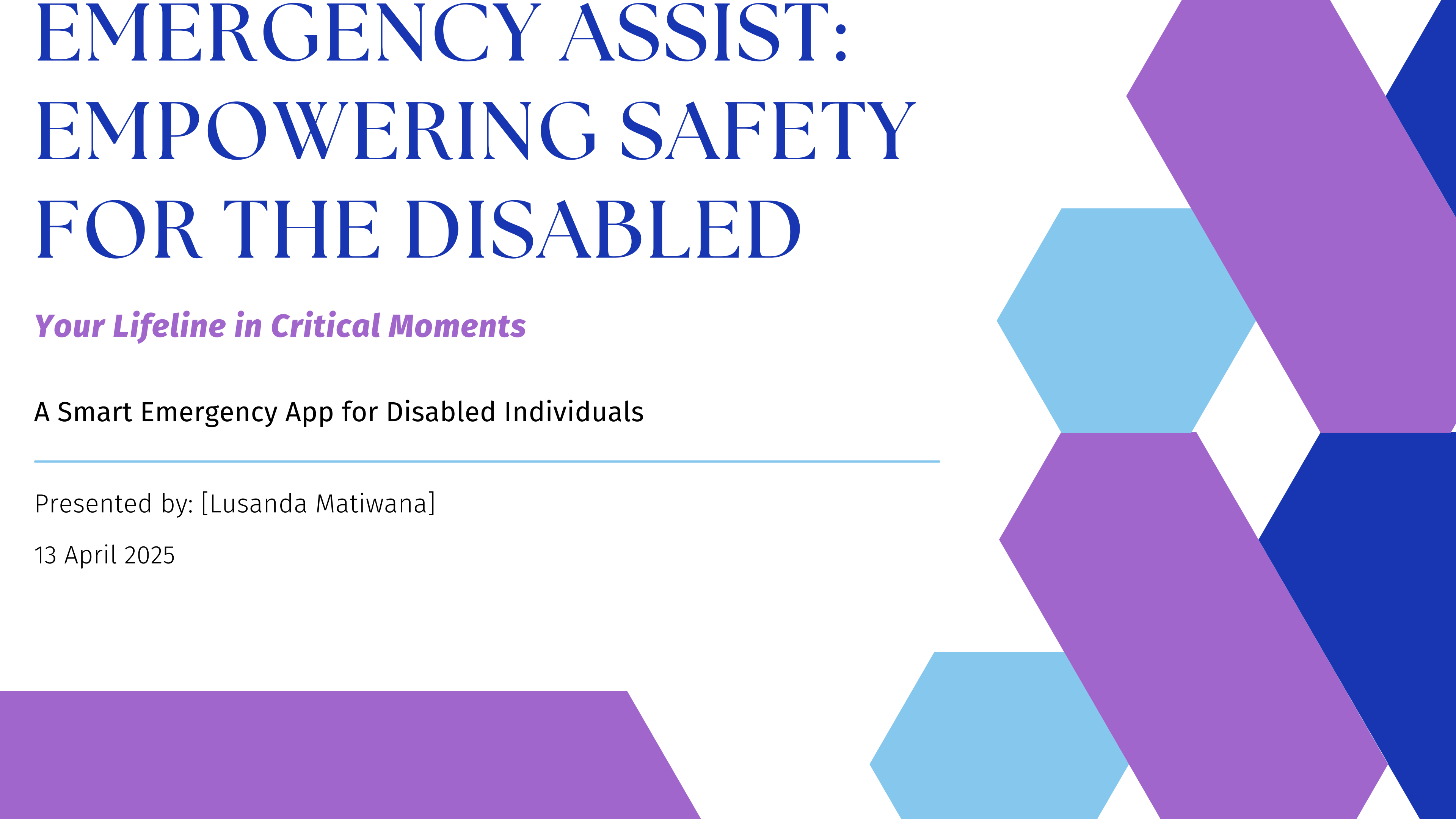# EMERGENCY ASSIST: EMPOWERING SAFETY FOR THE DISABLED

Your Lifeline in Critical Moments

A Smart Emergency App for Disabled Individuals
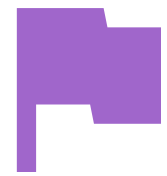
Presented by: [Lusanda Matiwana]

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"Safety is not universal for disabled individuals."

Safety Concerns for Disabled Individuals

- Millions of disabled individuals face safety risks daily, especially when alone.
- Lack of accessible tools to call for help quickly

- Emergency services often lack real-time access to critical information and locations of vulnerable individuals.

- Delays in response can lead to life-threatening situations.

"Empower: Instant Assistance at the Press of a Button"

Emergency Assist App.

- A panic-button mobile app designed for disabled individuals.
- Instantly alerts hospitals and police stations when activated.
- Provides critical information, including personal details, medical history, and real-time location.
- Designed with accessibility as the top priority

"Innovative Features for Rapid Response"

- Panic Button: One-tap emergency signal
- Real-Time Location Tracking: Accurate GPS data for quicker response.
- Integrated Medical Profile: Includes allergies, disabilities, and emergency contacts.
- Customizable Alerts: Allows users to select preferred emergency services (hospital, police, or both).
- Multi-Lingual Support: Accessibility for diverse users.
- Voice & Gesture Control: Fully accessible controls.

Target Market

"A Growing Need for Inclusive Safety Solutions"

Over 1 billion people worldwide live with disabilities (WHO).

Growing demand for health-tech & emergency tools(+20% CAGR in the safety tech market)

Lack of competition focused solely on the disabled community

Partnerships with hospitals and law enforcement agencies open scalable impact

Existing Safety Apps

- LifeAlert

- Red Panic Button

- My SOS Family

- Be My Eyes

- ICE - In Case of Emergency

Why We're Different

- Direct communication with hospitals and police

- Designed exclusively for the disabled community

- Data privacy and security as a top priority

- Real-time medical profile sharing for faster response

Competitive Advantages

- **Accessibility-first design: gesture/voice-based triggers**

- **Competitive pricing compared to subscription-based or hardware-dependent solutions.**

- **Multi-lingual support, customizable alerts, and disability-specific design.**

- **Built-in support for multiple accessibility needs**

Traction & Milestones

- **Completed prototype of the app with panic alert functionality**

- **Positive feedback from disability advocacy pilot group (20+ testers)**

- **Initial partnership discussions underway with 2 local hospitals and 1 police department**

- **Early interest from NGOs focused on health and accessibility**

- **Secure 5 key partnerships in 12 months**

- **Expand to 10 cities within 2 years**

Business Model

- Freemium App: Basic emergency service for free
- Subscription Plans: Advanced features (e.g., caregiver alerts, personal health monitoring,priority services)

Institutional Partnerships: Licensing with hospitals, NGOs, government safety networks

Aggregated, anonymized data for research and policy-making.

Go-to-Market Strategy

"How We Plan to Reach Our Audience"

- **Pilot Programs:**
Pilot Programs: Partner with local hospitals and police stations for initial rollouts.

- **Community Engagement:**
Collaborate with disability advocacy groups for outreach.

- **Digital Marketing:**
Leverage social media and targeted ads.

- **Referral Incentives:**
Encourage users to refer others for free months of subscription.

Social Impact

"Empowering the Vulnerable"

- Enhances safety and peace of mind for disabled individuals.

- Builds stronger connections between emergency services and the community.

- Advocates for inclusivity and accessibility in technology.

ASK

R250 000

Use of Funds:
- Product development and testing
- Hospital & police API integrations
- Marketing and outreach
- Legal and compliance

Team Members

"The Visionaries Behind Empower"

Lusanda Matiwana

CEO-Background in tech and healthcare innovation

Mfundo Rode

App development and data security.

Liyema Ntlombeni

Partnerships Lead, background in healthcare

THANK YOU

"Let's make the world safer for everyone. Together, we can empower the vulnerable."

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