

# DEFENDER *la*

OUR STORY

PRODUCTS

SUSTAINABILITY

GUERLLA MARKETING

#NIUNAMENOS

STATS



# OUR STORY

WHAT STARTED AS A SMALL STARTUP IN BUENOS AIRES, ARGENTINA, WAS FOUNDED BY A GROUP OF PASSIONATE WOMEN DETERMINED TO MAKE A POSITIVE IMPACT ON THEIR COMMUNITY. RECOGNIZING THE NEED FOR BOTH WOMEN'S PROTECTION AND SUSTAINABLE PRACTICES, WE EMBARKED ON A MISSION TO CREATE ECO-FRIENDLY, DEFENSIVE ACCESSORIES AND ESTABLISH RECYCLING BINS THROUGHOUT THE CITY.



DEFENDER<sup>la</sup>

## OUR VALUES

WE ARE DEEPLY COMMITTED TO SUSTAINABILITY AND THE PROTECTION OF WOMEN. WE BELIEVE IN CREATING A CLEANER, GREENER ENVIRONMENT WHILE ALSO FOSTERING A COMMUNITY WHERE WOMEN FEEL PROTECTED AND EMPOWERED.

## OUR GOALS

OUR GOAL IS TO BECOME A LEADING FORCE IN THE FIGHT AGAINST WOMEN CRIME AND IN ENVIRONMENTAL CONSERVATION, MAKING A SIGNIFICANT IMPACT BOTH LOCALLY AND GLOBALLY.



# OUR PRODUCTS

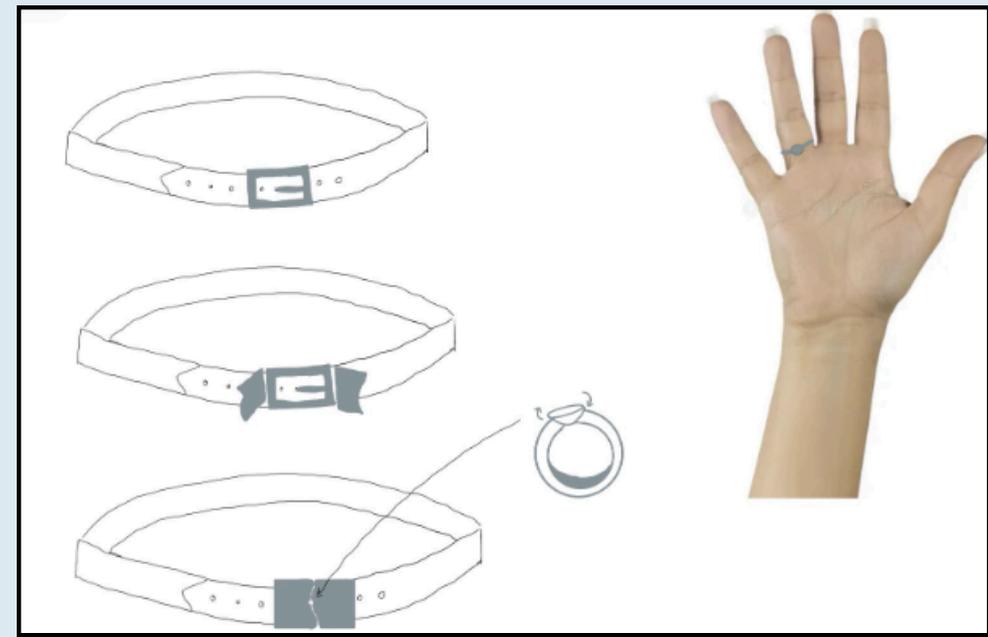
WE HAVE 3 PRODUCTS TO HELP WOMEN IN ARGENTINA DEFEND THEMSELVES FROM DOMESTIC VIOLENCE ABUSE. WE HAVE INCLUDED DESCRIPTIONS AND IMAGES OF THEIR ORIGINAL AND FINAL DESIGNS!



# THE STRENGTH BELT

\$4.17

**BELTS WITH SECURE LOCKS: THESE BELTS CAN ONLY BE UNLOCKED WITH A MATCHING RING, ENSURING THAT THEY REMAIN SECURE AND CAN BE USED AS A PROTECTIVE MEASURE. THE BELTS ARE MADE FROM HIGH-QUALITY MATERIALS THAT ARE BOTH FASHIONABLE AND FUNCTIONAL, OFFERING WOMEN A SENSE OF SECURITY WHILE COMPLEMENTING THEIR OUTFITS.**

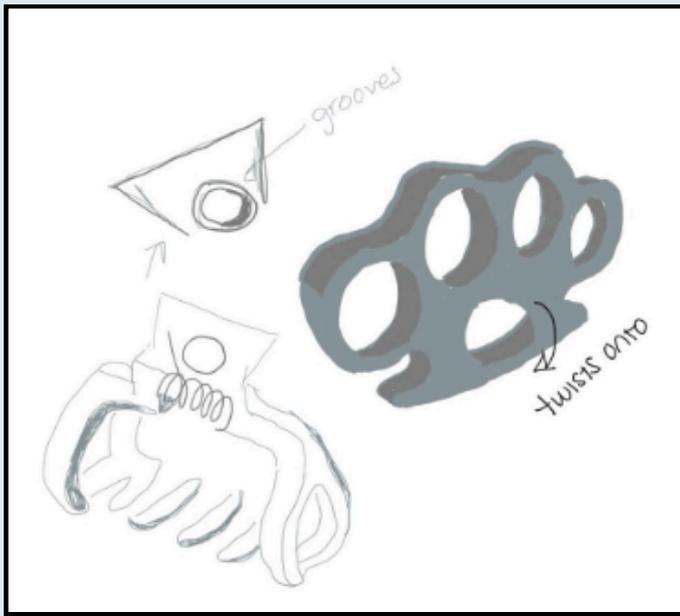




# THE BRAVE HAIR CLIP

\$1.50

HAIR CLIPS WITH BRASS KNUCKLES: THIS STYLISH HAIR ACCESSORY DOUBLES AS A SELF-DEFENSE TOOL, PROVIDING A DISCREET WAY FOR WOMEN TO PROTECT THEMSELVES IN DANGEROUS SITUATIONS. THE HAIR CLIP IS DESIGNED TO BE LIGHTWEIGHT YET DURABLE, ENSURING IT CAN BE USED EFFECTIVELY WITHOUT COMPROMISING ON COMFORT OR STYLE.



# THE HALO BRACELET

\$2.68

SLAP BRACELETS WITH HIDDEN KNIVES OFFER A STYLISH, PRACTICAL SELF-DEFENSE OPTION. THEY SECURELY CONCEAL A SMALL KNIFE FOR EMERGENCIES, AND ALSO FEATURE BRIGHT LIGHTS AND A WHISTLE TO SIGNAL FOR HELP OR DETER ATTACKERS.



# OUR SUSTAINABILITY IMPACT - BINS

DEFENDERLA PLANS TO INSTALL RECYCLING BINS ACROSS BUENOS AIRES TO COLLECT ALUMINUM CANS FOR ITS FULLY RECYCLED ACCESSORIES, STARTING WITH A PARTNERSHIP WITH THE CITY'S CIRCULAR ECONOMY NETWORK.

DEFENDERLA ALSO AIMS TO EMPLOY TRADITIONAL WASTE PICKERS, OR "CANTERONES."



# GUERRILLA MARKETING

DEFENDERLA WILL USE A GUERRILLA MARKETING STRATEGY IN BUENOS AIRES, COMBINING OUTDOOR AND EXPERIENTIAL TACTICS TO CREATE SHOCK AND CREATE INTEREST AND ENGAGEMENT. ALUMINUM RECYCLING BINS WILL FEATURE THIS STRIKING DESIGN WITH THE SLOGAN “ELLA NO ERA BASURA” (SHE WASN’T TRASH)—TO SPARK CONVERSATION AROUND SUSTAINABILITY AND SOCIAL IMPACT. EACH BIN WILL ALSO INCLUDE A QR CODE LINKED TO THE COMPANY’S WEBSITE, ENCOURAGING MORE PUBLIC INTERACTION.



# #NIUNAMENOS MOVEMENT

THE #NIUNAMENOS MOVEMENT BEGAN IN ARGENTINA IN 2015 AS AN INFLUENTIAL PROTEST AGAINST GENDER-BASED VIOLENCE AND FEMICIDE. IT SPREAD ACROSS LATIN AMERICA, UNITING ACTIVISTS TO DEMAND JUSTICE AND GREATER PROTECTIONS FOR WOMEN. THE NAME, MEANING “NOT ONE [WOMAN] LESS,” REFLECTS THE CALL TO END THE VIOLENCE THAT AFFECTS WOMEN AND GIRLS. WE WILL HAVE POP UP SHOPS AT THESE RALLIES PROMOTING OUR PRODUCTS TO HELP EMPOWER WOMEN AND GIRLS TO TAKE A STAND AGAINST GENDER BASED VIOLENCE AND FEMOCIDES IN ARGENTINA



# ADVOCATE/HOW TO FIND US

## POP-UP STORES

- **SAN TELMO MARKET:** MARKET KNOWN FOR ITS ANTIQUES, CRAFTS, UNIQUE ITEMS AND ATTRACTING A WIDE RANGE OF CUSTOMERS
- **FERIA DE MATADEROS:** FAIR THAT SHOWCASES TRADITIONAL ARGENTINE GOODS OPPORTUNITY TO CONNECT WITH LOCAL CONSUMERS AND BUILD BRAND AWARENESS.

## DISCOUNT STORES

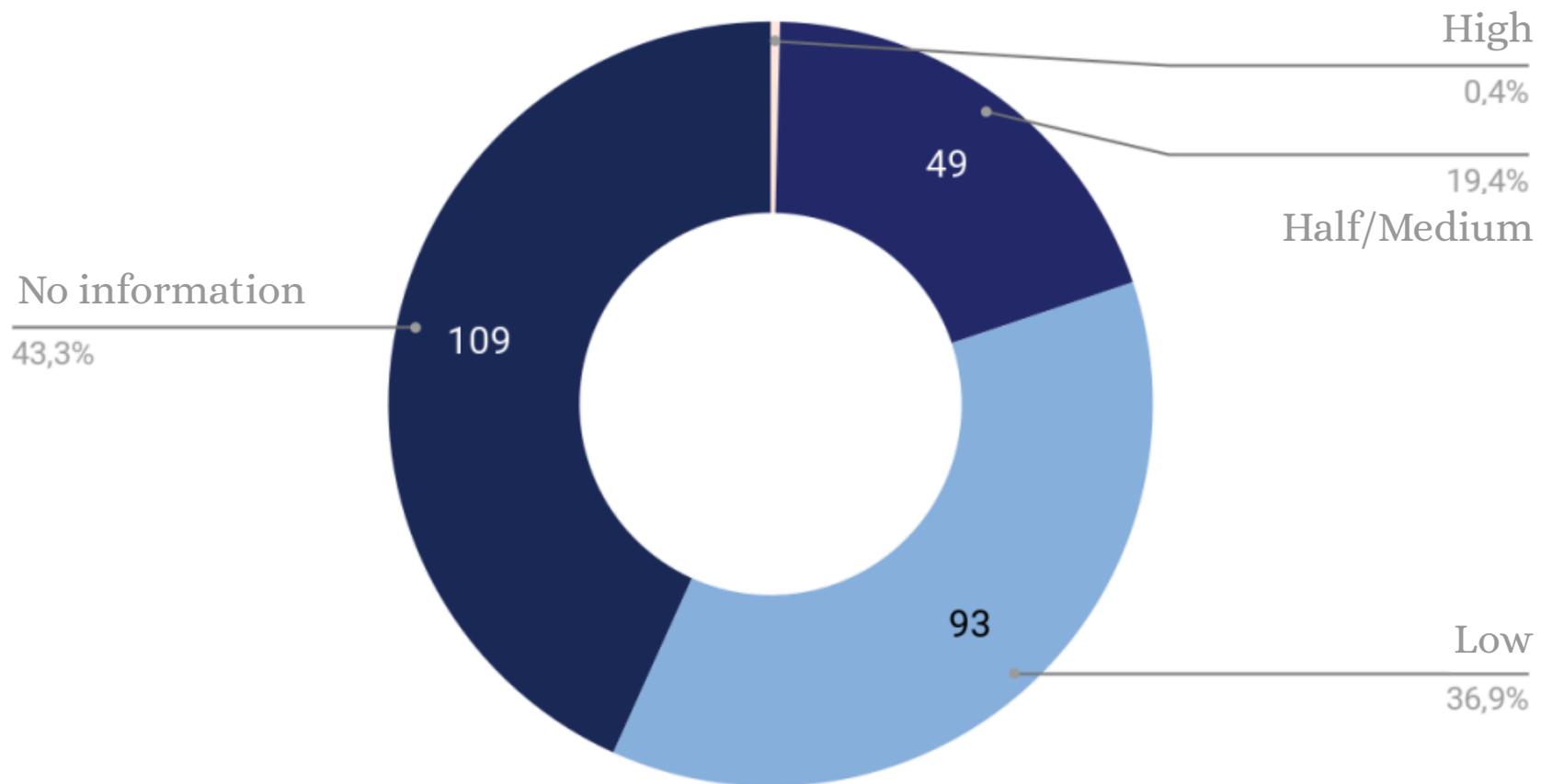
- RETAILERS SUCH AS **TODO MODA AND ISADORA** ARE POPULAR FOR THEIR AFFORDABLE FASHION ITEMS AND ACCESSORIES. BY PLACING OUR PRODUCTS IN THESE STORES, WE ENSURE HIGH VISIBILITY AND ACCESSIBILITY FOR OUR TARGET AUDIENCE.

## LOCAL STORES

- WE WILL PARTNER WITH SMALLER, LOCAL STORES THAT CATER TO EVERYDAY NEEDS AND ARE MORE ACCESSIBLE TO LOW-INCOME CONSUMERS. THESE NEIGHBORHOOD STORES ARE FREQUENTED BY OUR TARGET MARKET AND PROVIDE A CONVENIENT SHOPPING OPTION FOR WOMEN SEEKING AFFORDABLE AND PRACTICAL SELF-DEFENSE ACCESSORIES.

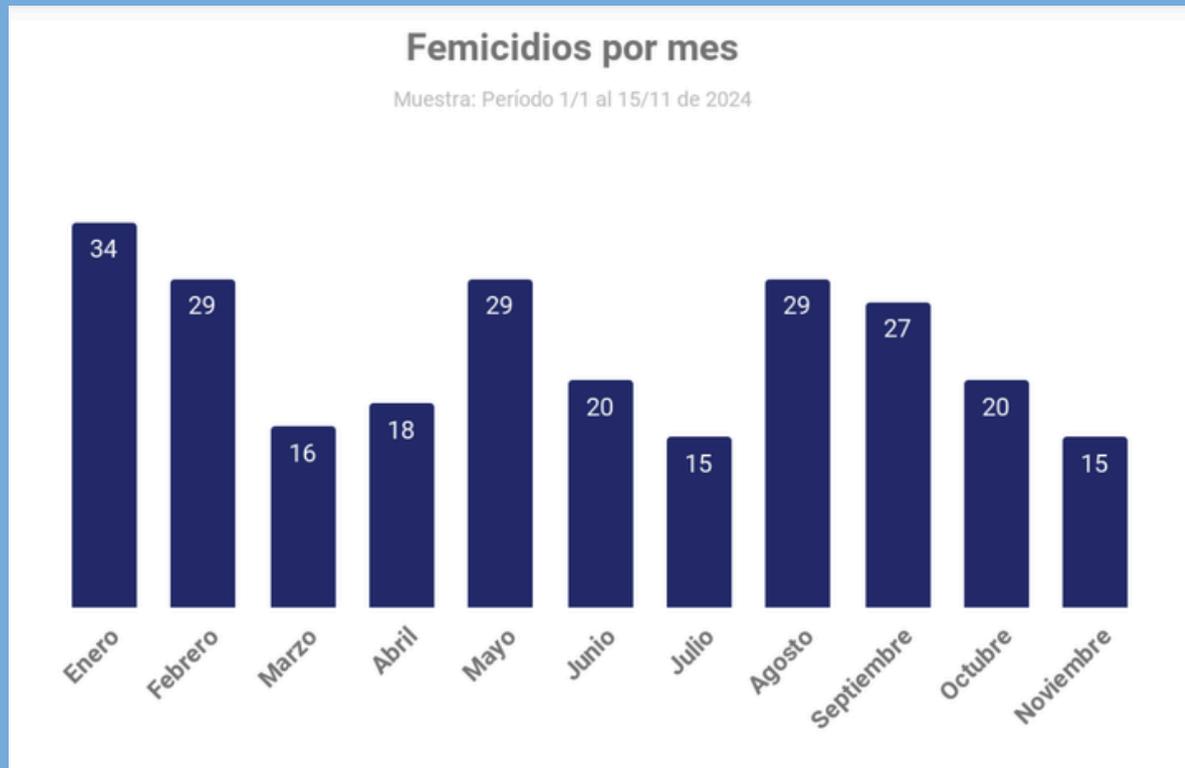
# STATISTICS

Socioeconomic Level of the Victims  
Between 1/1 and 11/15 of 2024

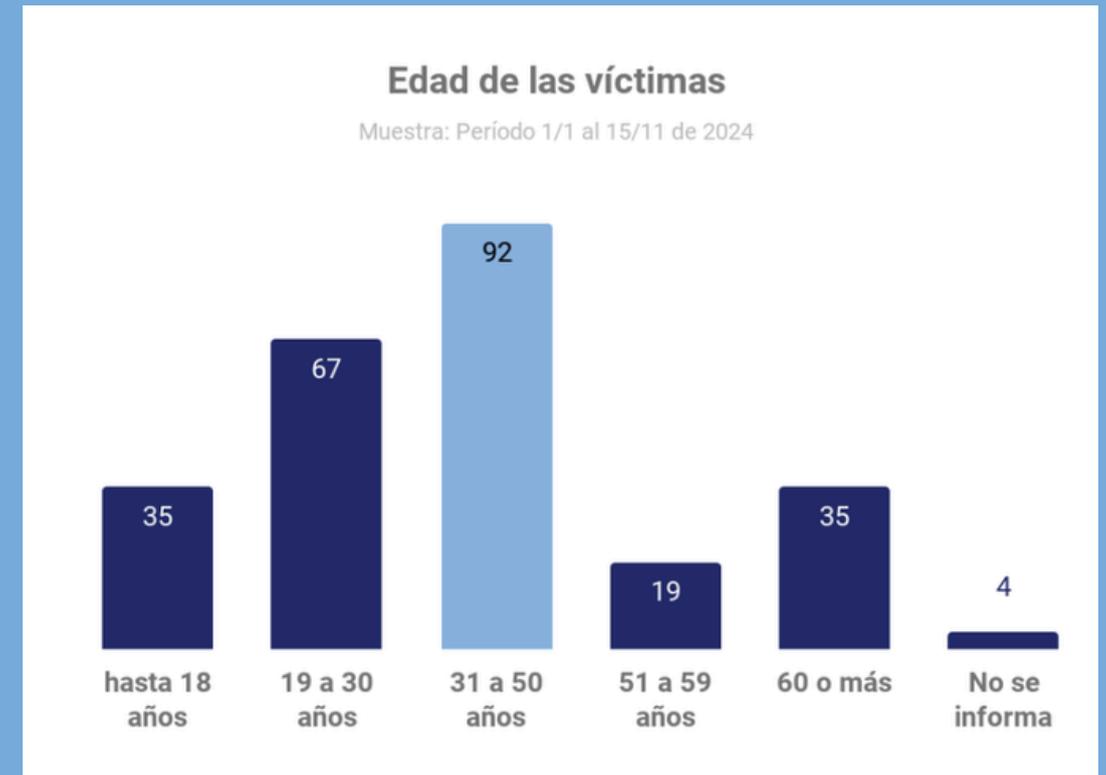


# STATISTICS

## FEMICIDES PER MONTH



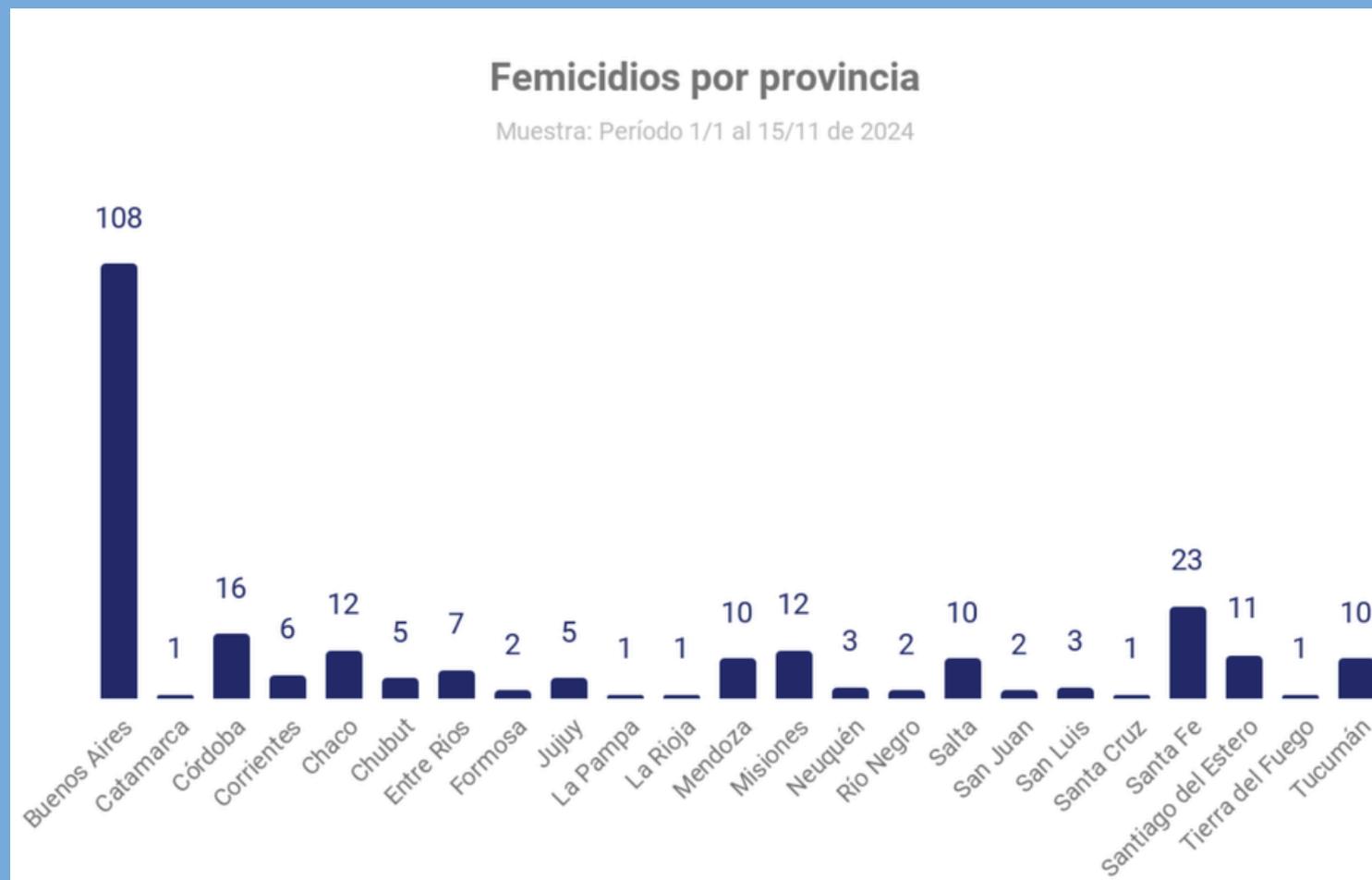
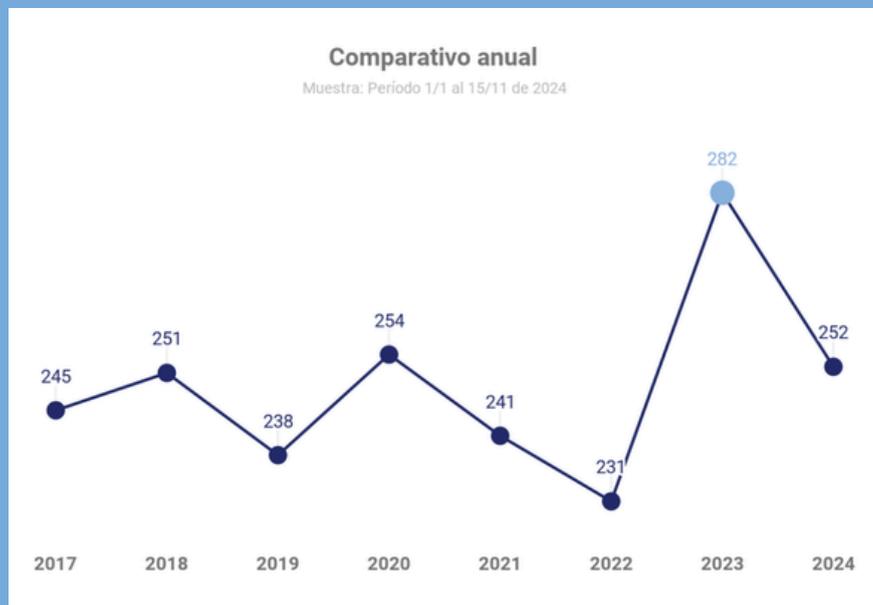
## AGES OF FEMICIDE VICTIMS



# STATISTICS

## FEMICIDES BY PROVINCE

### ANNUAL FEMICIDE COMPARISONS (2017-2024)



# STATISTICS

**BUENOS ARIES GRAPH (COLLATERAL VICTIMS)**

**HIJOS MENORES DE EDAD QUE SE QUEDARON SIN MADRE (MINOR CHILDREN LEFT WITHOUT A MOTHER)**

**CASOS DE FEMICIDIO SIN VICTIMAS COLATERALES (CASES OF FEMICIDE WITHOUT COLLATERAL VICTIMS)**

**MUJERES EMBARAZADAS AL MOMENTO DE FEMICIDIO (PREGNANT WOMEN AT THE TIME OF FEMICIDE)**



# STATISTICS

## FEMOCIDE TYPES

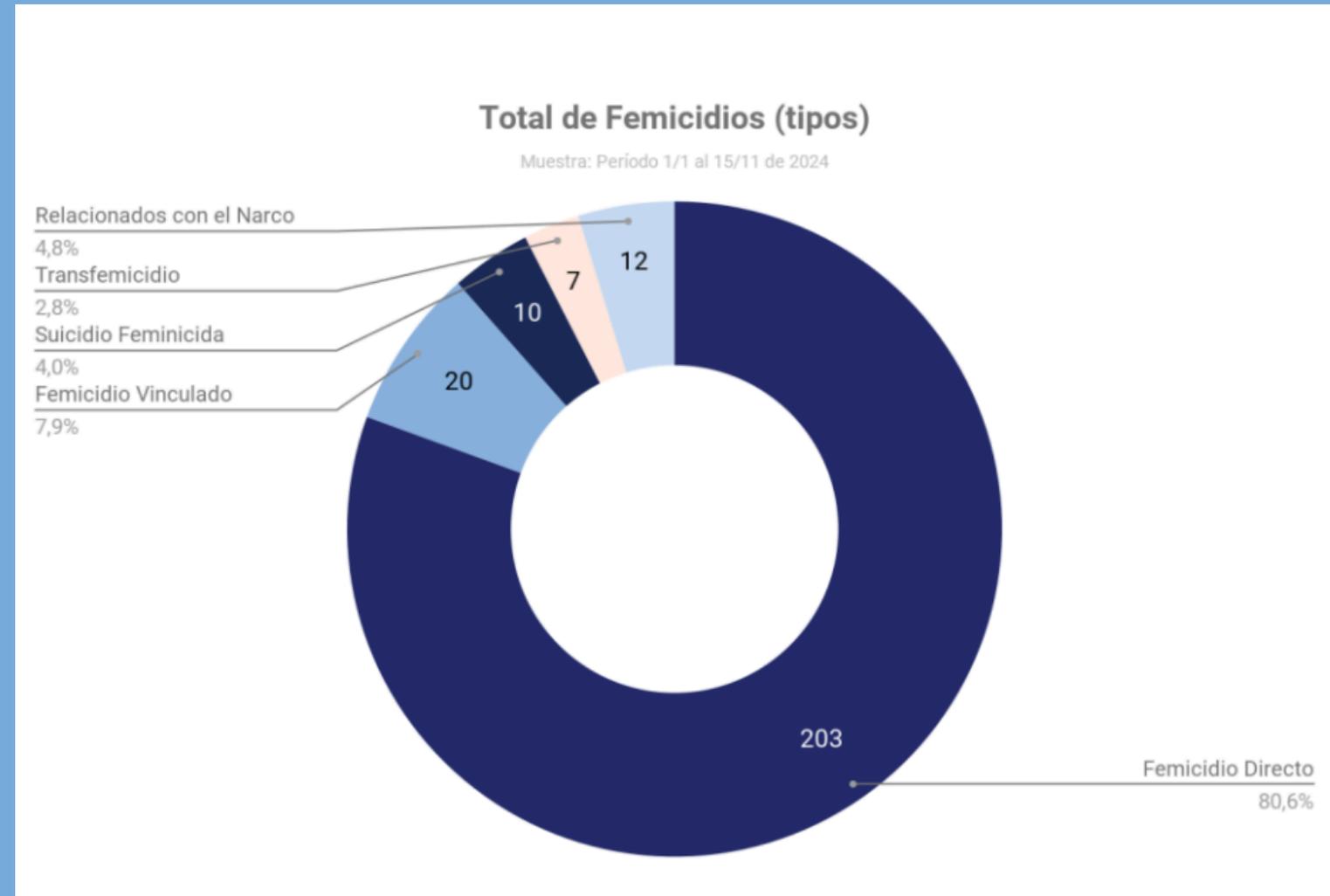
**RELACIONADOS CON EL NARCO  
(RELATED TO DRUG TRAFFICKING)**

**TRANSFEMICIDIO  
(TRANSFEMICIDE)**

**SUICIDIO  
(SUICIDE)**

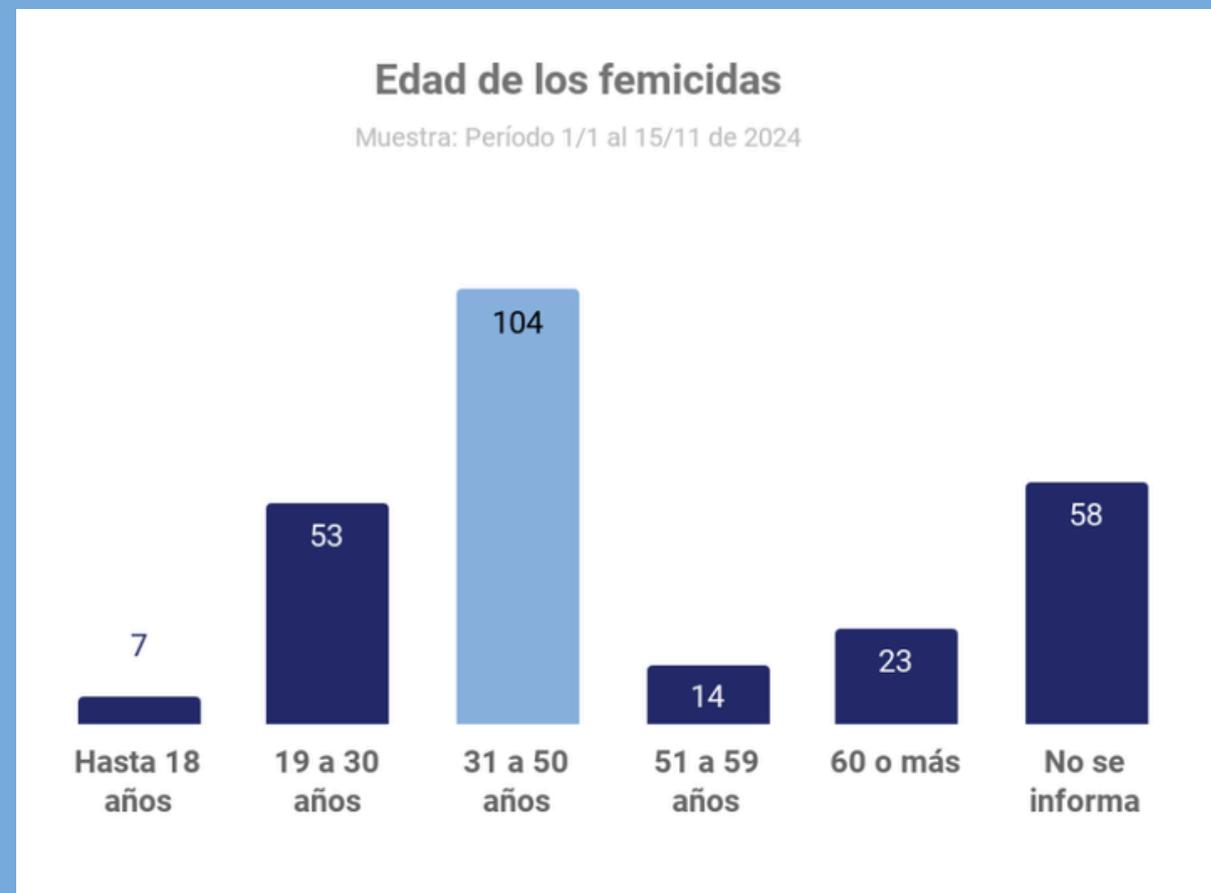
**FEMICIDIO VINCULADO  
(LINKED FEMICIDE)**

**FEMICIDIO DIRECTO  
(DIRECT FEMICIDE)**



# STATISTICS

## EDAD DE LOS FEMICIDAS AGE OF THE FEMICIDES



# STATISTICS

## Argentina Smart Jewelry Market Size & Outlook, 2022-2030

The smart jewelry market in Argentina is expected to reach a projected revenue of US\$ 13.2 million by 2030. A compound annual growth rate of 17.4% is expected of Argentina smart jewelry market from 2023 to 2030.

[Overview](#) [Statistics](#) [Reports](#) [Scope](#) [Companies](#) [Sign up](#)



Revenue, 2022 (US\$M)

**\$3.7**



Forecast, 2030 (US\$M)

**\$13.2**



CAGR, 2023 - 2030

**17.4%**

Report Coverage

**Argentina**

### Data Tree

- ∨ Healthcare IT
  - ∨ Digital Health
    - Smart Jewelry Market Outlook

