

EMERGENCIES





LifeLink

Every second counts

Overview



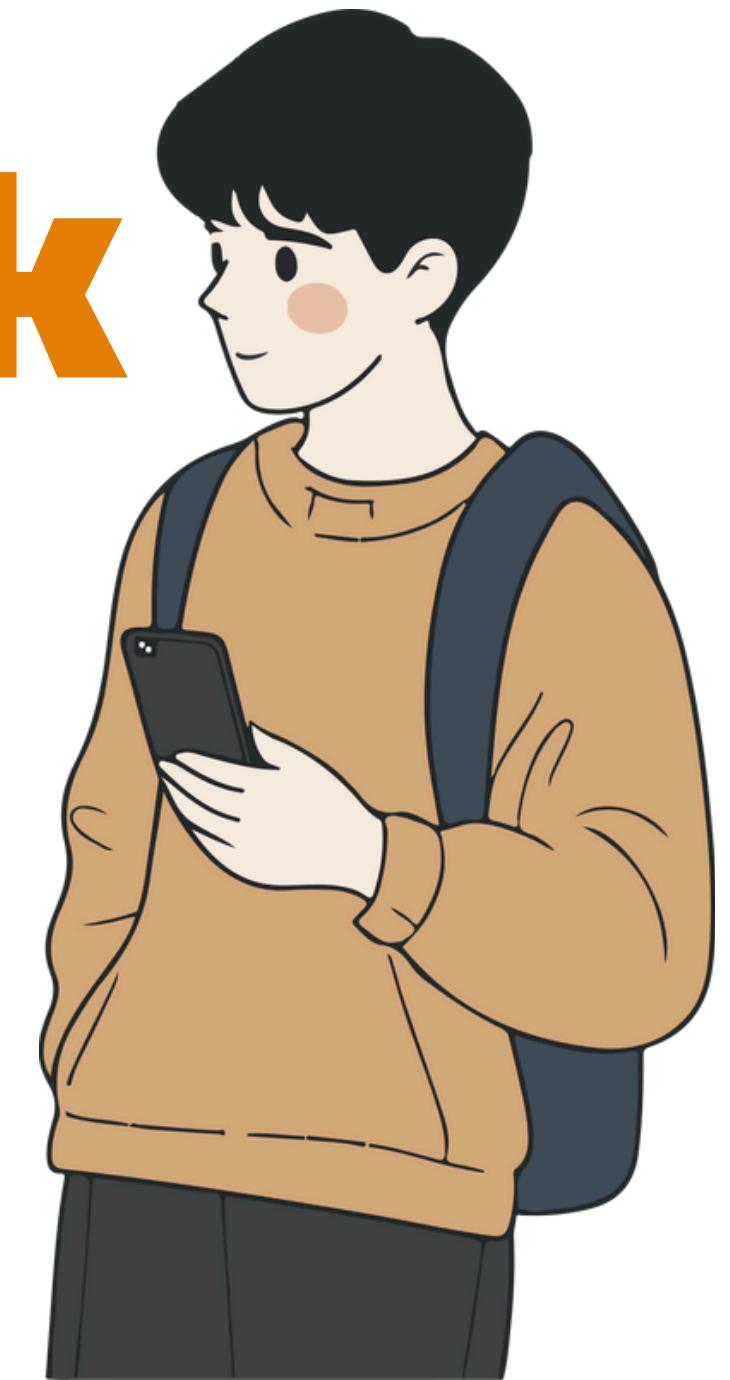
LifeLink

- A mobile emergency response application designed to connect the community with the local disaster risks reduction offices and to all emergency response units, allowing operators to coordinate emergency reports swiftly and effectively

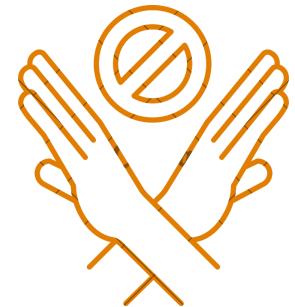




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Problem



- Limited emergency response infrastructure



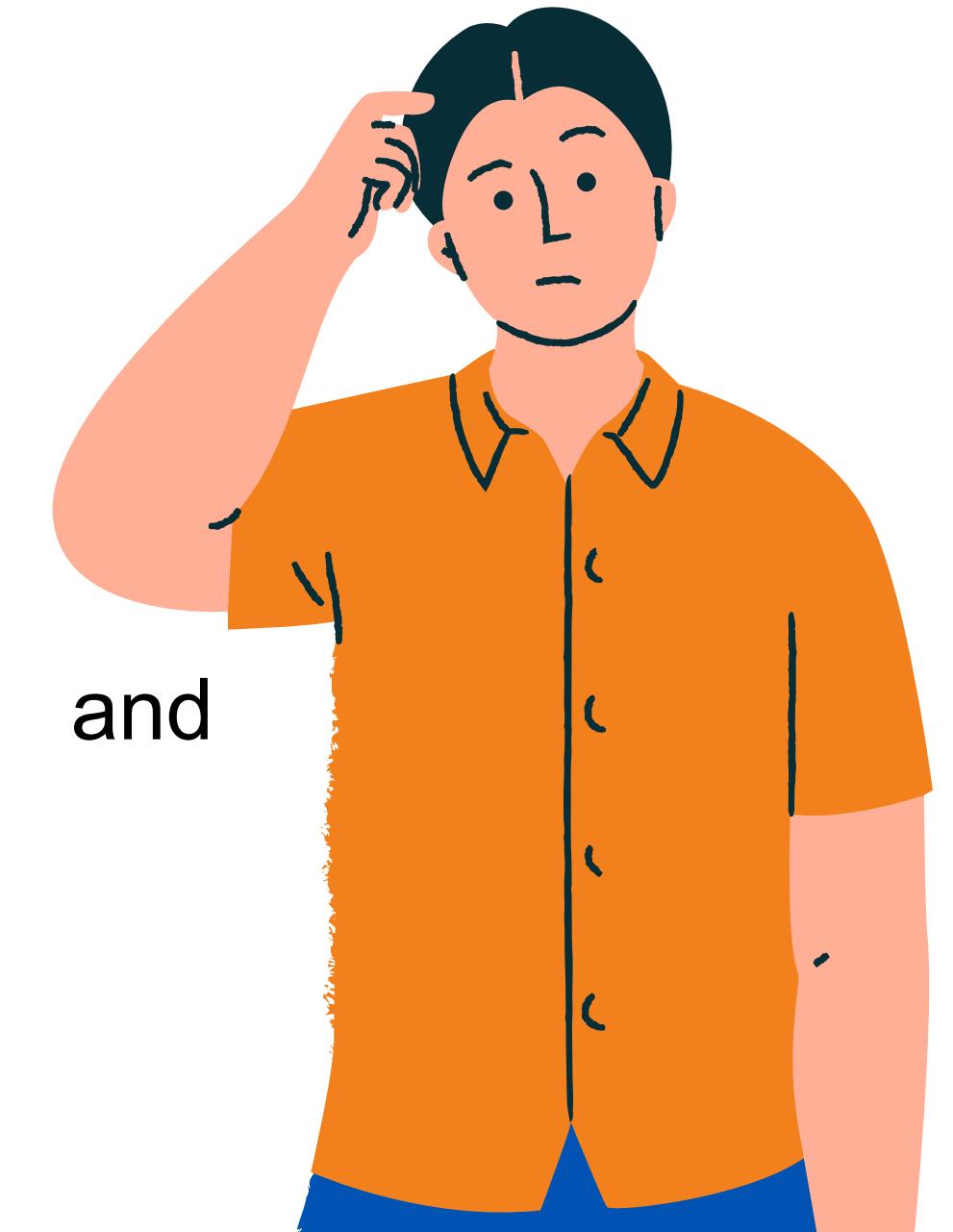
- Unreliability of Local Emergency Hotlines



- Delayed Emergency Response



- Difficulty in coordinating different disaster and emergency response units



Solution



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A mobile emergency response application designed to streamline emergency response by integrating all local emergency response units and government agencies into a single platform.



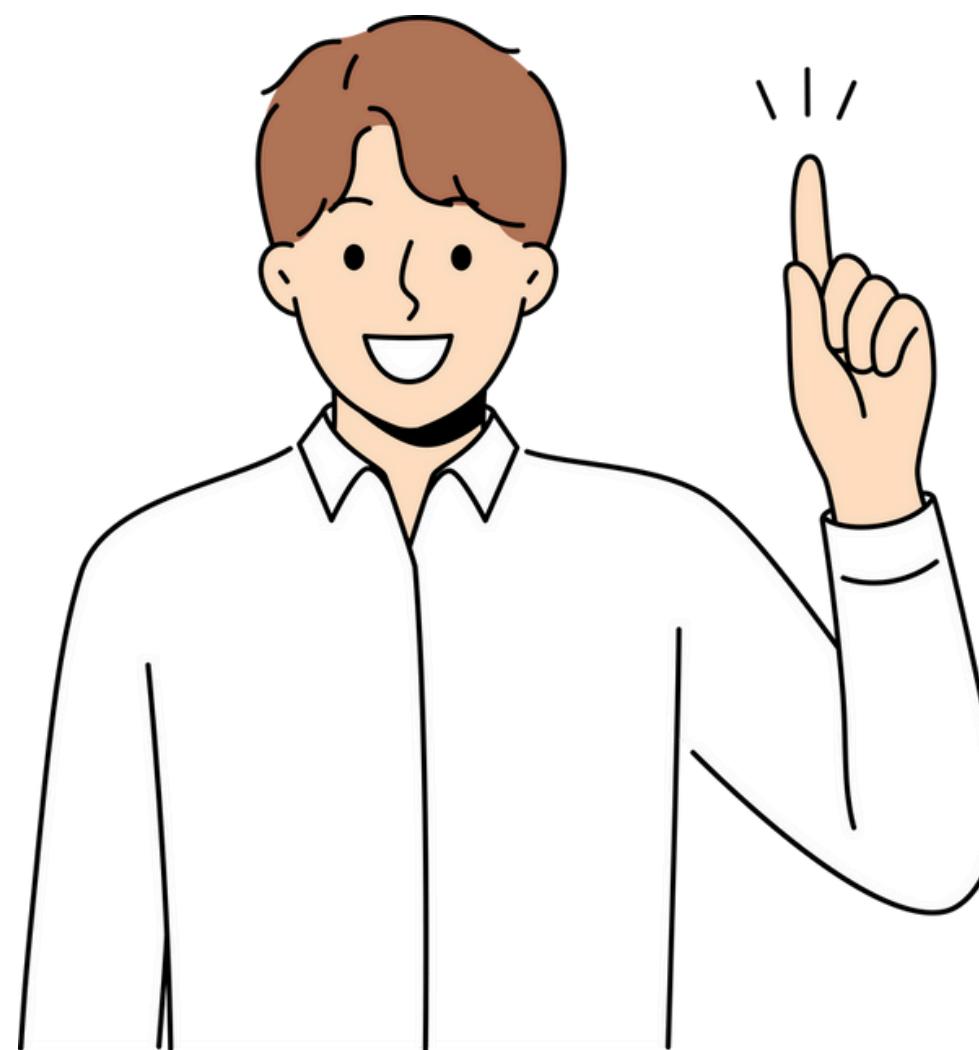
Uses GIS Base Emergency Dispatch solution



Additionally, users can gain access to basic government services and read public advisory announcements from their LGU's.



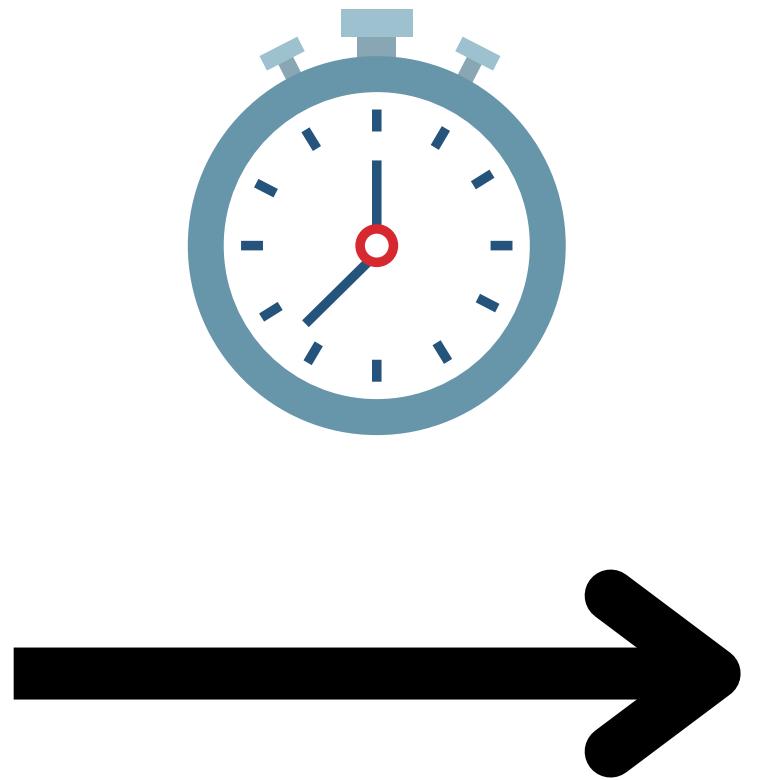
HOW IT WORKS



HOW IT WORKS



HOW IT WORKS



Market Opportunity

2023



Increasing crime rates in urban areas



High incidence of natural disasters



High support for community - based disaster preparedness and emergency response system



Government's push towards digitalization



LOCAL GOVERNMENT UNITS (LGUs) in the Philippines

- Provinces 81
- Cities 145
- Municipalities 1,489
- Baranggays 42,085



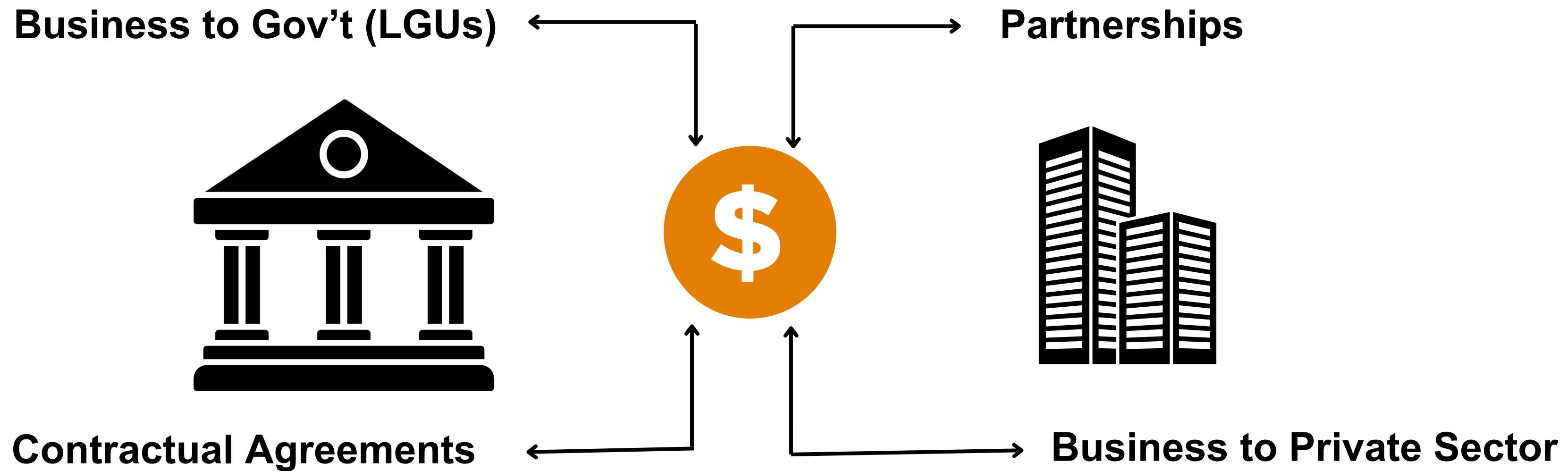
- 115, 901, 688 Total Population
17.3 % increase in road accidents
21.1 % increase in fire incidents
30,000 crimes recorded by the PNP

DRRM Network in the Philippines

Republic Act 10121 also mandated the establishment of DRRM offices in every province, city, and municipality, and DRRM committees in every barangay.

- 1 National DRRMC
- 17 Regional DRRMC
- 81 Provincial DRRMC
- 122 City DRRMC
- 1,512 Municipal DRRMC
- 42,046 Barangay DRRM Committees

Business Model



Marketing Strategy



SOCIAL MEDIA
CAMPAIGN



PARTNERSHIPS



COMMUNITY
AWARENESS



TARGETED
ADVERTISING

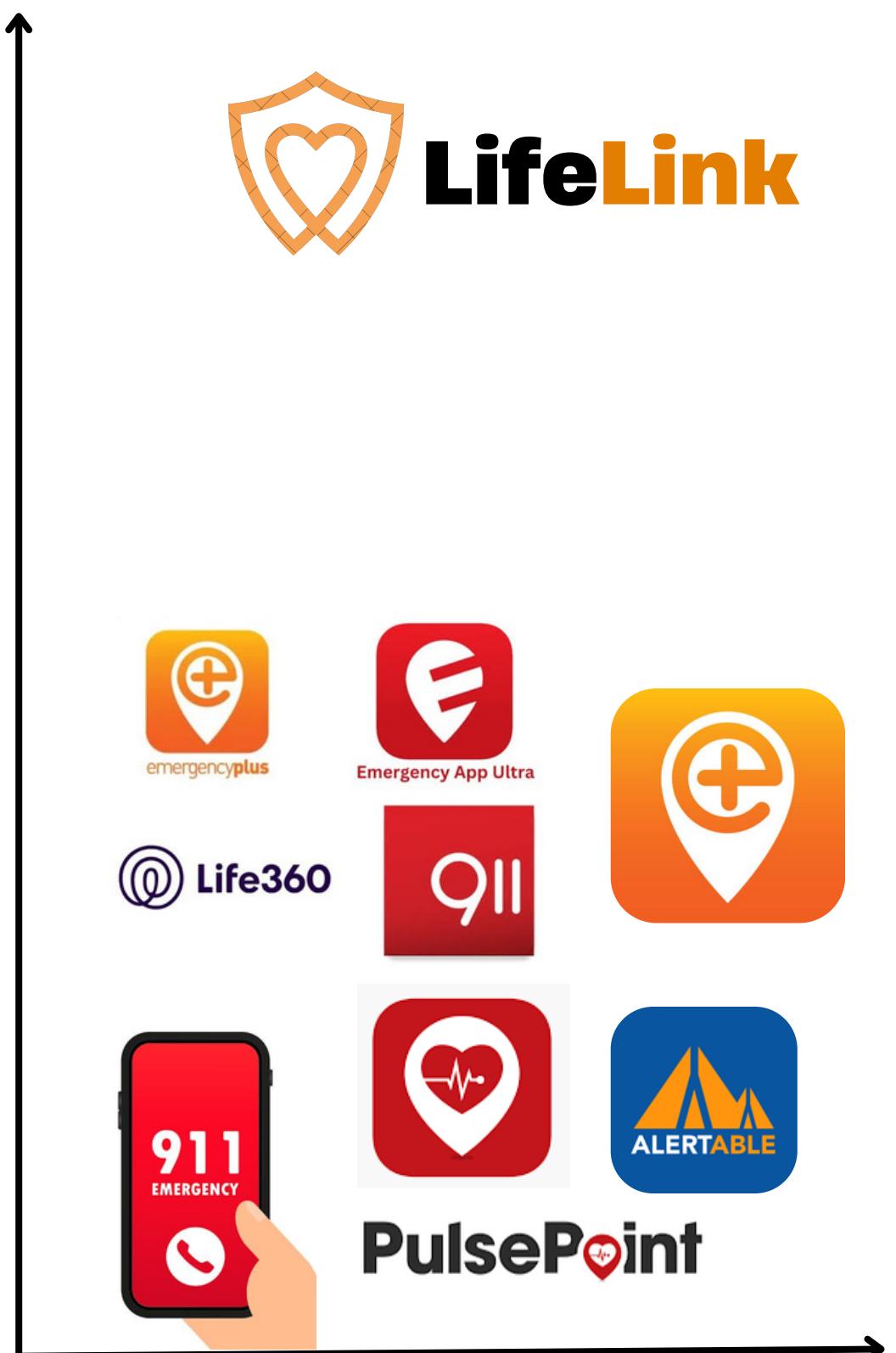


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Competitive Advantage

-  Direct Integration with Local Government Units (LGUs) and Barangays
-  User centric interface with accessibility features
-  Offline Mode and Low Data Functionality
-  Real time community - based emergency reporting
-  Integration with disaster preparedness and training resources
-  Additional features such as bills payment for electricity and water, and at the same time, users can gain access to basic government services through the app



TEAM



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