



Let your friends know you are safe.

Party smart.

Pass out hassle free.



PROBLEM

We surveyed **126 people:**

85%

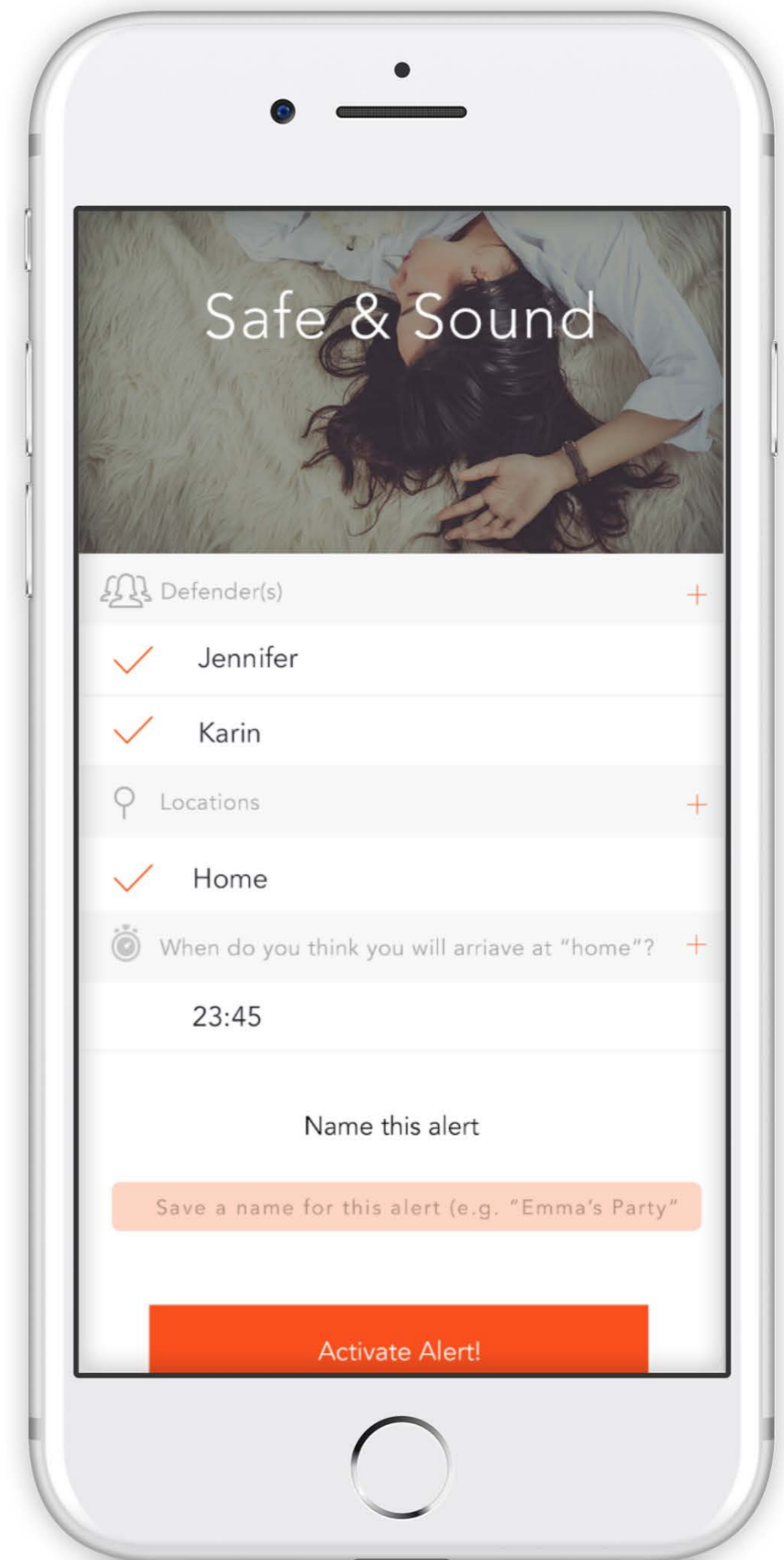
have been worried about their loved ones arriving home safe

65,000

Adults in Sweden Assaulted on the Street
Cost Up to 13Billion Krona Annually

SOLUTION

- 82% would of those surveyed consider using a safety app
- Selectively grant GPS tracking access to loved ones within predetermined timeframe
- Automatic SMS sent to those you choose once arrived home - you can pass out hassle free
 - Provide your last known whereabouts should your phone die.

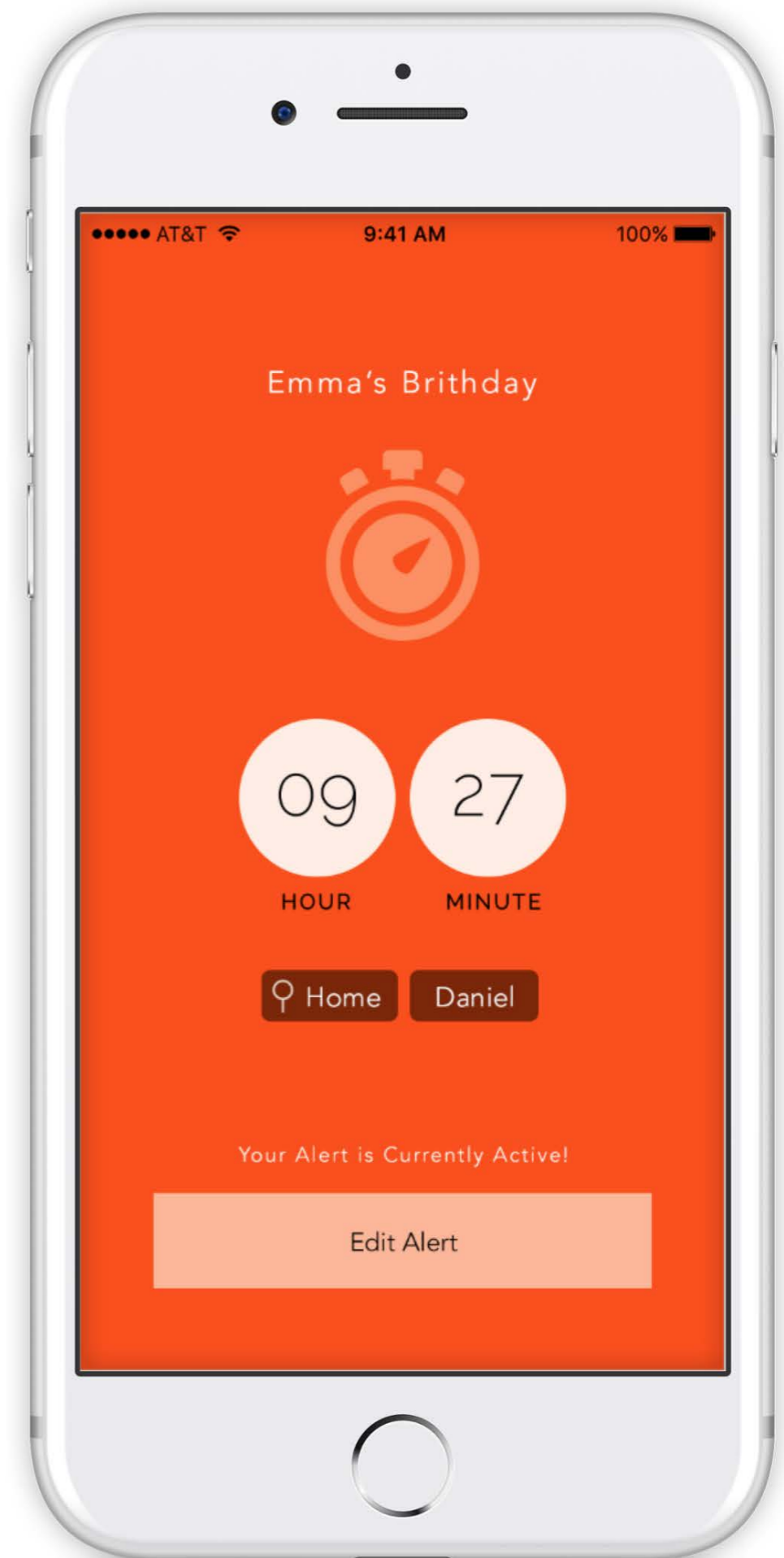


KEY TARGET MARKET

Singles 18-35, active nightlife, social media savvy, metropolitan areas

47%

of Households in Sweden are Single Occupancy



MARKET SIZE

A woman with long dark hair, wearing black boxing gloves with yellow accents and a black sports top, is shown in profile. She has a tattoo of a birdcage on her left chest and another tattoo on her right arm. The background is a soft, out-of-focus grey.

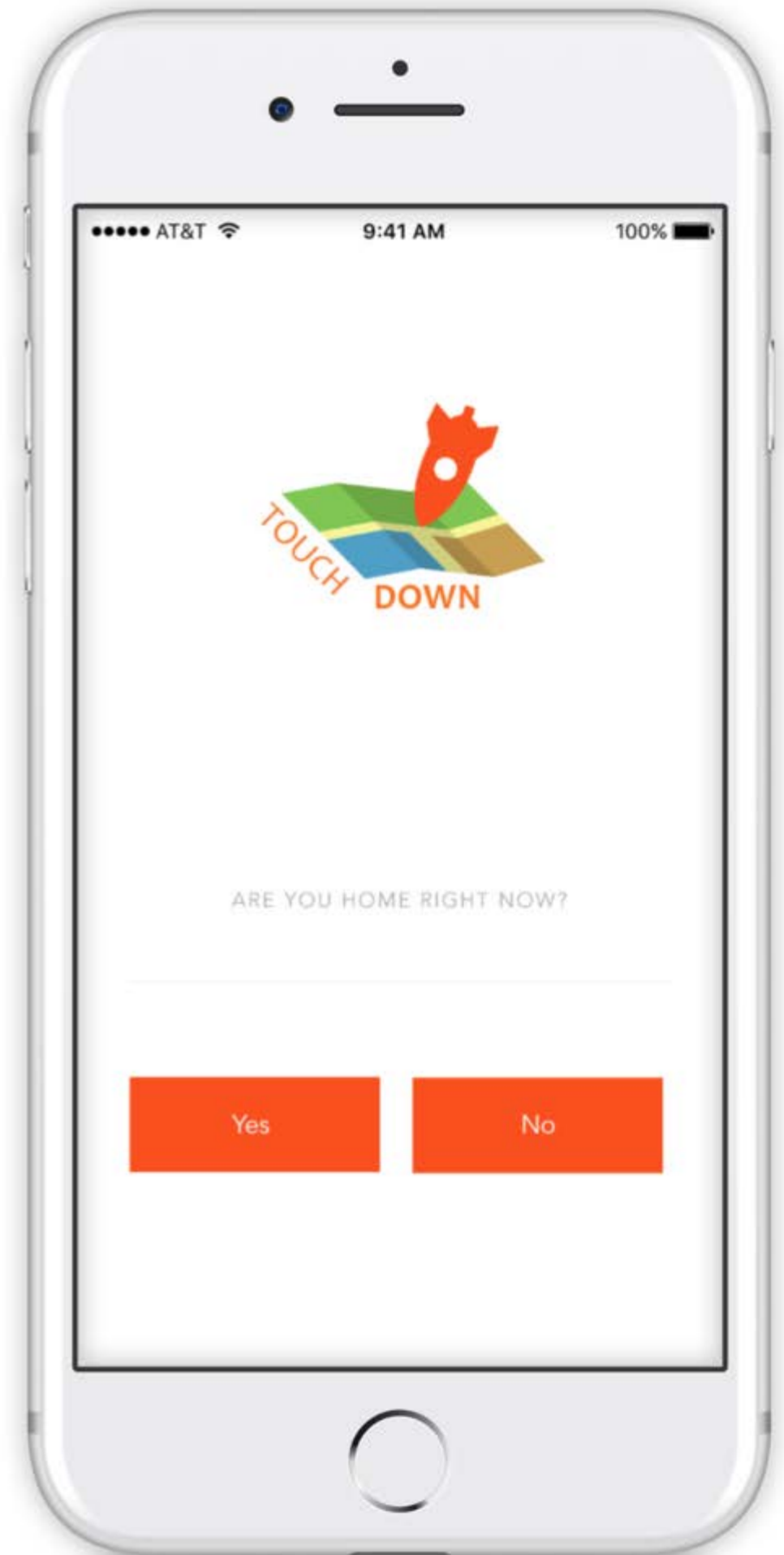
- The total global personal protective equipment market is valued at 43 Billion USD in 2017.
- Expected to reach 58.5 Billion USD by 2022.

BUSINESS MODEL

- Paid App 30Krona
- Free for 20 & under to promote safety amongst youth with the added benefit of market penetration

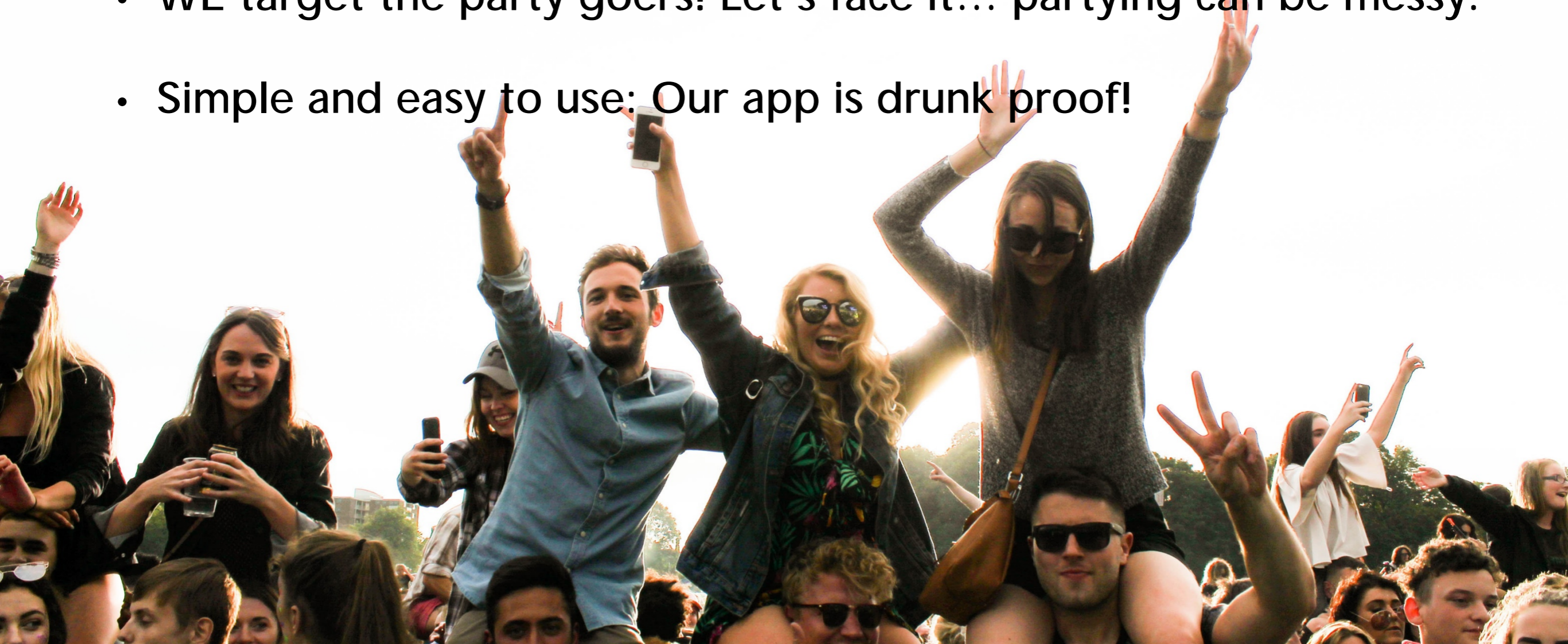
Other Potential revenue streams:

- Geo Targeted Advertising: Lifestyle centric - events, bars/clubs
- Ads will be vetted and screened to be in alignment with our brand messaging and target audiences
- Sponsorship: Brands promoting safe drinking, getting home safe



COMPETITION

- Other popular apps target parents & children, such as Find my friends (built into iPhone) & Find my family
- Majority of people surveyed do not currently use a safety tracking app despite 82% of them wanting to use one.
- WE target the party goers! Let's face it... partying can be messy.
- Simple and easy to use: Our app is drunk proof!



GO-TO MARKET STRATEGY

- Social media (Our target market is online)
- Influencers
- Universities

Launch MVP/Beta Pre Xmas 2017

- Wishlist:
 - 4 million krona funding to...
 - Recruit Talent
 - Official Launch (Scandinavia)
 - Version 1: April 2018
 - Partnerships: Government Institutions, Transportation Services

TEAM MEMBERS

- Christine Osazuwa – Front-End Web Developer, Marketer & Analyst
- Stephanie Mazzotta – Marketing & Business Development
- Melanie Aronson - UX/UI Design & App Creator
- Neyat Teklemichael – Economics Student