**Defence Line Business Plan**

**Executive Summary:** Defence Line is a comprehensive disease monitoring platform designed to assist individuals, healthcare workers, and government agencies in real-time tracking, emergency alerts, and communication.

**Market Analysis:**

* Due to the recent Pandemic people are worried about potential epidemics uprising. This app will serve healthcare providers, governmental organizations, and general users seeking real-time updates and emergency solutions.

**Features:**

* Secure login system
* Location tracking to give live updates
* Live News feed from multiple sources eg: BBC, FOX, CNN
* Emergency Alerts
* Emergency Contacts – from health professionals nearby

**Revenue Model:**

* The app will be Free so that it can be used by everyone of different financial conditions.
* **Donations:** We will make our revenue through donations and support form health associations.
* **Partnership:** Collaborations with hospitals, governments, and health organizations for wider deployment.

**Promotions:**

* **Social media:** Target content creators to promote the app through their platforms. (X, Instagram, LinkedIn)
* **Digital Advertising**: Ads on health-related websites and apps.

**Development and Technology:**

* The app is built using React and TypeScript for smoother user experience.
* Initial funding will be used for development, marketing, and strategic partnerships.

Chat GPT & Dr Tom AI were used in certain the creation of this plan