



# SAFE HARBOR

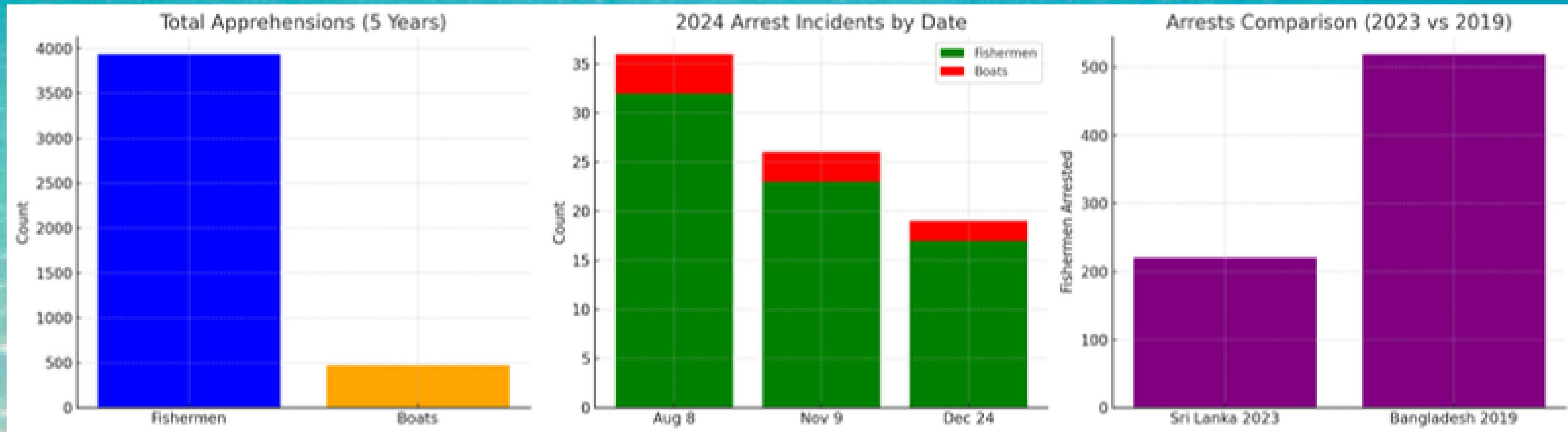
Every fisherman's invisible lifeline at sea

# PROBLEM

## UNWITTING CROSSING OF INTERNATIONAL MARITIME BOUNDARIES BY FISHERMEN



Fishermen unintentionally cross maritime borders due to lack of visibility and awareness of international boundaries leading to arrests, detainment, and diplomatic tensions—often with no way for families or authorities to locate them.



# WHY SAFE HARBOR?



## Indian fisherman dies in Karachi jail, had completed his prison term: Sources

The fisherman was arrested in 2022 and had served his complete sentence in Karachi prison. This marks the eighth Indian fisherman's death in Pakistan over the past two years.



### 35 Tamil Nadu Fishermen Arrested By Sri Lankan Navy For Alleged Poaching

Friday August 9, 2024

India News | Press Trust of India

Around 35 fishermen from Pamban in Tamil Nadu's Ramanathapuram district were arrested by the Sri Lankan navy for allegedly poaching in Lankan waters.

www.ndtv.com

Share

## Sri Lankan navy detains 14 Indian fishermen amid ongoing tensions

Mar 16, 2025



# ADJACENT OFFERINGS



## Marine GPS Devices with Boundary Alerts

Some fishermen rely on high-end GPS units that display maritime borders, but these are costly, need technical know-how, and are out of reach for most small-scale fishers.

## Manual Training & EEZ Charts

Fishermen are trained using printed maps and static charts, but these offer no real-time updates or alerts—especially ineffective during night-time or low visibility scenarios.

## Compass & Dead Reckoning:

A traditional method where they estimate position based on course, speed, and time – highly error-prone and risky for boundary navigation.

# OUR GAME PLAN FOR CHANGE



Offline GPS Monitoring

Continuous Background Operation

Emergency SOS for Border Crossing

Instant Alert System  
(Vibration/Sound)

Optimized, Lightweight Design

# METRICS THAT MATTER AT SEA



- »»» Reduction in Arrest Incidents - Track decrease in the number of fishermen from pilot regions (e.g., Tamil Nadu, Gujarat) arrested for maritime boundary violations after adopting SafeHarbor.
- »»» Number of Active Users - Measure app adoption by monitoring the number of active installations and regular users among coastal communities.
- »»» Boundary Alert Triggers - Monitor how many times vibration alerts are triggered, showing how often the app successfully prevented potential crossings.
- »»» Expansion to New Regions - Track how many coastal villages, districts, or states onboard SafeHarbor for usage and training.

# UNIQUE VALUE PROPOSITION



"THE GOOGLE MAPS FOR FISHERMEN — BUT OFFLINE AND DESIGNED TO PROTECT LIVES"

**First-of-its-Kind Real-Time Geofencing App:**  
Tailored for low-tech, at-sea users, offering vital border protection.

**Built for Low-Tech Smartphones:**  
Accessible on basic Android phones, no special hardware needed.

**Offline-First & GPS-Powered:** Operates without internet, ideal for remote marine areas.

**Scalable & Cost-Effective:** Designed for affordability, making it suitable for coastal communities in India and beyond.



# OUTPACING THE PACK, ONE WAVE AT A TIME

**Offline,  
Software-Only  
Solution**

**Tailored for  
Indian Coastal  
Needs**

**Real-Time  
Vibration  
Alerts**

**Community-  
Centric, Scalable  
& Affordable**

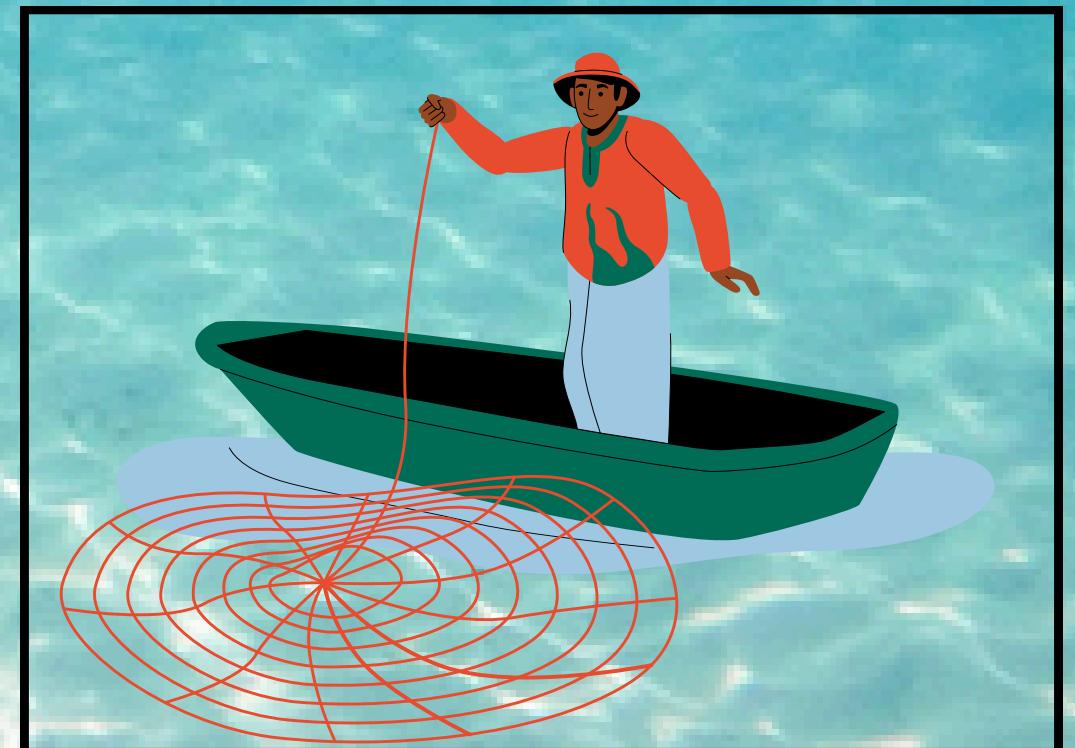
# CASTING OUR NET: REACHING THE RIGHT SHORES



→ **Strategic Partnerships with: Fisheries Departments, Marine Police, NGOs**

→ **Embedded in Safety Schemes: Tie-up with government safety/welfare programs**

→ **On-Ground Activation at harbors, fish markets, coastal villages**



# LOCALS WE ANCHOR WITH



Ravi – Small-Scale Fisherman

Boat Owner

**Challenge:** Doesn't know where Indian waters end, has friends who were arrested.

**Need:** A simple alert system to avoid foreign waters.

**How SafeHarbor Helps:** Sends vibration alerts before boundary crossings, even without internet.

---

Officer Patil – Coastal Security Officer

Marine Police

**Challenge:** Frequent cases of accidental crossings.

**Need:** A way to educate and prevent these incidents.

**How SafeHarbor Helps:** Uses app in awareness drives, reduces diplomatic strain.

---

Meena – Fisherman's Wife & Community Member

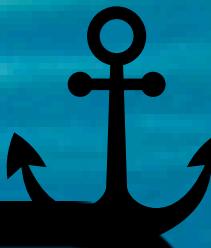
Lives in a coastal village

**Challenge:** Constant fear when her husband goes to sea.

**Need:** Peace of mind and safety for her family.

**How SafeHarbor Helps:** Reduces risk of arrests, improves return safety.

# REELING IN EXPENSES



## Fixed Costs

- App Development: Building the core Android app with offline GPS functionality.
- UI/UX Design: Designing an intuitive and fisherman-friendly interface.
- Branding & Logo: Crafting a unique visual identity for SafeHarbor.
- Legal & Compliance: Registering the product and ensuring regulatory approvals.

## Recurring Costs

- App Maintenance: Regular updates, improvements, and bug fixes.
- Cloud Hosting: Lightweight backend for remote logging and updates (if needed).
- Customer Support: Helping users with onboarding and troubleshooting.
- Marketing: Reaching fishermen via digital and community campaigns.
- Outreach Drives: On-ground visits to coastal areas for awareness.

# CATCHING PROFITS



- **Subscriptions:** Fishermen contribute a small subscription-based fee to support access to critical safety features like offline GPS tracking and vibration alerts.
- **Bulk Licensing for Communities:** Offer discounted plans to fisheries unions or cooperatives to onboard multiple users at once.
- **Government Support & Grants:** Revenue through collaborations with coastal safety or fisheries departments who subsidize the app.
- **CSR Partnerships:** Earn funding by partnering with companies that include maritime safety in their Corporate Social Responsibility goals.
- **NGO Contributions:** NGOs focused on fisher welfare and border safety may fund deployment and training for wider reach.



**“Because a missing line on the map should never be a reason  
someone doesn’t make it home.”**

**SafeHarbor – Protecting lives, one fisherman at a time.**