

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

FEAR OF
KIDNAPPERS

ALL PARENTS
THINK THEIR
CHILD SAFTY

WORRIED
ABOUT THE
CHILD
CONDITION

What do they HEAR?

what friends say
what boss say
what influencers say



GREATE
GEO-
FENCEING

NOTIFY IF
THEY CROSS
THE GEO-
FENCE

PREVENT
YOUR CHILD

**CHILD
SAFTY**

CHILD
LOCATED
EVERYTIME

GPS
TECHNOLOGY

GADGET IS
USEFULL

What do they SEE?

environment
friends
what the market offers



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

THEY CAN
USE PANIC
BUTTON

MONITOR
CHILD
LOCATION

MONITOR
CHILD

PAIN



**WORRY
ABOUT
POWER
PACKUP**

THIS
GADGET
MAY BE
EXPENSIVE

GAIN



**CHILD
PANIC
BUTTON
IS THEIR**

EVERY TIME
MONITOR
THE CHILD