

Disaster Risk Governance



Making the World a Better, Safer, Smarter & More Resilient Place to Continue Living.....



PROBLEM



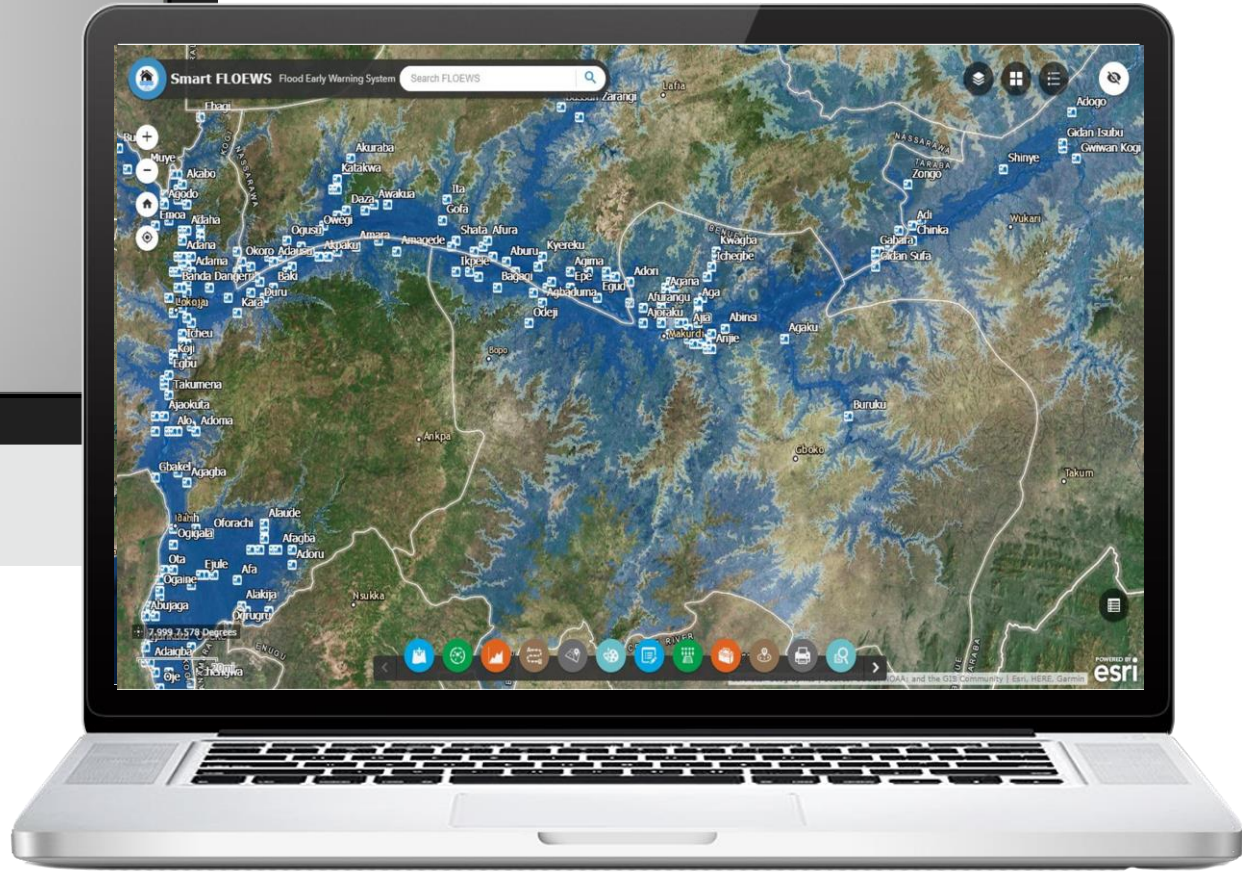


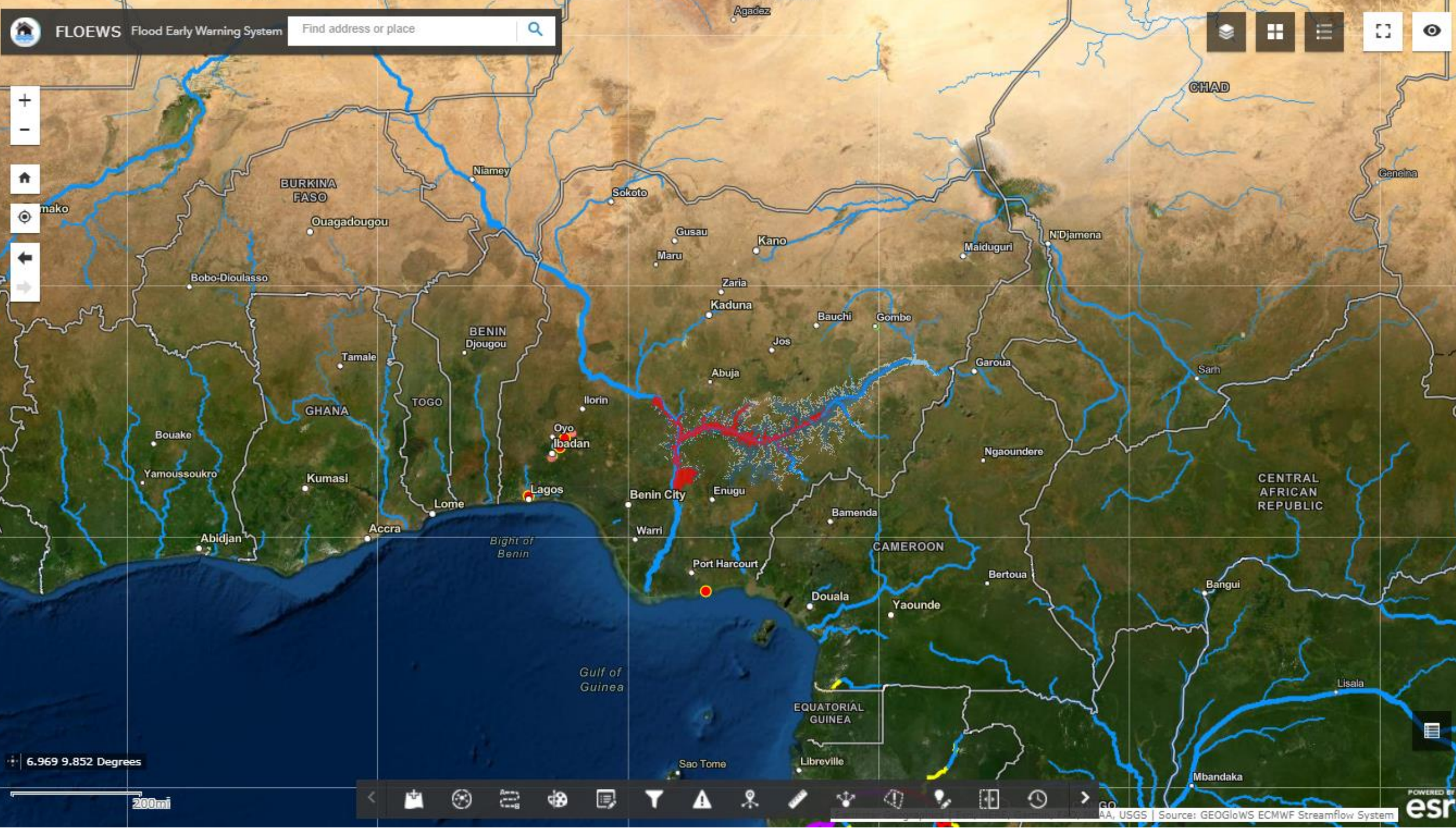
Impact of the Problem

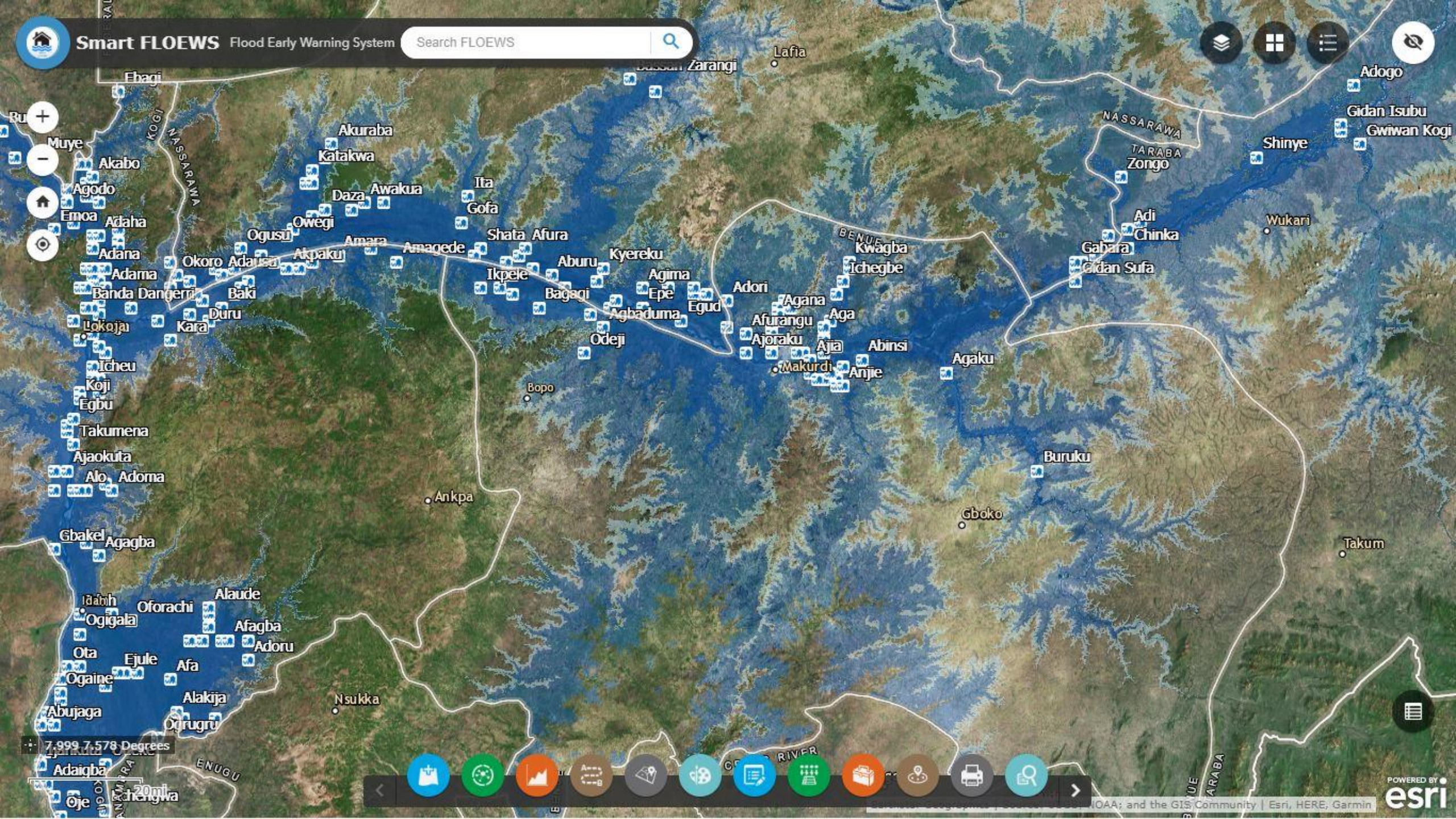
Natural Disaster Menace (Flood)

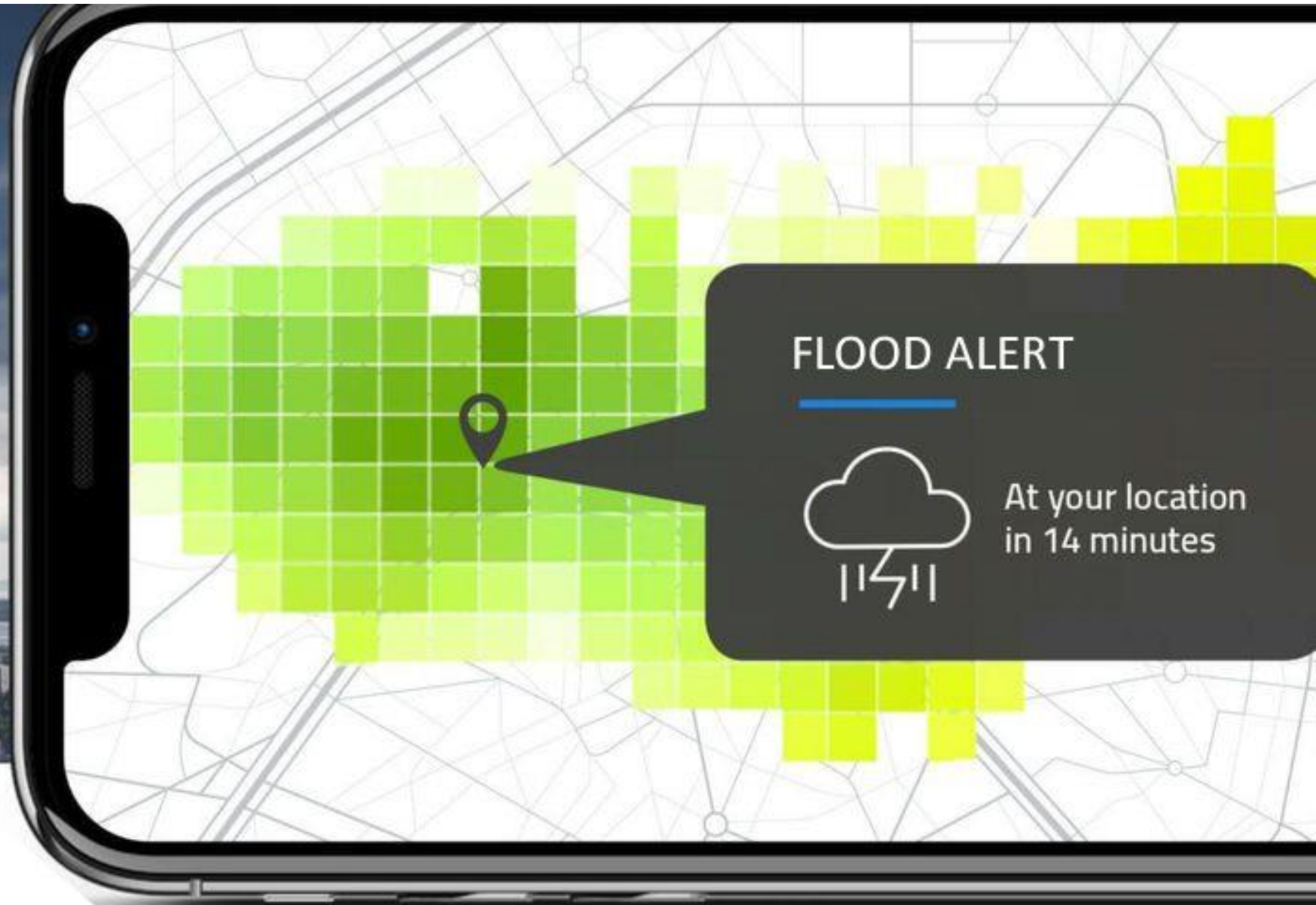
- Accounts for about 71% of all deaths related to natural disasters.
- 45% occurrence frequency.
- \$119Billion economic losses alone in 2019.
- 70% of the 3rd World Country face climate injustice,



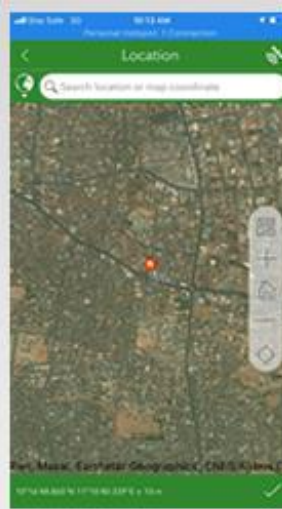
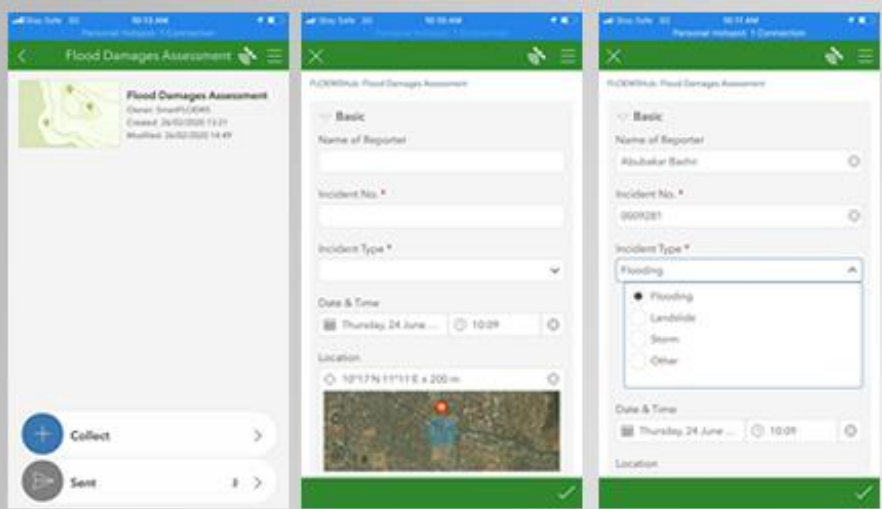






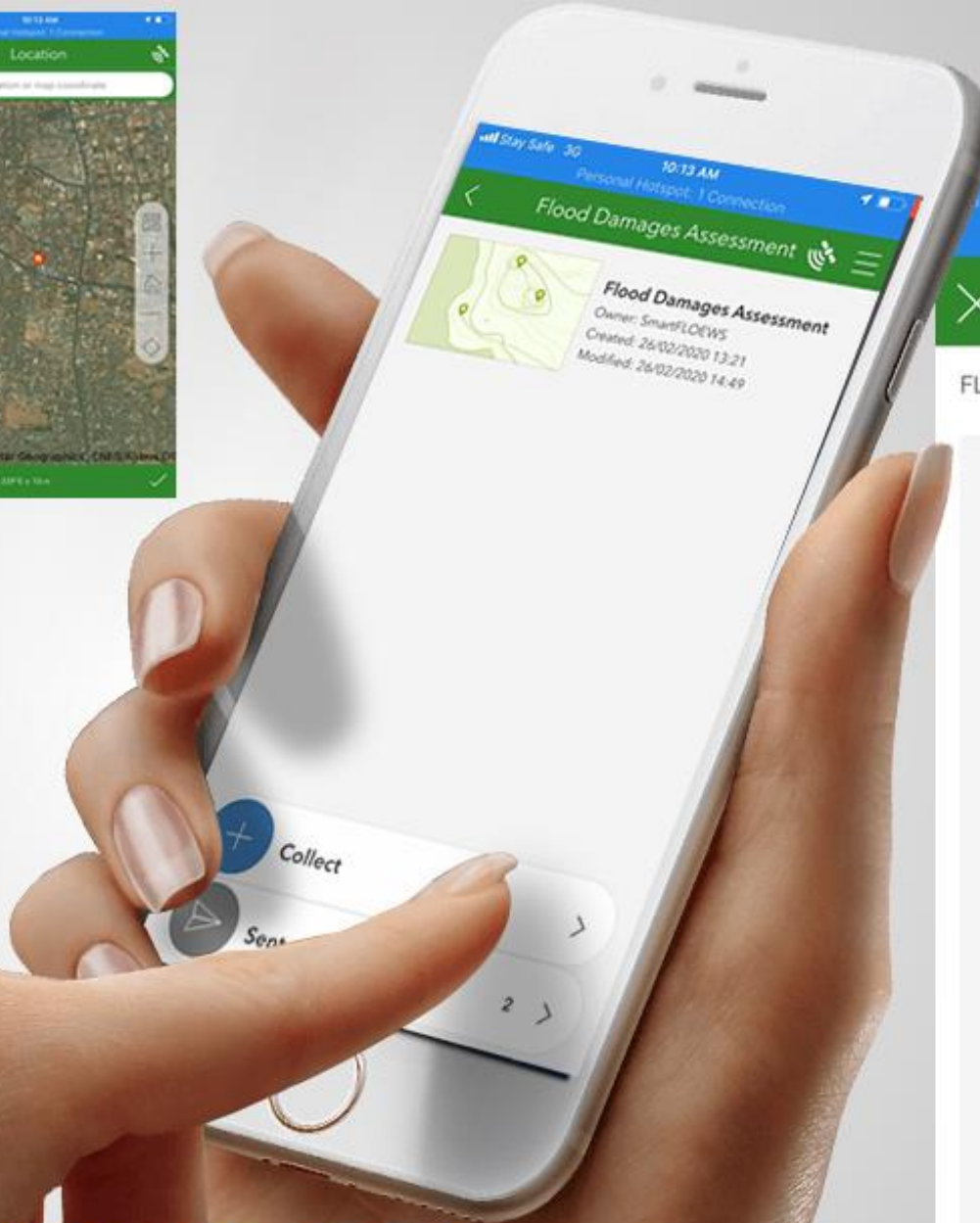


Democratized Flood Disaster Management | Early Warning System



FLOEWS-Disaster Risk Governance

Flood Disaster Reporting through Citizens Engagement



FLOEWSHub: Flood Damages Assessment

Basic

Name of Reporter

Incident No. *

Incident Type *

Date & Time

Thursday, 24 June ...

Location

10°17'N 11°11'E ± 200 m





4,423

High Risk of Flooding across River Benue Basin



28,009

Moderate Flood Risk Along River Benue Basin

Last update: an hour ago



16,565

Low Flood Risk along River Benue Basin

Last update: an hour ago

321

Affected Settlements along Benue Basin

11

Real-Time Flood Report

Last update: a few seconds ago

Showing 1

Niger [Dartmouth Flood Observatory]

Last 2/26/2020, 1:00 PM

Update

Height

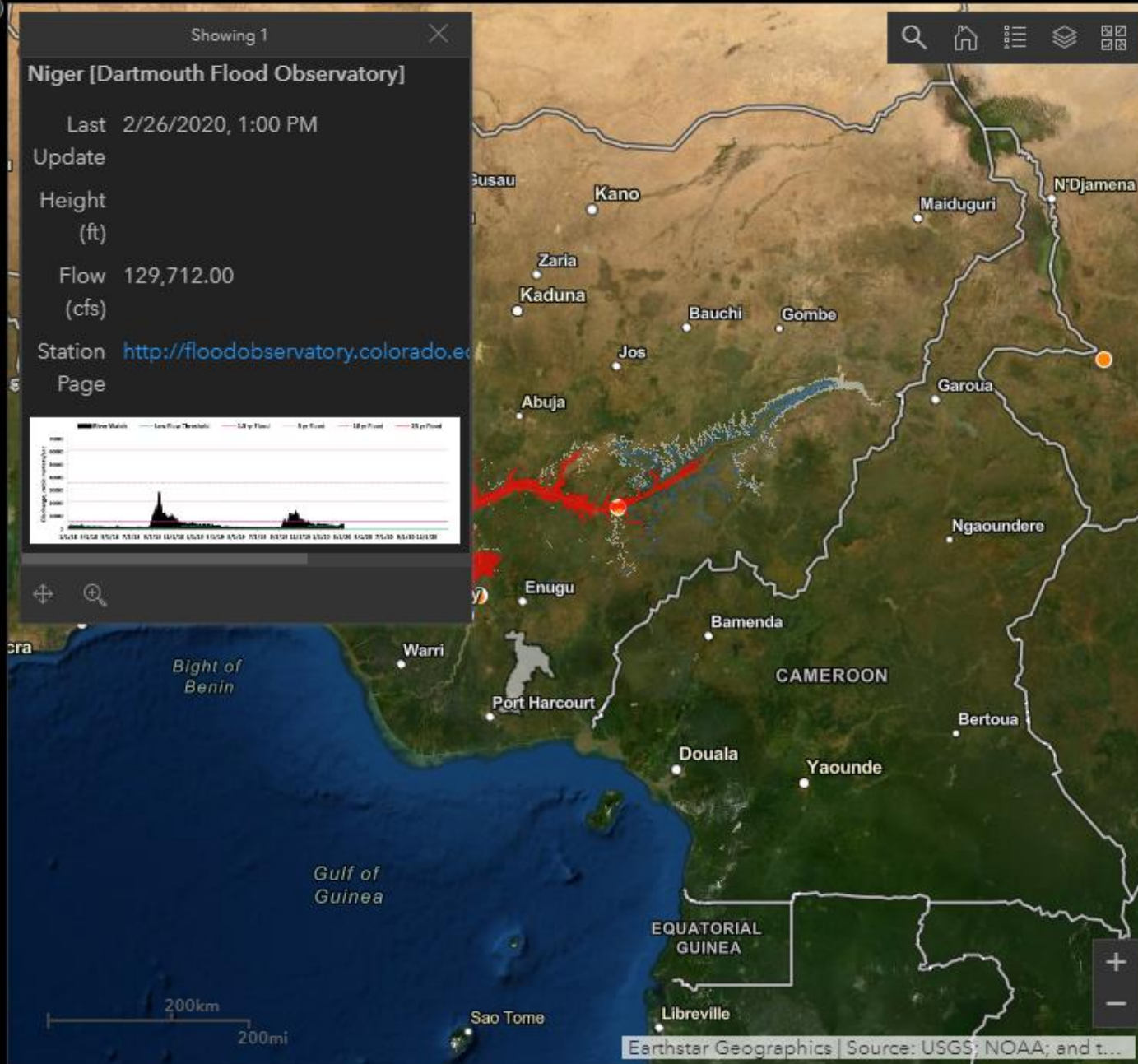
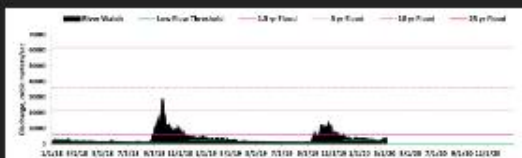
(ft)

Flow 129,712.00

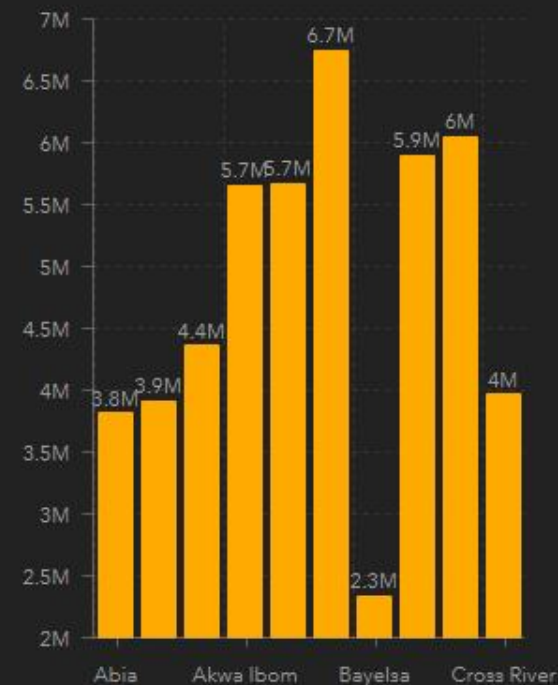
(cfs)

Station <http://floodobservatory.colorado.edu>

Page



Last update: an hour ago



Last update: an hour ago

+2349084114789

06:24:43 | Abubakar Bashir: Hey Abbakar, your house

+2349084114789

Live | 06:24:43

END CHAT

CHAT

INFO

TODAY

Conversation started with customer

+2349084114789 09:18 AM
Hi FLOEWS

Abubakar Bashir 09:20 AM
Hi Abbakar, How can i be of help.

+2349084114789 03:28 PM
Hello FLOEWS. What's your status?

Abubakar Bashir 03:29 PM
Hey Abbakar, your house is going to get flooded in 21hours,
pls evacuate

Type message

CRM CONFIG

NO CRM CONFIGURED

Our docs can help you get started.



HOW TO CONFIGURE



Data Sources & Types

Meteorological
data

Topographical
data

Demographic
data

Hydrological
data

Biospheric
data

Bring your own
data



EO Data:

- Synthetic Aperture Radar (SAR).
- Advance Synthetic Aperture Radar (ASAR)
- SAR
- MODIS.
- DSM/DTM.
- NDVI.
- SDVI.
- ASTER.
- Aerial Imageries (High Resolution) etc.

In situ Data:

- Hydrological & Hydraulic data.
- LIDAR etc.

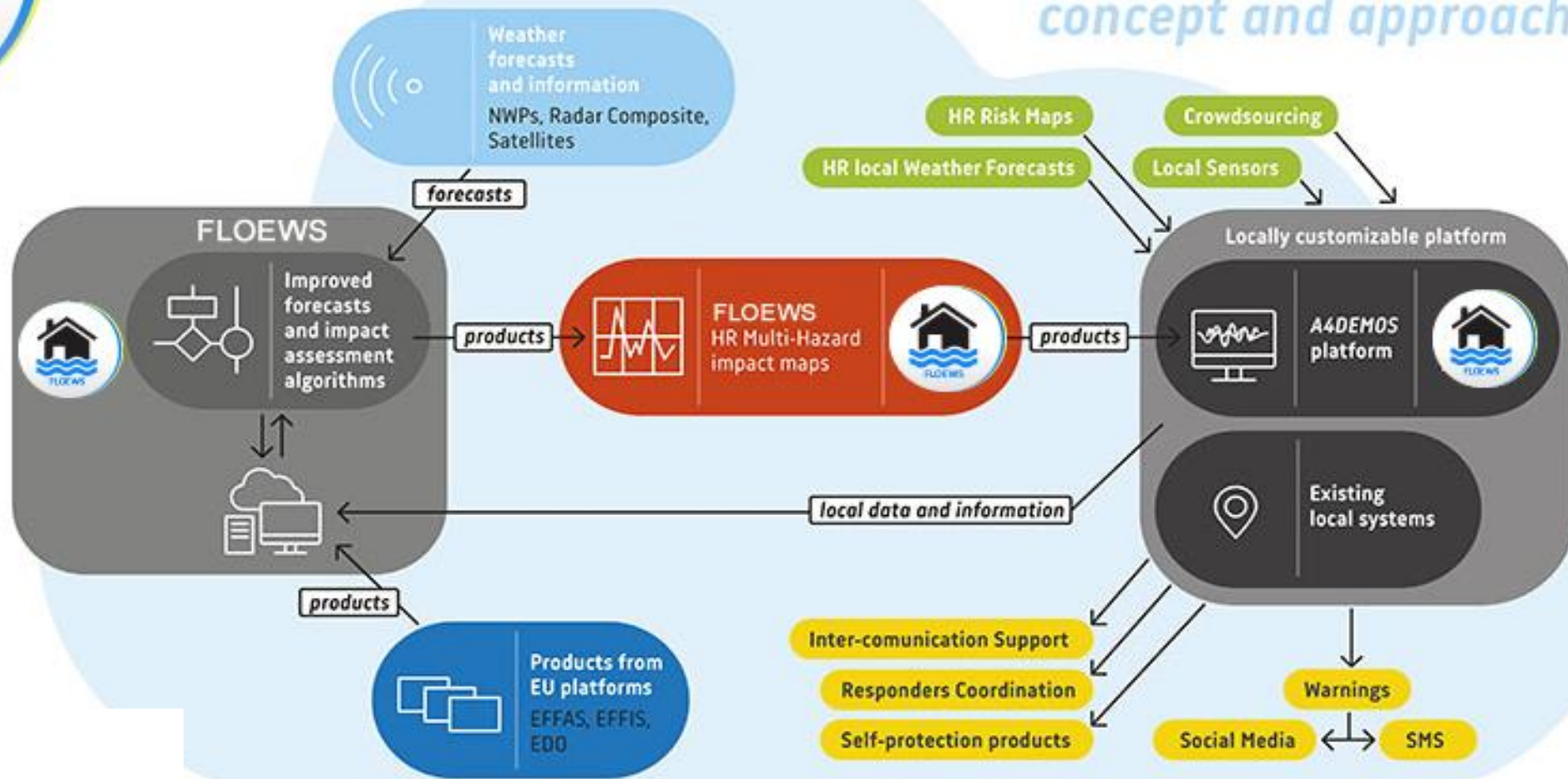
Secondary Data Providers:

- CNES
- ESA
- NASA
- Airbus
- GRID3.
- NBS.
- Planet.
- Direct Relief





concept and approach



"Implementation of cutting-edge innovative technology"

*"Improvement of the **pro-active** capacity to provide adequate emergency responses"*

"Locally customizable decision support services"

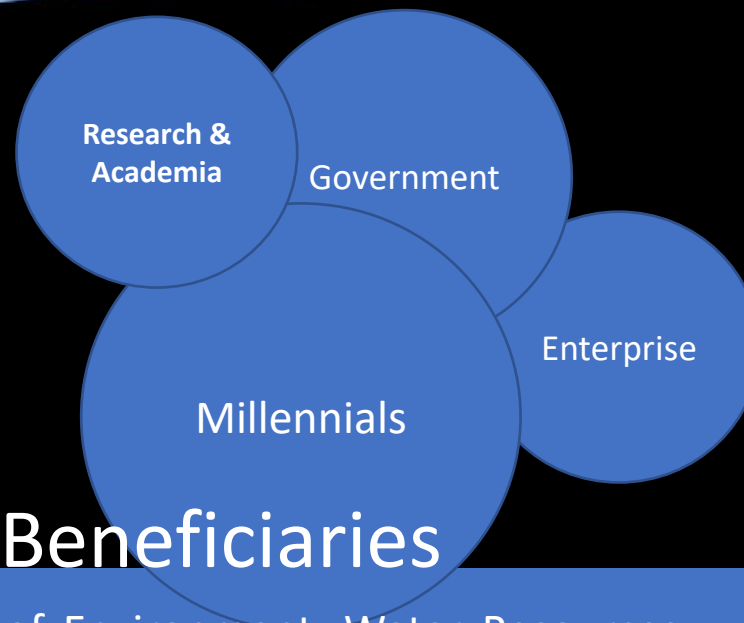




Multi-Channel Dissemination

- FLOEWS-On-Premises.
- Cloud-based FLOEWS-AS-A-Service.
- Open/Access data Services.
- API.
- Web/Mobile applications.
- Social Media.
- SMS/USSD/IVR/Chatbot.
- Print media.
- Peer-to-Peer.
- IoT Based Mesh Network.
- Cell Tower Broadcast
- By Geography





Customers Segment/Beneficiaries

- Governmental Ministries & Agencies: LGA, NEMA, SEMA, Ministry of Environment, Water Resources, Agriculture, Inland waterways, UBRBDA, NIHSA.
- NGO & Humanitarian Organizations: World Bank, UN, UNOOSA, UN-SPIDER, GFDRR, UNISDR, WHO, UNOCHOA, UNDP, Direct Relief etc.
- Enterprises/Business: Oil & Gas industry, Telco's, Insurance Insurers, Urban & Regional Planners, Real Estate & Estate Developers, logistic & Supply Chain managers, Risk & assets assessor & analyst, Engineering & construction, Surveying & Geo-Informatics, large-scale commercial farmers etc.
- Research & Academia Education.
- Software Developers and ICT industry.
- Millennials & Digital Age.
- Last Mile Users: Subsistence farmers, low class urban, rural farmstead, isolated hamlet inhabitants, the marginalized such as: women, children, disabled & aged.





MARKET

Business & Revenue Model

- Subscription Model.
- Freemium Model.
- Incentive Model.
- Donation & Sponsored Model.
- Consultancy/Contract
- Direct Sales Model.

All on the basis of B2C, B2B, B2G

MARKET COMPETITORS

Non of any companies nor startups local or globally are solving the same problem and providing similar solution as FLOEWS.

The competitors Involves:

- Deltares in the Netherlands
- Ambiental in the UK.
- Floodlist in the UK etc.

TARGET ADDRESSABLE MARKET (TAM)
1.9 Billion Vulnerable People Globally

SERVICEABLE ADDRESSABLE MARKET (SAM)
121 Million Nigerians

SERVICEABLE OBJECTABLE MARKET (SAM)
17 Million





UNIQUE SELLING POINT (USP)

- **FLOEWS is Dematerialized, Demonetized & Democratized.**
- **FLOEWS possesses a socially inclusive access.**
- **Multi-Channeled.**
- **It taps its data-source from a Unique & Untapped Data Source from wireless signal thereby creating a Hyper-Local weather intelligence.**
- **Hyper-Spectral Accuracy.**
- **Can be replicable across geographies.**
- **Can be Tailored.**
- **Work with or without internet (Mesh Network).**
- **Socially inclusive.**
- **Affordable & Even Free.**



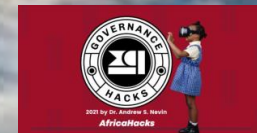


Impact of Solution

FLOEWS-Disaster Risk Governance will be reducing overall devastation caused by flooding disaster among lives; especially the marginalized, under-served and climate unjust individuals, communities and economies etc, valuable properties, utility/Infrastructure, bio-diversity, food/water supply & economic losses estimated in \$billion.

Overall, the solution intends to;

- Reduce flood disaster-based mortality by 25% by 2030.
- Reduce overall disaster exposure by 31% by 2030.
- Save more lives.
- Make victims flood resilient.
- Cover about 150,000sqkm of critical vulnerable corridors across Nigeria and neighbouring countries.
- Make FLOEWS-Disaster Risk Governance services accessible to everyone across our multi-channel gateways by 2030.
- Make the Nigeria and World in a whole a safer, smarter and more resilient to continue living against the adversity of flooding disaster.





Future Plans

- If lucky, we will use the money won from the competition and also bootstrap from our pocket and build an advance MVP version of the solution, up to the stage where we can attract the minds of angel investors or early stage start-up VC's for a pre-seed investment.
- Beta Launch, then after a successful feedback to early users and adaptors, then we further plan to launch the full Alpha version ready for both large scale and commercial usage.
- Market Penetration & Survival.
- Growing customers based first 1,000 by the end of 2021.
- Cover more flood Vulnerable Area; 150,000+ sqkm by 2025.
- Obtained 100,000+ paying customers by 2035.
- Reach 5,000,000+ Beneficiaries by 2030 across the world.
- Raised \$5 Million by 2025 across both Grant, Donation & Equity funding (Seed).
- Validate all our proposed solution channels of dissemination.
- Expand to other markets and geographies.





ASK

- \$200,000 Pre-Seed Investment for 6% Equity of our new solution based startup, so as to launch fully, further our R&D, Operations & Market Expansion.
- Partnership:, NASRDA, NIHSA, VC, Research Institution, AWS, Azure, google.org, X-Prize & MIT Solve.
- Interns & season volunteers.





GOVERNANCE HACKS



Abubakar Bashir
(Team Lead)



Adam Abba Abubakar
(Lead Data Engineer)



Nusaiba Adamu Misa
(Business Intelligence)



Ibrahim Abubakar Kuchili
(Situational Awareness
& Incident Manager)

Team FLOEWS at

#GovernanceHacks





Conclusion

For Every \$1 invested in preparedness will save about
\$12 in Recovery

Thanks

