DHARURA AI

AI-Powered First Aid Assistant

Problem :

The First Aid Gap: Lives Lost Due to Delayed Response

- Millions of lives are lost every year due to the lack of immediate first aid in medical emergencies.
- Lack of First Aid Knowledge – Most people don't know how to administer basic life-saving techniques in critical situations.
- Misinformation & Panic – In emergencies, people rely on unverified internet searches or incorrect assumptions, making the situation worse.
- First aid information is not easily accessible in multiple languages, leaving many without proper guidance.

Shocking Global Statistics 📊

- 2.3 million deaths per year occur due to the lack of timely first aid response. (World Health Organization - WHO 2021)

- Over 54% of injury-related deaths could be prevented if victims received immediate first aid (International Federation of Red Cross and Red Crescent Societies - IFRC, 2019)

Solution: Dharura AI

The AI-Powered First Aid Assistant

🚑 What is Dharura AI?

Dharura AI is an AI-powered first aid assistant designed to provide real-time, step-by-step guidance during medical emergencies. By leveraging Artificial Intelligence (AI) and Natural Language Processing (NLP), it helps users administer the correct first aid procedures before professional help arrives.

🛠️ How Dharura AI Solves the Problem

- 📲 Instant First Aid Guidance
- 🌍 Multilingual First Aid Support
- 🩺 AI-Driven Symptom Checker
- 🤖 AI Chatbot for 24/7 Assistance

🔍 Why Dharura AI is a Game-Changer?

- Reduces first aid response time by over 60%.
- Increases survival rates in emergencies through immediate intervention.
- Bridges the knowledge gap for first aid in low-resource areas.
- Empowers people to take action without panic or misinformation.

Welcome to Dharura AI

Your personal AI-powered first aid assistant, providing instant medical guidance when you need it most. Available 24/7 to help you handle medical emergencies.

Enter FirstAidAI →

24/7 AI Assistance

Get instant medical guidance anytime, anywhere. Our AI is always ready to help.

Product: How It Works
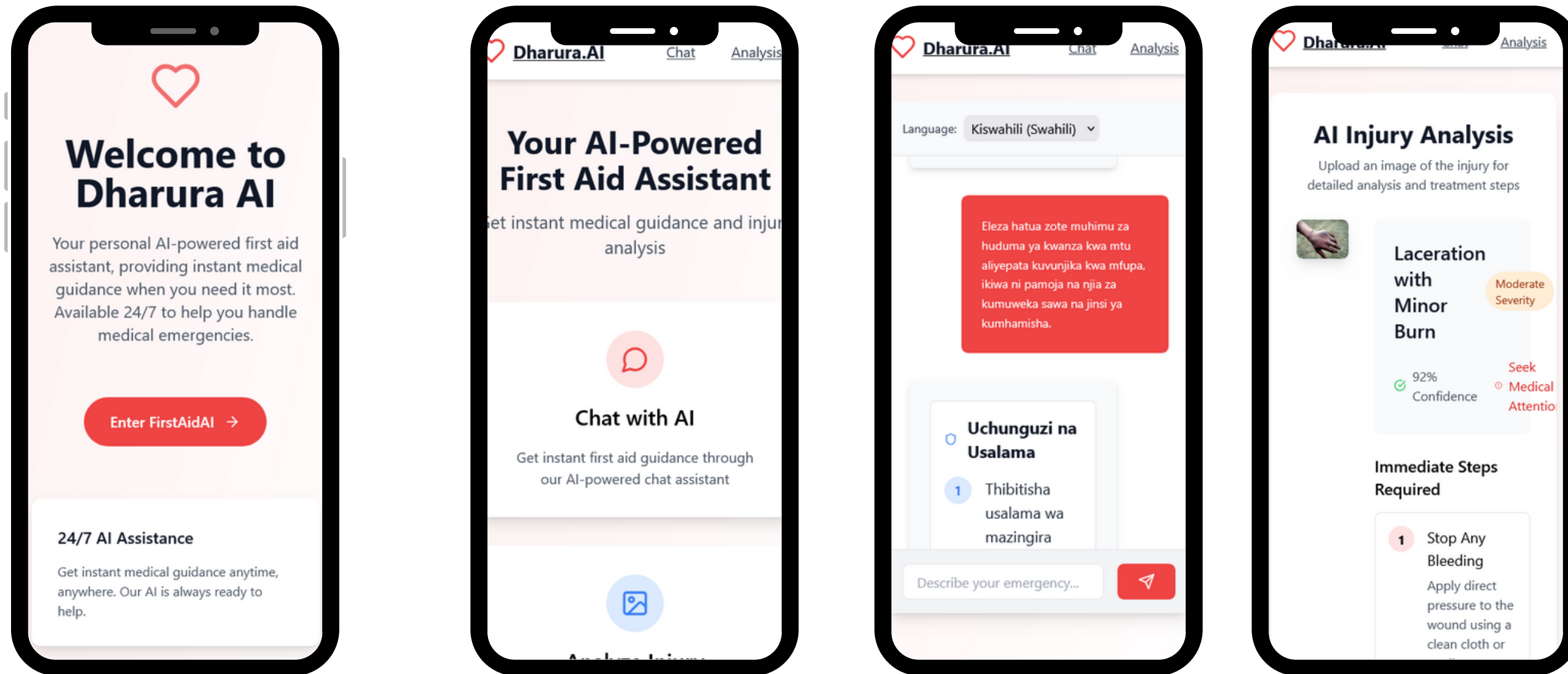
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Dharura.AI | Chat | Analysis

Your AI-Powered First Aid Assistant

Get instant medical guidance and injury analysis

Chat with AI

Get instant first aid guidance through our AI-powered chat assistant

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Dharura.AI | Chat | Analysis

Language: Kiswahili (Swahili)

Eleza hatua zote muhimu za huduma ya kwanza kwa mtu aliyepata kuvunjika kwa mfupa, ikiwa ni pamoja na njia za kumuweka sawa na jinsi ya kumhamisha.

Uchunguzi na Usalama

1 Thibitisha usalama wa mazingira

Describe your emergency...

Dharura.AI | Chat | Analysis

AI Injury Analysis

Upload an image of the injury for detailed analysis and treatment steps

Laceration with Minor Burn — Moderate Severity

92% Confidence — Seek Medical Attention

Immediate Steps Required

1 Stop Any Bleeding

Apply direct pressure to the wound using a clean cloth or

Dharura AI is an intelligent first aid assistant that provides real-time, step-by-step emergency response guidance using AI, NLP, and Computer Vision. It empowers users to act immediately before professional help arrives, reducing preventable deaths.

Target Market :

2 out 5

- 2 out of 5 children will experience an injury at school requiring immediate first aid (CDC, 2023).
- Only 15% of schools globally have staff trained in first aid response (WHO, 2023).

Schools, Colleges & Universities

%80

Of deaths from injuries occur before reaching a hospital due to lack of immediate first aid. (WHO, 2022)

Families & Households

700 million

- Nearly 700 million people engage in outdoor activities and adventure tourism annually (UNWTO, 2023).
- 1 in 5 hikers and campers encounters a medical emergency in remote locations (National Parks Service, 2023).

60%

60% of road accident deaths could be prevented with proper first aid (Global Road Safety Report, 2023).

Market Size:

1. Healthcare & Emergency Services – 40%

There is $45B AI in Healthcare Market (2024, Grand View Research)
- 95% of people lack formal first aid training (WHO, 2023)
- 72% of healthcare professionals believe AI can improve emergency response (The Lancet, 2023
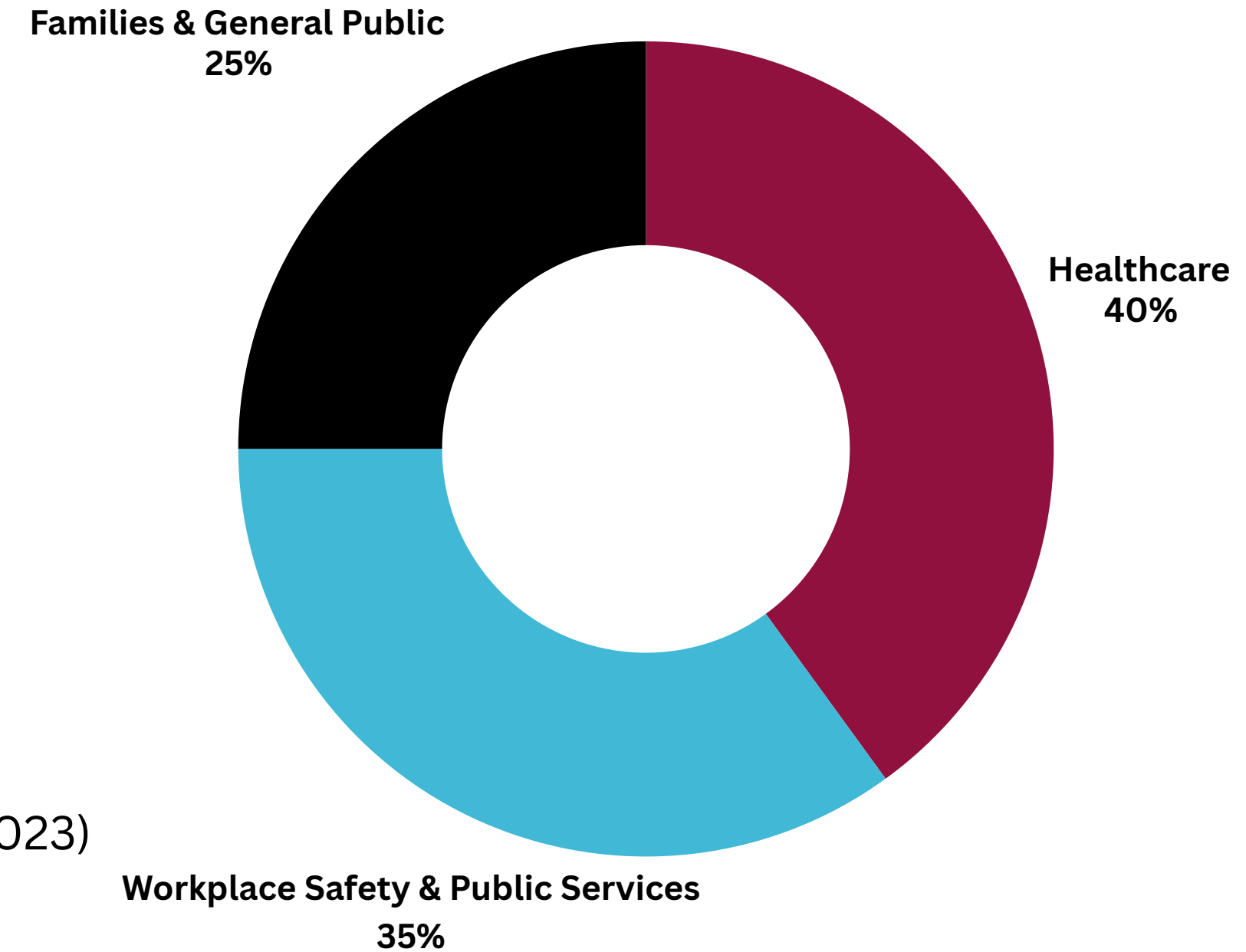
2. Workplace Safety & Public Services – 35%

There is $20B Workplace Safety Tech Market (2023, ILO)
- 374 million workplace injuries occur annually (ILO, 2023)
- 63% of companies are investing in AI-powered safety tools (ILO, 2023)

3. Families & General Public – 25%

$35B Digital Health & Wellness Market (2024, McKinsey)

- 95% of parents lack first aid knowledge (British Red Cross, 2023)
- 80% of sports injuries could be treated faster with immediate AI guidance (British Journal of Sports Medicine, 2023)

Families & General Public
25%

Healthcare
40%

Workplace Safety & Public Services
35%

Competitors

Red Cross First Aid App

- Provides first aid guides, videos, and emergency instructions
- No AI-powered image analysis for injury detection.
- No real-time symptom assessment.
- Limited customization for different regions.

MyMedic AI

- Uses chatbot-based AI to suggest first aid steps.
- Limitation: No image recognition or real-time injury detection.

Ada Health

- Uses AI to analyze symptoms and suggest possible conditions.
- Limitation: Does not provide first aid instructions or image-based injury analysis.

Competitive Advantage

AI-Powered Injury Recognition & First Aid Guidance

- Unlike traditional apps, Dharura AI analyzes injuries in real-time using computer vision.
- Provides step-by-step first aid instructions based on detected injury type.
- Faster response than manual lookup apps like Red Cross First Aid.

Offline Accessibility & Local Adaptation

- Works without internet, unlike AI health tools like Babylon Health.
- Supports multiple languages, including Swahili, French, Arabic, making it ideal for Africa & developing regions.
- Provides context-specific first aid advice based on regional health risks.
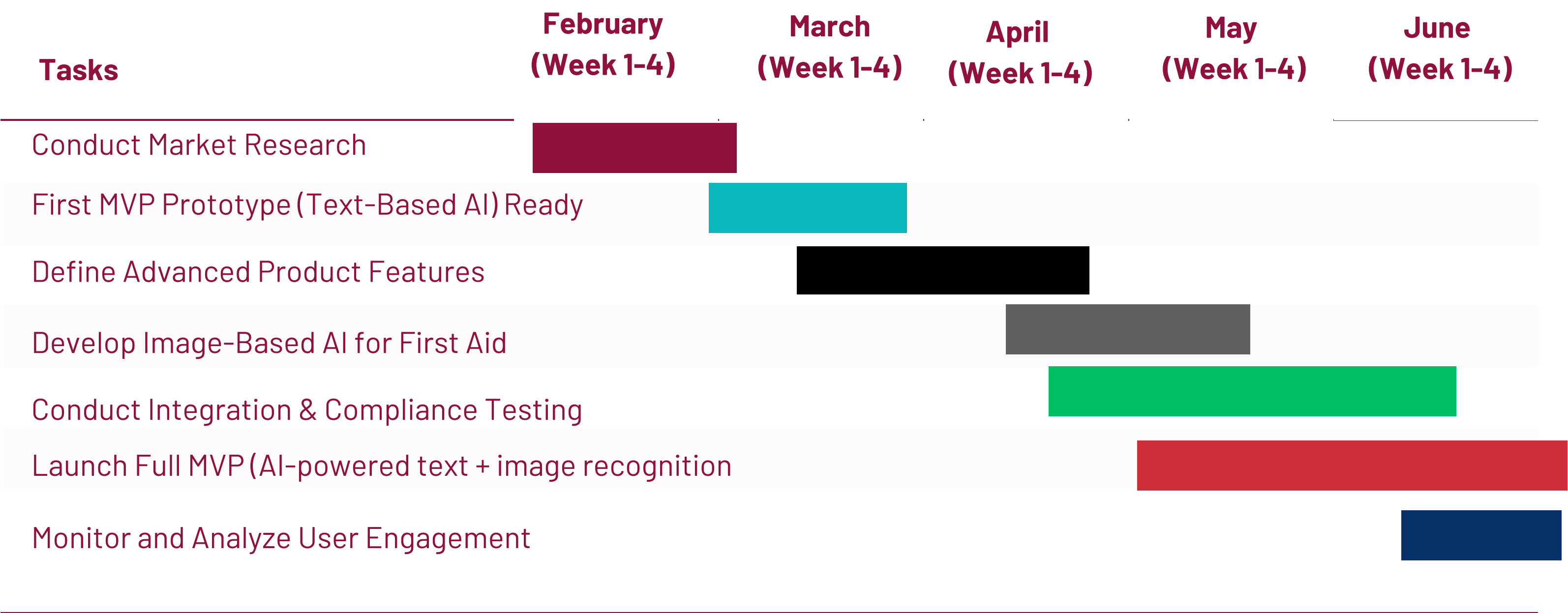
Direct Integration with Emergency Services 🚑

- Automatically connects users with nearby hospitals, ambulances, or emergency responders.
- Uses AI to predict the severity of the injury and suggest urgent medical attention if needed.
- Unlike symptom checkers like Ada Health, Dharura AI is built specifically for emergency response.
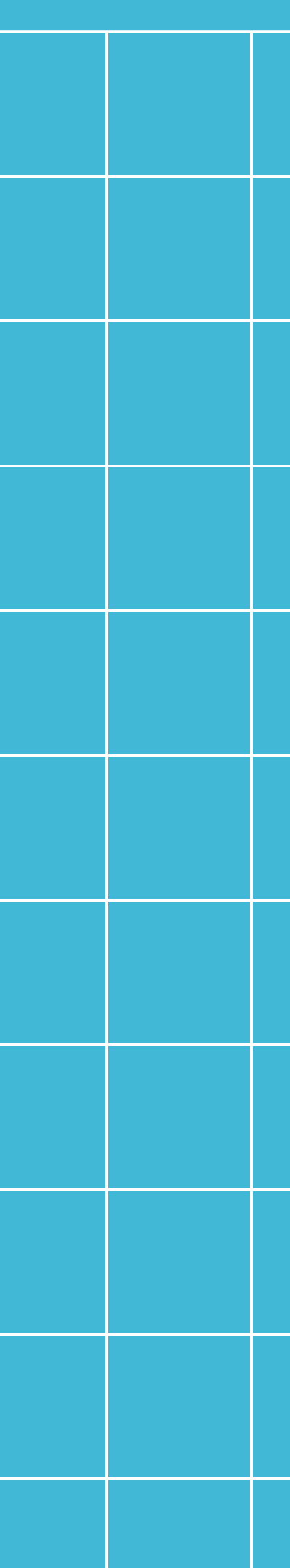
Business Model

We will use a **Freemium + Premium model**, with monetization from:
- Subscription Plans (Individuals & Businesses)
- API Licensing
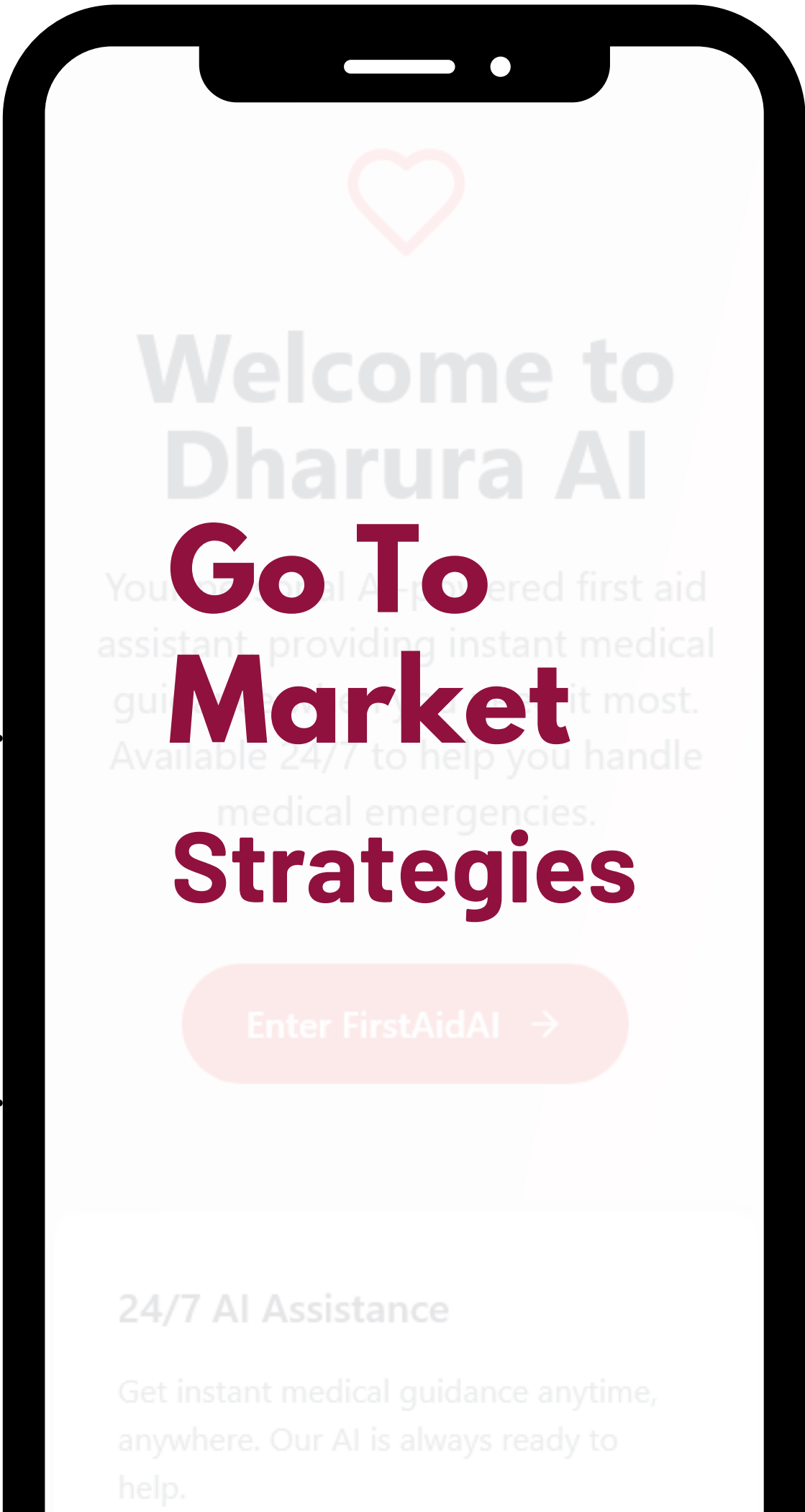- Partnerships & Sponsorships
- Advertisements & Donations

Revenue from Subscription Plans

Plan	Monthly Price USD	Users	Annual Revenue
Individuals (B2C)	$5	15,000	$90000
Businesses & Institutions (B2B)	$50	5,000	$3,000,000
Enterprise API Licensing	$1,000	200	$2,400,000
NGO & Government Partnerships	$10,000	20	$2,400,000
Advertisements & Donations	-	-	$500,000
TOTAL REVENUE (Year 1)	-	-	$9,200,000

Go To Market Strategies

University & Workplace Safety Programs

Partnerships with Healthcare & Emergency Organizations

Social Media Awareness & Digital Marketing

Referral & Community Growth Programs

API Licensing & B2B Partnerships

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OUR ASK

To build and scale Dharura AI into a fully functional AI-powered first aid assistant, we estimate a funding requirement of $250,000 - $500,000.

AI Development & Technology – 40%

$100,000 – $200,000

Market Expansion & Partnerships 25%

$62,500 – $125,000

Compliance & Certification – 20%

$50,000 – $100,000

Infrastructure & Operations – 15%

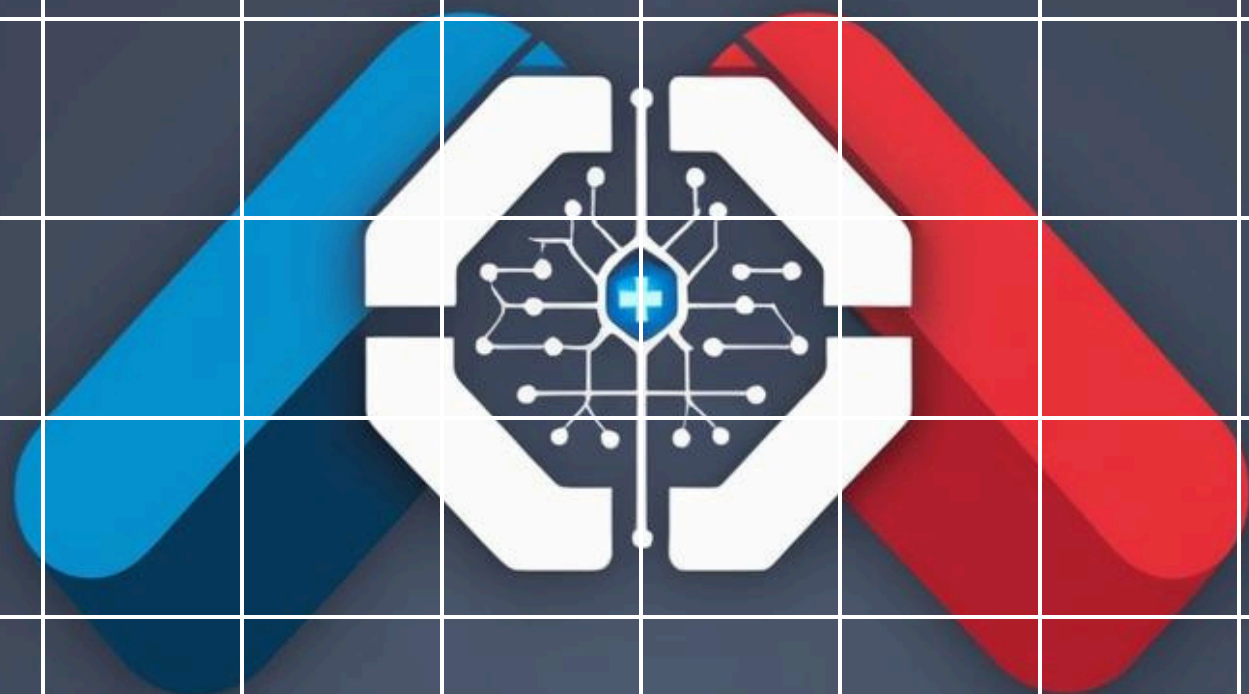$37,500 – $75,000

Team Members

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Thank you!

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