



SAFIE

A well-designed product that protects you from cellular radiation Coming out of your mobile phone while maintaining reception and charging your phone with a simple and elegant look.

3.5B

Smartphone users around the world

\$100 B

mobile accessories industry worldwide

9.7%

Growth forecast for a year

The Problem

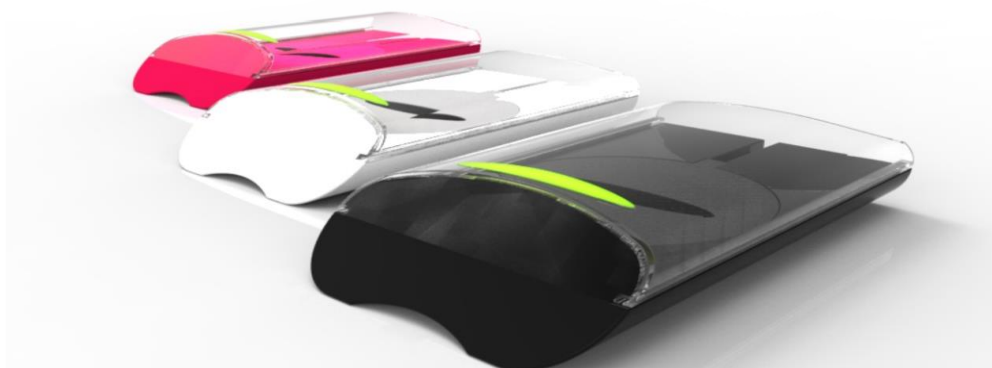
Today 5%-10% of the world population suffering from EHS (Electro-magnetic hypersensitivity) caused by cellular devices. According to a study, these numbers will continue to increase every year. Not all people know and some that know choose to ignore, but every min the phone is "ON" radiation is being released and we are in danger. Phones are around us all day and night and became an integral part of our lives. Based on our research we have conducted 70% of people testified they sleep with their phone next to their head and the other 25% sleep with it in their room.

The solution

Radi Barri solution is a simple and easy to use product that consists of our unique materials that significantly reduce the cellular radiation from mobile devices. Our technology reduces the amount of radiation, maintaining reception and in additional charges the smartphone.

Product Vision

We at Radi Barri know that there is a problem that many people suffer and many others tend to deliberately ignore. Our way of getting people to stop ignoring is by developing a product that contains unique materials that we developed, which can reduce the problem to a minimal level while maintaining an elegant design and user comfort. That's why we created Radi Barri.



Top Milestones

Startup Founded - May 2st, 2017

After a deep research and analyzing all medical issues creates by cellular radiation, we have confirmed that solution is needed. We have conducted different experiences, consulted with experts and found the suitable material.

In the last two months with an industrial designer Radi Barri team developed a blocking prototype made in 3d printer.

We have searched for potential suppliers and manufactures both in Israel and abroad to start manufacturing.

Stage:

Prototype, Seed round
No. of employees: 2

Industry:

Mobile\ Healthcare

Funding Goals

Further development, Manufacturing Marketing, and sacceleration plan



Go To Market

Radi Barri go to market strategy is combined with a few ways of action. As a first step, Radi Barri will be sale to phone's shops (B2B). In addition, the end user will be able to porches Radi Barri via our online store and on Amazon store. The two channels will be supported by massive social media campaign, which will aim to raise the awareness to the cellular radiation damages

Investment needs

In order to take Radi Barri to the next milestone, we are looking for \$600K investment. Next step will be deep R&D & executing Radi Barri POC. Manufacturing of 100K units & massive campaign both in Israel and the US. In both countries, we already have cellular stores who are interested in selling Radi Barri.



Natan-el Bitton

Founder & CEO

A former officer at Golani special forces. worked at Debate Company as a instructor. L.L.B at law - In Uno college. Project Manager under the Ministry of Defense. now active as a lawyer.

All of these led to extensive experience in Projects Management and finding solutions to Promote.

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Soon recruitment :

A finance man

marketing expert

Industrial Designer