

eMotion creates and offers devices that wirelessly connect those who are physically apart but emotionally together in a manner that is simple and safe.

BFF<3 Necklace

The Product

The BFF<3 Necklace is a threefold offering to these tween girls. It is:

- 1) A wireless communication device that uses customizable patterns of light and vibration
- 2) A customizable fashion accessory, with replaceable faceplates
- 3) A gateway to a secure online social network, where these girls only interact with known friends that have synced their necklaces face-to-face



- Profile
- Chat
- Customize messages



The Market

Jessica is a 10-year-old public middle school student. She has several friends, a few of which she would consider her "best friends." She may not be a candidate for valedictorian, but she takes full advantage of the social facets of her education. Jessica and her middle to upper class parents live in suburban America. Jessica is just an example of our market. Our market includes tween girls 8 to 14-years-old living in households making \$50,000 or more—about 8,000,000