LEAN CANVAS

Projektname _____   Datum _____   Version _____

Insecurity in Colombia has increased significantly during last years; Nowadays tourists, citizens and immigrants live believing assaults (felony) and thefts are completely normal in this country ; Additionally, the local culture has dumped to justify criminal behavior instead to condemn it due people consider that victims are persons that creates the situation and the opportunity to any criminal steal his/her belongs.

Government efforts to identify, reduce and defeat criminals behavior, vectors and operating modes have been ineffective due public entities corruption as well as the low rate assaults, robbery and theft reports.

As an example, people turn to build a different life style that does not mach with criminal's times operation as it is meet friends and relatives in a house to avoid visit public establishments, avoid do exercise after 6pm as well as use as less as possible public spaces (parks, cycle lines, etc) due these have been taken by criminals. other good and very disconcerting example and well adopted by citizens is not use their cellphones in public spaces neither transport because there is a highly likelihood to be assaulted hence losing not only their cellphone also their other belongs.

finally, this insecure state leads to a considerable reduction in tourists which yields less incomes for the country hence it is traduced to poverty, less opportunities and migration to EU or North America countries.

Existing Alternatives

Nowadays citizens, tourists and immigrants use social network groups to share videos, images and information about assaults, robberies and thefts in Colombia.

Policy department publics a report that has different file formats with all the crime variations committed along the country but this report is so general therefore people rarely use it.

Citizens, tourists and immigrants live in a constant alarm state therefore adopt practices to avoid be a criminals´ victim like do not use mobile devices in public spaces neither wear clothes that could appear costly, ride bicycle, do exercise at night, etc..

Solution

Safezone is a public web/app platform that: **1st** collect assaults, robbery and theft victims' data. **2nd** show victims´data in a google API maps to warn tourists, citizen and immigrants (heat maps). **3rd** generate statistics that let create new strategies to defeat criminality.
4th through AI predict criminals' behavior (schedule, vectors, operation modes, stolen items, places,etc) by square kilometer.
5th generate proactive alerts for app users when entering an insecure zone base on calculations done by AI algorithms.
6th add facial recognition function in the app to build a thieves´ DB that can be consulted by hiring companies or employment banks.
7th based on thieves´ DB, parallely a social program will be developed to give the opportunity to criminals to demonstrate that he/she has change and deserves be deleted from the database; Sum of good actions like clean public spaces, keep a place safe or share valuable information to identify root causes to defeat criminality will count to be deleted.
8th add travel functionality for tourists where they can see activities to do in Colombia as well as if there is a potential risk to be a criminals victim.
9th a panic button can be activated by witness while a assault, robbery, or theft is happening. This function will alert other located 50 meters around whether to help victims or be aware.

Key Metrics

The web application v1 was released in May the 1st 2024 and since that moment these are the metrics obtained
site visits: 5642
robbery and thefts reports: 38

Social networks
Youtube
Videos: 6 - Shorts: 2 - Subscribers: 25 - views: 549
Instagram
Reels: 12 - Followers: 128 - views: 704
Tiktok
Post: 10 - Followers 10 - likes: 46

Unique Value Proposition

Safezone has the power to warning and prevent proactively to all citizens, tourists and immigrants against criminal's behavior through heat maps and app, email and SMS alerts at the moment they enter to unsafe zones.

Safezone is technology applied at the service of citizens , tourists and immigrants against criminals to eliminate the likelihood that a criminal commits an assault whether publics spaces or retail establishments because people is proactively aware and warned thanks to previously uploaded victims´ data and the AI algorithms that analyze this data seeking to predict criminals´ behavior.

Cornering criminals due the reduction of opportunity to commit assaults, robberies or thefts is expected that biggest cities in Colombia increase the amount of tourists therefore increase income which translates in poverty reduction, better life's quality , more opportunities (jobs) and less migration to EU or north American countries.

Safezone is unique in Colombia and has not competitors because it is social application that pursues common good.

High-Level Concept

Listet eure X für Y Analogie wie z.B. Youtube = Flickr für Videos

Unfair Advantage

Safezone was though and built by insecurity victims in Colombia with the objective in mind to look for common good through the use of technology at the service of the community to solve the insecurity issue offering to the users detailed data about criminals´behavior as well as proactive alerts to bring life's quality, calm and peace to all the people of Colombia who nowadays can not go out and use public space, without worry that could be a victim of assaults, robbery or theft.

Channels

Social networks (Instagram, Facebook, Youtube and Tiktok)

Conference in schools and universities

public advertising

Customer Segments

Men
Women
Children over 14
Seniors
LGTBIQ+

Early Adopters

Women and children in Colombia are more prompt to be assaulted by criminals who operate alone because they represent an easy objective. however , men are criminals´ victims as well and the only difference is that they are assaulted by criminal groups

Cost Structure

Listet eure fixen und variablen Kosten

	Monthly variable	Monthly fixed	by demand
Technology			
aws services	300 €		
domain cost		50 €	
Services			
freelance Developers service			3,000 €
UI design service			500 €
video editing			600 €
advertising	200 €		
Accounting			200 €
payroll			
CEO		500 €	
CIO		500 €	
CFO		500 €	
Total	**500 €**	**1,550 €**	**1,700 €**

Revenue Streams

Safezone offers to the users a membership that will cost $1 USD per month for receive proactive warning alerts and high detailed information around their current location.

for hiring companies and employment banks the membership will cost $5 USD

payed adds will help to support the platform as well.

monetization in social networks will be another source of income.

Safezone is legally constituted in Colombia therefore can receive donations.