

Weather Warning and Weather Development App

This presentation outlines a mobile app designed to provide real-time weather warnings, forecasts, and safety tips tailored to specific locations in South Africa.



by Ofentse Rabuthu



Problem and Idea



Problem

- Severe weather events pose significant risks to safety and property in South Africa.
- Lack of timely and accurate weather alerts can lead to unpreparedness and increased damage, with loss of life already occurring due to late warnings.

Idea

- Develop a mobile app to provide real-time weather warnings, forecasts, and safety tips tailored to specific locations in South Africa.

Solution

1

Real-time Weather Alerts

- Immediate notifications about weather hazards.

2

Accurate Forecasts

- Detailed forecasts to help users plan ahead.

3

Interactive Maps

- Visual weather pattern representations.

4

Safety Tips

- Practical advice for weather-related safety.

14:51 Photo • 56%



VoIP LTE1.11 VoIP LTE2.11

26°

Sunny



Pretoria

26° / 10° Feels like 26°

Thu, 14:51

Generally clear. Highs 25 to 27°C and lows 9 to 11°C.

15:00 16:00 17:00 17:35 18:00 19:00 20:



25° 25° 24° Sunset 20° 18° 11°

0% 0% 0% 0% 0% 0% 0%

Don't miss the sunset

Sunset will be at 17:35

Yesterday

26° 6°

Today

0%

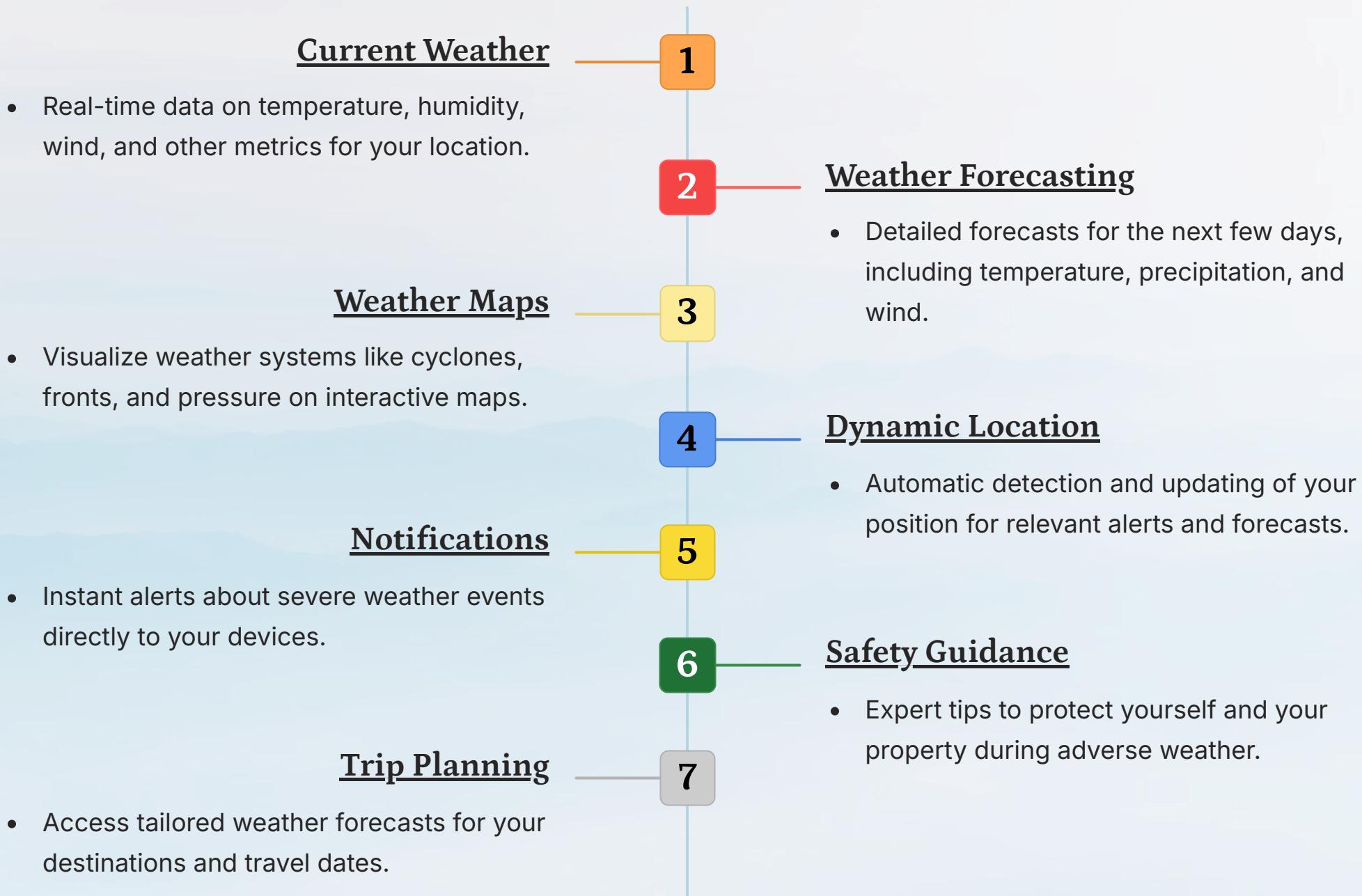


26° 10°



Made with Gamma

Core Features



Target Market



Coastal & inland Residents

- Residents of areas like:
- Durban which has become prone to heavy rainfall.
- Upington which is prone to heatwaves and;
- other areas with other weather hazards.

Businesses

- Logistics companies, event organizers, and tourism agencies that need weather insights.

Government & NGOs

- Disaster management agencies and community organizations that require weather data.

Go To Market and Social Impact

Marketing Strategy

- Social Media Campaigns: Targeted ads on platforms like Facebook, Instagram, and Twitter.
- Partnerships: Collaborations with local businesses and tourism agencies.
- Community Engagement: Workshops and seminars on weather safety.

Social Impact

SDGs Addressed:

- Goal 11: Sustainable Cities and Communities – Enhance disaster preparedness and resilience.
- Goal 13: Climate Action – Improve awareness and education on climate-related hazards.

Competitors and Competitive Advantage

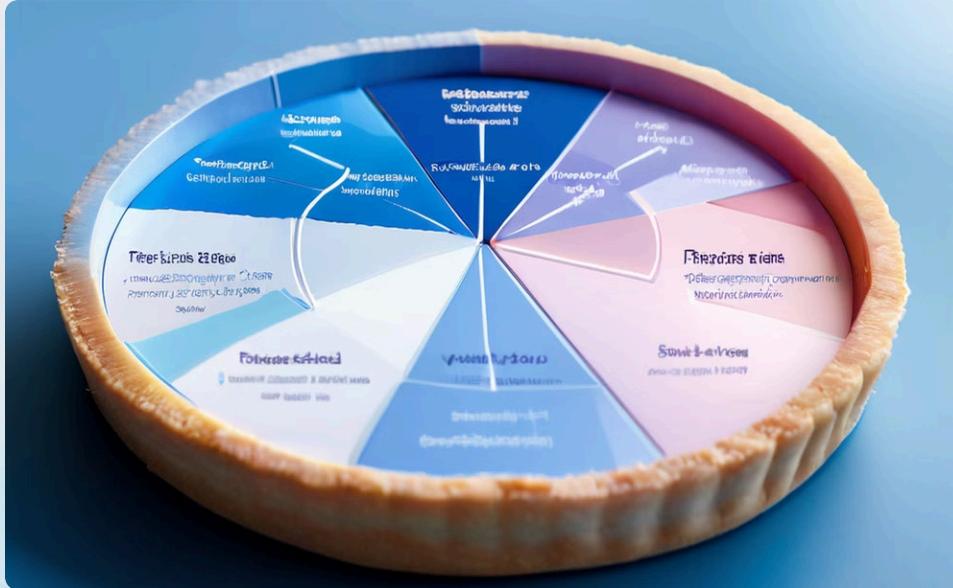
- **Weather SA** offers a localized focus, providing tailored weather information for specific regions in South Africa.
- **AccuWeather** features comprehensive weather features, giving users access to detailed forecasts and alerts.
- **WeatherBug** boasts a user-friendly interface, making it easy for anyone to access weather information.



Project Traction

- 1** **Month 1**
Initial research and planning.
- 2** **Month 2-3**
App design and prototype development.
- 3** **Month 4-5**
Beta testing and feedback collection.
- 4** **Month 6**
Official launch and marketing campaign.
- 5** **Month 7+**
Continuous updates and feature enhancements based on user feedback.

Business Model



Revenue Streams

- Freemium Model: Basic features free, premium features available via subscription.
- Advertising: In-app ads for additional revenue.
- Partnerships: Collaborations with businesses for weather-related promotions.



Profit Margins

- Subscription plans: Monthly or yearly fees for premium features.
- Ad revenue: Earnings from in-app advertisements.

Our Ask

- **Funding Requirement:** R1,800,000
- **Use of Funds:**
- **Development Costs:** App development, testing, and launch.
- **Marketing Campaigns:** Social media, partnerships, and community engagement.
- **Operational Expenses:** Staff salaries and necessary remote work tools and software.



Team Members

- Ofentse Rabuthu: Chief Executive Officer/ Chief Technology Officer
- Onkgopotse Mafoyane: Chief Marketing Officer

THANK YOU!!!

