



Assault & Pepper Case

Protects Your Phone As Well As Your Life!



Define

- We created a phone case, that doubles a refillable pepper sprayer. It is an attachment/case that can protect your life. A discrete button on the right side triggers the pepper spray to be shot. Works as a great phone case too, in case you drop it or throw it.



Ideate

- We brainstormed on how it should look and how it should work. We had to make it fit a smartphone so we chose the highest selling one on the market, the Iphone. W got all the dimensions of the Iphone and began to think long and hard on what our attachment/ case should be.



Understand

- We came up with many ideas. Secret camera, lighter, pocket knife, pencil/pen attachment. We thought of a hologram attachment, and even a finger ring. That would prevent dropping and would locate your phone if you happened to misplace it. We decided on Pepper spray case. It fit all the qualifications of the project and we both really liked the idea.



Explore

- I researched Pepper spray so that I could understand it more. I found that it causes tears, blindness and is most commonly used by people in self defense. Sold in many stores. One myth about it is that water will help your eyes feel better, not true. Pepper spray (capsaicin) is not soluble in water, in fact water may make the stinging even worse. What might not help our idea is that Pepper spray is illegal in many countries. Pepper spray is also banned in War. Fortunately Pepper spray is legal and sold regularly in the United States. Pepper spray is non-toxic and non-flammable. Pepper spray can protect you against rapists, thieves, and wild animals.



Target Audience

- Our Target Audience would be women, ages 17+. All women are at high risk from thieves and rapists. Men will also be a portion of our sales. For hunting/camping or for smaller males. If you are hunting and a raccoon gets into your tent and you don't want to fire a gun and accidentally shoot your hunting partner, you can spray the animal with the Assault & Pepper case. It is perfectly humane and safe, it will not kill the animal, will just cause irritation in the eyes and will stop it from attacking.



Target Audience

- Our other target audience would be women. Women are at extremely high risk of being attacked and or killed. Personally all my sisters and my mother carry Pepper Spray in their purses. It makes them feel safer, and gives me the piece of mind that I need. Lets say you are a 23 year old girl, and you are on your way to your car after a long study group studding for finals in graduate school. You are tired and it is very late. You see a man standing by your car, you make nothing of it. You get out your phone because you have gotten a text. The man starts approaching you and grabs you. If you don't have the Assault & Pepper case, you will need to fight for your life not to be harmed by this man. If you do have the Assault & Pepper case, all you do it press the button and aim at the man's eyes. He will let go of you and you can run away and call 911



The Upkeep

- The case is made out of recycled plastic reinforced inside with highly advanced rubbers and very thin strips of steel. The case should last for 10+ years. If you run out of Pepper spray. All you do is remove the bottom half of the case and unscrew the canister. When you buy the case you will receive two canisters. If you have already used both of those, then you can order some off of our website for 6 dollars each. The case originally with cost \$35. Which seems kind of high, but considering it can save your life, that is a small price to pay.



Production

- Manufacturers would have to make the button for the spray rather hard to spray. So that you don't accidentally spray it in your pocket or while you are texting. Would have to make sure that you can throw the empty canisters away in the trash. When the user is done with the case, or gets a new phone and has no use for it. You can recycle it in your recycling bin at home. It is just that easy! It will be produced in the great state of Alabama in The United States of America.



The Design

- The design is rather light weight and will protect your phone. All of the materials used for the case except the pepper spray itself have been recycled. It is reinforced with rubber and thin sheets of steel and will withstand a ten foot drop. It will be made by a machine that cuts the cases out of the materials, then assembled by factory workers. Will be sold in all the well known stores and at our website.



Why

- Why make this protect? Why sell it to the public? Why even think of this product? Why combine Pepper spray and a phone? Why would I buy this? These are all questions that I have heard, and I only have one answer for all of them. Why not?! Some people may call me crazy for combining Pepper spray and phones, but to me it seemed so simple that I am surprised no one has done it before me. The idea popped into my head and I was determined to make a prototype. I was determined to make a product to revolutionary, that it would shock the world. Question the ways people have been living, question our reason for being here.



Why

- The Assault & Pepper case will save countless lives and save women from going through unforgettable things. I don't expect the case to be a fashion symbol or anything. Its sole purpose is safety. Of your phone and your life. I hope the sales sky rocket, not to make me money. To see millions of women safer and ready for what's to come. It will also reduce the amount of animal attacks on campers and people who live out in the sticks. This case will save your life, and your future.



In Closing

- In Closing, the Assault & Pepper phone case is a revolutionary breakthrough in phone cases. It will open up a whole new market for phones cases, and what they can do. 75% of the worlds population has Cell phone Access. 75% of all the people in the world could use this case. That number astounds me and just makes me dream of what's to come. We attend to make Assault & Pepper cases for other top selling phones after we release the one for the Iphone.