BUSINESS PLAN

I. EXECUTIVE SUMMARY

Team: **GirlEsc TEAM**
Team members: Maria ▮▮▮▮▮▮▮, Alexandra ▮▮▮▮▮▮▮▮, Mihaela ▮▮▮, Luminița ▮▮▮▮,
Alexandra ▮▮▮.
Business name and location: GirlEsc LLC, Bucharest, Romania
Product (mobile app) name: **EnGuard**

     We offer our potential customers - individual users - an Android application, which provides mainly two services:

		Clients	Products and/or services
INDIVIDUALS CLIENTS		***Individual Basic*** ***Free of charge*** They do not have access to all the options and they cannot deactivate the permanent advertising windows	**A very fast connection with predefined contact persons** (who may be from the family and / or public authorities - such as police, child / youth protection structures - and / or private security companies / rapid intervention) by saying 3 times in a row a key word (previously chosen and predefined by the user), the recipient receiving an instant alert.
		Individual Premium ***Subscribers(2,99$/month)*** Benefit from all the options developed and no advertisement	Individual Basic to which is added: **The geolocation** of the user's position and 10 second audio recording, made from the moment the alert is triggered. **Access to a map** that shows the geolocation of all previous alerts, of all users, at hourly intervals, which is very useful for identifying high risk areas/points and planning routes.
ENTERPRISE CLIENTS		***Companies subscribers or buyers of products***	**Virtual advertising space for rent**, which can be used with maximum efficiency, because the advertising can be viewed by the two large categories of individual customers **Various products based on statistical processing of anonymized data stored** on our company's servers following the use of our application by the 2 categories of customers - individuals. This type of product can be used by customers – companies, for example, to set up routes for means of transport, identify areas with high criminal potential, areas frequently used by pedestrians - which thus have a high commercial ford, etc.

II. COMPANY DESCRIPTION

     GirlEsc is a Limited Liability Company (LLC) whose purpose is to provide a platform that signals harassment cases all around the world, with mission to help people struggling with such problems, raise awareness of this serious, contemporary issue and contribute to the safety of every community.

Name of member team	Role
Andrei ▮▮▮	Mentor and Team Coordinator
Iustina ▮	Mentor
Maria-▮▮▮▮▮▮	Front-end developer, AI developer, Project Manager
Alexandra-▮▮▮▮▮	UI/UX designer, AI developer, Business Plan Analyst
Mihaela ▮▮▮	Business Plan Analyst, Market Analyst
Luminita ▮▮▮	Front-end & Back-end developer, AI developer
Alexandra ▮▮▮	Business Plan Analyst, Market Analyst

     We are going to sell, in Romania and abroad, a mobile application used as a "*safety-net*" by all people in need of help, with no regard to the age or gender. In a dangerous situation, pronouncing the settled "*safe word*" will trigger the app which will alert the chosen contact persons or authorities, via text or directly through EnGuard. Also, the two AI systems will start labeling the type of harassment and will establish if it was a false alarm or not. In addition, there is a map that guides you away from dangerous areas, based on past reports in the app.

Our company started from the common desire of living in a world where no one should fear walking alone on the city streets at any hour of the day. Every 30 seconds a Romanian woman is a victim of some sort of harassment and the lockdown due to COVID-19 triggered a 30% increase in domestic harassment. Insignificant types of harassment are usually overlooked, and no one thinks that it could burst into something more serious, sometimes even life-threatening.

Our trigger was the case from Caracal, a small town in Romania, where last year, a 15-year-old high school girl was abducted near the school, sequestered, raped and later killed by burning until nothing was left. This was possible because the police and authorities did not find her in time to rescue her. And, unfortunately, this was not an isolated incident.

We want to use our passion for mobile applications to find and develop solutions, like our app, not only for harassment, but also for other issues, such as kidnapping, thefts etc. Our goal is to reach as many users as we can and to resolve worldwide problems with our app. Over the next year, we want to get a market share of at least 2 % (140 000 users) from the potential users (7.000.000 users) from Romanian population (19.41 million), as well as, in year 3 - 0.1 % (2.000.000 users) of the worldwide target market (about 2 billion).

III. PRODUCT AND/OR SERVICE DESCRIPTION

Our main goal is to reduce the time dedicated to saving a person from a dangerous situation.
Even though there are apps on the market that resemble EnGuard, our app offers many unique features. In comparison with our rivals, our app is capable of analysing the voice of the user and responding exclusively to the user's voice commands. The neural network will be trained to recognize a "*mayday word*" that would activate the Conversation Labelling AI. Also, the app will record conversations at the permission of the user and will label the discussion accordingly (e.g. bullying, sexual harassment, verbal harassment etc.) Upon labelling the type of harassment, EnGuard will have access to alerting connected users of the situation, sharing the current location of the phone by using GPS, which is linked with the SIM card. In addition, a real-time map will show which districts of the city, streets, certain locations have higher rate of harassment or abuse, based on the previous reports made by people using the app.

The product is going to be built in Android Studio, using Java as the main programming language. EnGuard uses the basic elements for implementation, such as "for loops", "while loops", decisional structures (if, else) etc. Also, we developed a more complex code, by incorporating MVP architecture and Artificial Intelligence into our app, in order to activate the features of the app with voice recognition and to label the recordings as "false alarms" or "real alarms" of harassment. The data is collected and, with the help of Firebase and Firestore, the accounts are securely stored. The GPS is linked to the SIM card so if the Internet shuts down, the coordinates of the victim are still transmitted.

The main features of our app are fully developed as we intend to place it on the market as soon as possible. The survey conducted by us shows that people are interested in trying our Beta version of the application, meaning that the app could be ready in the near future to be regionally or even internationally launched to the customers. Once sent into Beta testing, using the feedbacks from the users, we will analyze the outcomes received and will fix the flagged problems. After this stage of implementation ends, the app will be ready to be launched on Play Store and, in that way, it will be sent to the customer.

Our research outlines the positive feedbacks from people and their desire for an IOS implementation too. In the future, we would like to be able to connect with fitness bracelets and smartwatches via Bluetooth. Also, new features will be available, depending on the increasing in popularity, by incorporating a cloud computer-based API that models the overlay Heat Map by taking not only the users' input, but also predicted "red zones".

IV. MARKET ANALYSIS

After a close research on our rivals, we have found five key competitors in Europe and USA, which determined us to expand our functionalities. Their vision and dedication are strong and convincing, making

us work harder and more efficient in order to bring the best out of EnGuard. We do not intend to apply our professional anti-theft security applications, which take care of the devices and approach the subscriptions. Furthermore, if the free version is successful and exceeds the psychological thresholds of the highest (100,000 and 1,000,000 are most important), it will cascade most of the advertising revenue.

Romania is a very good starting market for applications like this, because the government solution (112) can be used only for crimes (no bullying, harassment etc.) and it does not have our options. Public opinion is ready for applications like ours, because recently very serious cases have been poorly manage by authorities, so the willingness to test alternative solutions like ours has increased. We know that the success of our application can generate a reaction from authorities or private companies that have superior resources to us and that can improve their own solution by making it faster, better and cheaper than ours.

In this case, our application would not have the same success, but we would generate a beneficial competition that would lead to a safer world so that we would further achieve the company's mission.

Our main competitors are: Hot lines/911/112, UrSafe, HollaBack!, BSafe, Life360, these having more or less similar component to our application, but none is identical.

App	Voice recognition	Real time map	Labelling AI	GPS	Platform	Global	Downloads	Cost	In-app purchases
EnGuard	Yes	Yes	Yes	Yes	Android, for now	Yes	Not yet on market	Free	Premium 2.99$
Hot lines 911, 112	No	No	No	Yes	Both	Yes	0, no downloads	Free	None
UrSafe	Yes	No	No	Yes	Both	No	~10.000	Free	Premium 4.99$
Hollaback!	No	Yes	No	No	Android	Yes	~10.000	Free	None
BSafe	Yes	Yes	No	Yes	Both	Yes	~500.000	Free	Premium 0.79-79.4
Life360	No	Yes	No	Yes	Both	Yes	~1.000	Free	None

As a starting point for our market analysis we performed a survey (in Romanian and English) targeting users from all around the world. We collected 462 answers from Romania and other countries from: North America (U.S.A., Canada), Europe (The United Kingdom, The Netherlands, France, Germany, Austria, Spain, Belgium, Luxemburg, Switzerland, Bulgaria, Hungary), Asia (The United Arabian Emirates, Pakistan and The Philippines) and from Australia. Based on the responses, 86% of our participants would use our app. Additionally, 164 people expressed their interest to participate in a Beta version testing, therefore we are confident the app will be well received. When asked how useful they find our app, our participants gave the following answers:

HOW USEFUL DO YOU FIND OUR APP?
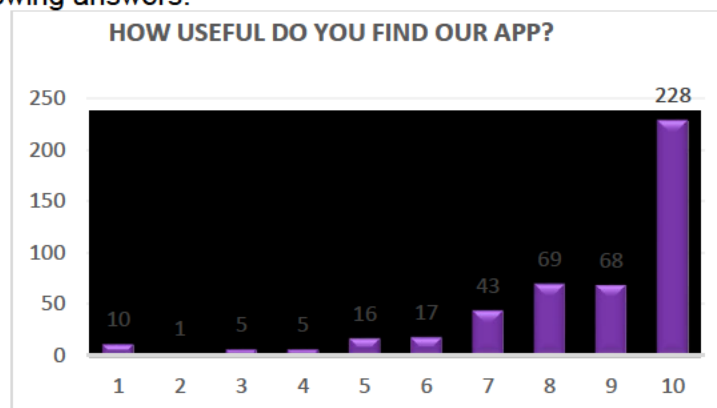
Our survey confirmed that women (more specifically teenage girls) are more likely to be the victim of some sort of abuse and they should be considered one of our most important targets (68% of our participants were women). 99.13% of those who answered our survey have either witnessed or been victim of some sorts of harassment or abuse, as shown below:

	Public violence	Bullying	Vulgar remarks	Robbery	Kidnapping	Sexual harassment	Sexual abuse
WITNESS	57%	33%	22%	26%	11%	19%	10%
VICTIM	3%	9%	11%	14%	1%	14%	3%
BOTH	11%	46%	63%	24%	2%	16%	2%
NEITHER	29%	12%	4%	36%	86%	51%	85%

Our survey offered possibilities to target users to give feedback about our idea. Most of them were positive and encouraging such as: "Very good idea! Keep going!"; "My opinion is that this application will be life-saving in severe situations of aggression"; "Great idea! Thanks for caring so much. Good luck!"; "Really cool and helpful idea for an app"; "All the best and great initiative. Also, I would donate to get you started."

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) of our app, reported to competitors:

Strengths	Weaknesses
Very fast alert for predefined contact persons by saying 3 times the "*mayday word*". 10-second audio recording, made from the moment the alert triggered the app; the discussion will be labeled accordingly with the harassment types. Analysing the voice of the user and responding exclusively to the user's voice commands. Label the recordings as "false alarms" or "real alarms" of harassment. Access to a map for identifying high risk areas/points and planning routes. The most complete and complex application of its kind. The most competitive on the free or with very low monthly costs market.	A poor start and a usage that does not exceed the psychological thresholds will not generate money, therefore it does not allow development. Our app can fail easily, just as some of today's competitors.

Opportunities	Threats
A very good starting market for this kind of app is Romania, where there are not any available similar apps. Financing through the national program "Start-Up Nation", which provides grant funds. The cost of qualified workforce in Romania is not very big. Like a Romanian LLC, we can access the European Market in the best condition.	The application can be taken over by large companies or authorities that have superior resources and they can integrate or develop faster, better and cheaper than us.

V. *Marketing plan (Strategy & Implementation)*

We came up with EnGuard's name intending to find a word or a phrase which would suggest a state of being ready for any dangerous situation that you may encounter. The meaning of this French phrase encapsulates our exact purpose: to assume the prescribed position preparatory to action. We chose to change the original "*garde*" with "*guard*" to make people feel "*Safe&Heard*", as someone will always look out for them using the app. These choices were not unintentional, the logo, name and motto designed our mission statement: "*To bring the image of a safer world closer to reality. There's always someone ready to help in case of need.*"

We wish to make our app known via the Technovation Challenge contest and accessible to users by uploading it on Play Store, buying adds, joining developers and entrepreneurs groups, collaborating with the authorities/hot lines, sharing updates and promotional videos on our Instagram and Facebook pages. We will also take a look at blogs that are relevant to our mobile app and identify the opportunity to add value by commenting on them.

Our app will be free of charge on Play Store, with a 30 days free premium trial, which will be followed by a free standard mode or a monthly upgraded subscription that will cost 2.99$. Our marketing will be based on joining developer and entrepreneur groups, creating a promo video and buying ads.

For the time being, our LLC will focus on developing the app as follows:
- The Programming Department will ensure that the app is further developed to meet our costumer's needs, so they can fully benefit from the services offered as the real time map, a version for Android and polish the current features on the app

- The Marketing Department will be focusing on doing surveys and sharing to people to see the impact our app does and promoting it, by reaching out to developers all over the world via email and by creating a social media campaign

VI.   Financial Plan

Budget chapters (USD)	Year 1	Year 2	Year 3	Year 4	Year 5
Our own initial capital	1000	0	0	0	0
Revenues from Premium Accounts	75348	400490	2529879	6767203	12157722
Incomes from In App-Ads	18000	45000	300000	600000	900000
Revenues from selling anonymous data to companies	100	1500	15000	80000	100000
Price for sell/franchise	0	0	0	100000	1000000
TOTAL Incomes	**94448**	**446990**	**2844879**	**7547203**	**14157722**
OUTGOINGS (COSTS)					
Company's fixed costs (utilities & rent)	9600	24000	48000	60000	120000
Usage of software and specific equipment	4000	10000	25000	125000	250000
Servers with firewalls	1020	24000	60000	300000	800000
Costs for developing the app (licenses & Internet)	6000	18000	30000	120000	250000
Maintenance for the app	2400	12000	30000	60000	120000
Publicity for our app	30000	60000	180000	540000	1080000
Other types of publicity for our app	6000	12000	24000	72000	120000
Employees' salary	36000	72000	144000	432000	864000
Taxes (1% of our fiscal value)	1500	4500	30000	150000	250000
TOTAL OUTGOINGS	**96520**	**236500**	**571000**	**1859000**	**3854000**
Balance INCOMES-OUTGOINGS	**-2072**	**210490**	**2273879**	**5688203**	**10303722**
Total number of clients in Romania (estimated)	140000	300000	450000	500000	500000
97% of them with the free, basic access	135800	291000	436500	485000	485000
3% of them with Premium memberships (2.99$/month)	4200	9000	13500	15000	15000
Total number of international clients (excluding Romania)	0	100000	2000000	5000000	8000000
95% of them with the free, basic access	0	95000	1900000	4750000	7600000
5%of them with Premium memberships (2.99$/month)	0	5000	100000	250000	400000
Total number of clients	140000	400000	2450000	5500000	8500000

The first step after the foundation of our company will be the request for financing through the national program "Start-*Up Nation*", which provides grant funds for new companies in innovative fields. The initial capital of 1000 $ comes from the 5 founders.

The calculation of income from paying clients was done by approximations – e.g. in the first year we grow from the 0 paying customers (at the beginning of the year) to 4200 at the end of the year (estimate), so we calculated *revenue = an average of 2100 customers x 2.99$/months x 12 months = 75348$.*

Fixed costs for renting, utilities, etc. were budgeted for the first 12 months at about $800/month. In the following years, the costs will increase, with the development of the company and the increase of the number of employees.

The costs of hardware and software also get bigger, with the increasing number of users and their geographical distribution.

For the first year, the budget provides 3 part-time employees (lawyer, accountant, sales agent) at Romanian prices, including taxes, so that the company can access financing and pay 1% of turnover tax (when the turnover will exceed $ 1 million per year, respectively in year 3, we will move to another type of taxation). The team of founders will be paid from year 3 and the profit expected for year 2, 3 and 4 will be reinvested.