

Distributor Model for Sororities

Two-Part Sales Strategy for Guardian TND

Part 1

Physical & Digital Cobranding with Sorority Door Sticker

- Free service brings exposure to the product.
- Can be used by all the Sorority House Sisters
- Enhances safety from the House Exit to their next destination.



3 in x 3 in
Placed above
Exit Doorknob



Part 2

To benefit from the safety technology beyond the Sorority House, provide all Sisters with Cobranded versions of the Guardian TND keychains. Sorority branding appears on the keychain & inside the app.

Combined gives the Distributor

- Constant new pool of pledges to sell
- Multiple Color Purchases to Match their style thanks to Universal Point A



Market Opportunity for Distributors

With millions of potential buyers, and new pledges every quarter creating more new buyers, as well as our design of universal Point A allowing them to buy multiple colors to match their daily styles. Guardian TND is a powerful sales opportunity for the Sorority market.

The National Panhellenic Conference (NPC) serves as the "umbrella organization" for 26 (inter)national sororities. Founded in 1902, the NPC is one of the oldest and largest women's membership organizations, representing more than 4 million women at 670+ college/university campuses and 4,500 local alumnae chapters in the U.S. and Canada.

Highlights from the 2021-22 Annual Survey of NPC sororities:

- 5,772,678 women initiated into our organizations (26 member organizations reporting)
- 354,166 current undergraduate members (26 member organizations)
- 125,884 current new members initiated (26 member organizations)



Alpha Chi Omega
Founded: Oct. 15, 1885



Alpha Delta Pi
Founded: May 15, 1851



Alpha Epsilon Phi
Founded: Oct. 24, 1909



Alpha Gamma Delta
Founded: May 30, 1904



Delta Phi Epsilon
Founded: March 17, 1917



Delta Zeta
Founded: Oct. 24, 1902



Gamma Phi Beta
Founded: Nov. 11, 1874



Kappa Alpha Theta
Founded: Jan. 27, 1870



Alpha Omicron Pi
Founded: Jan. 2, 1897



Alpha Phi
Founded: Oct. 10, 1872



Alpha Sigma Alpha
Founded: Nov. 15, 1901



Alpha Sigma Tau
Founded: Nov. 4, 1899



Kappa Delta
Founded: Oct. 23, 1897



Kappa Kappa Gamma
Founded: Oct. 13, 1870



Phi Mu
Founded: March 4, 1852



Phi Sigma Sigma
Founded: Nov. 26, 1913



Alpha Xi Delta
Founded: April 17, 1893



Chi Omega
Founded: April 5, 1895



Delta Delta Delta
Founded: Nov. 27, 1888



Delta Gamma
Founded: Dec. 25, 1873



Pi Beta Phi
Founded: April 28, 1867



Sigma Delta Tau
Founded: March 25, 1917



Sigma Kappa
Founded: Nov. 9, 1874



Sigma Sigma Sigma
Founded: April 20, 1898



Theta Phi Alpha
Founded: Aug. 30, 1912



Zeta Tau Alpha
Founded: Oct. 15, 1898