They are additionally GPS-based trackers. In contrast, B'zT's washable tracking device is pre-embedded in a t-shirt and uses beacon technology, which allows group tracking and is much more cost efficient. It is machine-washable, does not need to be recharged, and does not have a subscription fee. B'zT's technology application is non-intrusive, so simple you wouldn't think it was a tracking device. You can treat B'zT as a regular t-shirt while enjoying all the benefits of its technology. We are currently developing washable GPS technology, which is the continuation in parts of our current patent from 2015.

Team: Why are you and your business partners the right people to make this solution successful in the market?

I worked for the top tiered companies in the fashion industry in New York, one of the most competitive fashion cities in the world. I worked for 7 companies where I became a corporate fashion director, learning from the best and the brightest people globally. In 2017, I invented S'hug, a versatile travel wrap. I left my life as a corporate director and became a full time entrepreneur of my fashion company, Baby de la Baye. I sold designs to and manufactured styles for businesses including Elie Tahari, Chico's and White House Black Market. I sold 10 thousand units of S'hug. Running my own company that generated income led me to initiate B'zT, an integration of fashion and tracking technology. I successfully recruited a technology team in Korea. They are my classmates from elementary school, and current suppliers of tracking devices and services for the Korean government. We are a team of 9 working together for a better world for children and elders. There is no doubt that we are the perfect team for making this solution successful.

Budget and Sales Goals: How much do you think you will sell in your first year?

After the testing market through B'zT website and Amazon store sales in 2019, we are projecting sales of \$460,000 this calendar year. This is based on a steady growth of our existing T-shirt and patch sales through online sales, impacted by an increased marketing budget, along with bringing on new wholesale, school and theme park sales channels, and releasing the GPS version in the market to capture a larger consumer demand by the end of Q3.

Budget and Sales Goals: How much is it going to cost you to make your product or deliver your services?

Family funded \$200K has been used for patent and trademark filings, proximity based tracking device development, App development, B'zT apparel inventory production. The cost to manufacture one unit of B'zT Bluetooth tracking patch is \$8. The cost for B'zT school T-shirt is \$10 and B'zT retail T-shirt for \$15. The GPS version estimates from our production team are \$35 for the GPS tracker and \$45 for a T-shirt with embedded GPS tracker.

<p>Budget and Sales Goals: What other key expenses will you have when your solution is up and running?</p>	<p>Our solution is in the market generating sales since 2019. In order to increase the sales to \$460,000 this year, we expect to have expenses on marketing and sales, GPS version development, and legal and professional service fees.</p>
<p>Sales and Marketing: How will you market your solution to your customers?</p>	<p>We have been selling online directly to consumers so far through the website and Amazon store. We are planning to focus on B2B sales through school direct wholesales and B2H sales by outreaching theme park merchandise distributors.</p>
<p>Sales and Marketing: What is your unique selling proposition/the "hook" that makes your product/service stand out?</p>	<p>Smart B'zT is a combination of safety with style. Our ultimate objective is to fulfill 2 necessities. First and most critical necessity is offering parents and caretakers a simple tracking technology for their most valuable asset: their children. The second necessity is to outfit those same children in fun, playful and stylish clothing that they love to wear. B'zT is an integration of 100% Cotton t-shirt and 100% biodegradable eco friendly chipset molding. B'zT® Chipset is designed with battery activation button which allows battery power to last up to a year. B'zT's innovative molding material allows B'zT's intricate electronic circuits to be protected from multiple times of washing so that the parents and children feel B'zT just like another t-shirt.</p>
<p>Sales and Marketing: Provide a summary of your routes-to-market strategy.</p>	<p>We have 2 countries for B'zT apparel and chipset production: South Korea for less than 10K units, and Vietnam for more than 10K units. Due to the minimum quantity and the cost, we have Korea production shipped in parts to New York and assemble the parts before shipping for B2C sales which is direct to consumers through our website and Amazon store. Vietnam shipment will be delivered to B2B, B2E and B2H customers' warehouses directly after fully assembled in garment factories. B2B, B2E and B2H markets each has 2 business model components: Licensing and wholesales; B2B Licensing through theme t-shirts retailers and wholesales through tracking device retailers, B2E licensing through school uniform makers and wholesales through school direct sales, and B2H licensing through theme parks, zoos, aquariums, museums, and water parks, and wholesales through attraction-based retailers.</p>
<p>Risk Assessment: What are the biggest hurdles to overcome in order for your solution to be successful in market and achieve the business goal defined within this plan?</p>	<p>The biggest hurdle B'zT had was advertising of the product since we had a limited marketing budget. Fortunately, with the help of media exposure, we are gradually being recognized in consumer market level. In order to reach broader audiences through B2B, B2E and B2H, however, we inevitably need great amount of sales and marketing budget.</p>

Risk Assessment: Do you have access to available funding and the required resources to build and take your solution to market?

I have run 2 companies: Baby de la Baye, a fashion company, and B'zT, an integration of fashion and technology. Since 2017, I was able to initiate B'zT with the income I generated from Baby de la Baye. From 2019, I decided to dedicate my time wholly to B'zT. I am currently seeking funding.

Risk Assessment: Do you need to work with other companies and organizations for any critical logistics? Please explain.

We are working with garment factories and chipset manufactures. As IPs including patents and trademarks belong to B'zT, those organizations are B'zT's vendors and suppliers that we leverage based on the manufacturing cost.

Milestones: What have you achieved so far and what are your major goals for the next 6 months? 12 months? When do you expect to be in market or ready for general availability?

We tested the market through B'zT website and Amazon store since January 2019 without any marketing budget. Despite just coming into the market, B'zT has already received recognitions from PC Magazine and SafeWise as one of the top tracker solutions for children. We were honored to receive a Female Founder Recognition Award by TechCrunch and GreyLock Partners and Edison Award Gold in personal safety category in 2019. In December, TIME Magazine featured B'zT as one of the Best Inventions of 2019. Entrepreneur Magazine featured B'zT as one of the game changing inventions in the same year. We obtained NYC DOE vendor's license. Through numerous presentations to school PTAs, B'zT has been gaining recognitions by parents and teachers and laying foundations for B2B sales. Several schools in Korea has adopted B'zT school system and a private school in Flushing adopted our school system. Our goal for this year is generating organic sales through B2B sales to reach out theme park users and school users.

Cloud Technology: Pick top 3 technology services used for your solution

**API Services
Cloud Infrastructure
Machine Learning**

Cloud Technology Provider: Select the primary cloud provider for your solutions

Other

Technology Reference Architecture: Will you be able to provide an architecture diagram?

N/A

Solution Video URL - Share the explainer video or demo video

<https://youtu.be/ZArrZUN0-Mk>

Anything else you would like to share?

n/a

If selected as a finalist, will you be able to attend the #CloudInnovateHERxNewYork on March 19, 2020 in person to pitch your solution?

Yes

Code of Conduct

All attendees, speakers, sponsors, volunteers, participants, advisors, and entrepreneurs at our summit are expected to follow the code of conduct. Organizers will enforce this code throughout all Women in Cloud programming. We expect cooperation from all participants to help ensure a safe environment for all.

Women in Cloud is dedicated to providing a harassment-free experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, race, ethnicity, religion, or technology choices. We do not tolerate harassment of participants in any form. Sexual language and imagery is not appropriate for any summit venue, including talks, workshops, parties, and online media. Participants violating these rules may be barred from participating in the programming at the discretion of the organizers.

Harassment includes offensive verbal comments related to gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion, technology choices, inappropriate images in public spaces, deliberate intimidation, stalking, following, harassing photography or recording, inappropriate physical contact, and unwelcome attention.

Participants asked to stop any harassing behavior are expected to comply immediately and may also be asked to leave the program at the discretion of the organizers.

If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of the Women in Cloud organizational staff identified.

We expect all participants to follow these rules at the program and program-related social events.

I Agree

true