



Alerta

Team Alerta

Loni Müller

Benjamín Morales Pizarro

Anna Graf

Siu Fung Tsang

Kaner Etem

HM Munich - Real Project Digitalization WS25/26

Final Presentation

18.12.2025



The Problem: Fear & Dependency

The Reality

66% of women feel unsafe in public spaces at night¹

Existing safety apps fail when batteries die or phones are out of reach

The Gap

Traditional panic buttons carry **medical device stigma**

Women refuse to wear them despite safety concerns

Panic Paralysis: Unlocking a phone or navigating an app during an emergency is impossible; a physical "blind-press" button is the only reliable solution

(1) Source: [BKA – Sicherheit und Kriminalität in Deutschland – SKID 2020](#) (p. 8)

SME: Loni Müller



Alerta

Safety Meets Style

The first smartphone-independent safety jewelry. Technology women actually want to wear — no phone dependency, no mandatory subscriptions.

SME: Loni Müller



The Solution: Validated Hardware

100% Independence. 0% Stigma.



Smartphone-Independent

Works autonomously with integrated eSIM (NB-IoT)



Very Low Maintenance

2-3 years battery life without charging



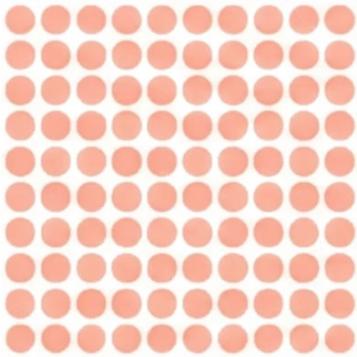
User-Validated

13 in-depth interviews confirm:

- "Design is #1 reason to buy"
- Buying probability: 4 out of 5

SME: Benjamín Morales Pizarro

Market Size: Enormous Potential

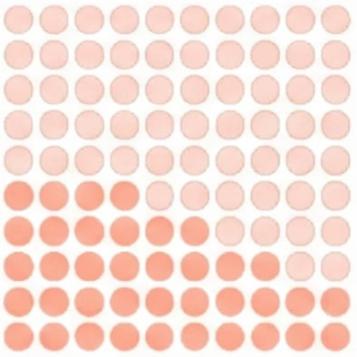


€3.5B

TAM

Total Addressable Market

All women in Germany

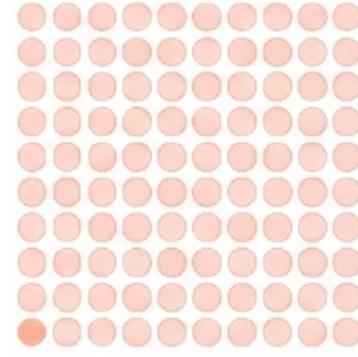


€976M

SAM

Serviceable Available Market

Urban, tech-savvy women



€19.7M

SOM

Serviceable Obtainable Market

Early adopters:

Tech-savvy women with night shifts or a nighttime lifestyle

Market sizes in euros: number of customers × price for Alerta (excluding tax)

SME: Anna Graf

Competition & Positioning

The "Sweet Spot" in the Market

SafeNow

Good usability, but 100% phone-dependent

PAJ / Spotter

Independent, but poor design (stigma)

Invisawear (US-only)

Expensive mandatory subscription (\$20/mo) + Bluetooth-dependent

Læmon

Biggest overlap with Alerta, but:

High price (€300 MSRP) and forced subscriptions

Alerta

Winner:

- + desirable jewelry design
- + phone-independent
- + no forced subscription
- + premium subscription: 24/7 Alerta Hotline (€9.99/mo)

SME: Siu Fung Tsang

The Business Model: Validated & Efficient

High hardware margins funded by smart capital, secured by a lean cost structure.

⚠ Cost Structure (Money Out)

- **Hardware Prototype (Q3 2026):** €120k covered by Grants & Crowdfunding
- **Cost of Production:** €83 (EU) to €65 (Asia).
- **Marketing (CAC):** Starting at €5.00 (Organic/PR/SEO), scaling to €12.50 (Social Media, SEA, Amazon).

✓ Revenue & Channels (Money In)

- **Hardware:** €149 MSRP (one-time)
- **Subscription:** Optional Premium (€9.99/mo) from Year 3.
- **Launch (Q4 2026):** Kickstarter
- **Scale (2027):** D2C Webshop & Amazon FBA

ℹ Our Values: Trust & Affordability

- **Total Cost of Ownership (3Y):** Alerta (€149) vs. Competitors (>€800).
- **Trust-First:** No forced subscription.
- **Partners:** RayPCB/Assel (EU Production), 1NCE (eSIM Connectivity), Stadtritter GmbH (White Label 24h Alerta Hotline).

SME: Kaner Etem

P&L Snapshot & Break-Even

Profitability through Scaling

01

Invest (Y1 & Y2)

EXIST (€135k) + Crowdfunding (€155k) = €290k

02

Cost Efficiency (Y3)

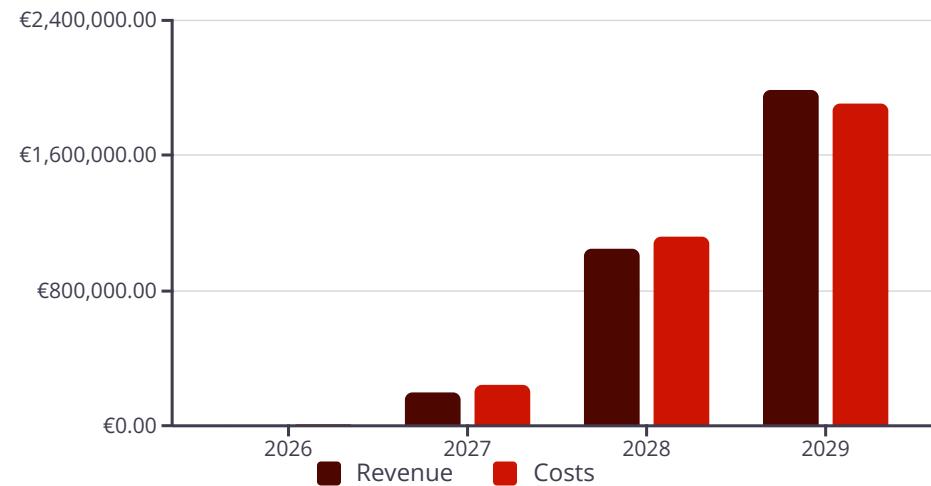
COGS drop from €83 (EU) to €65 (Asia)

03

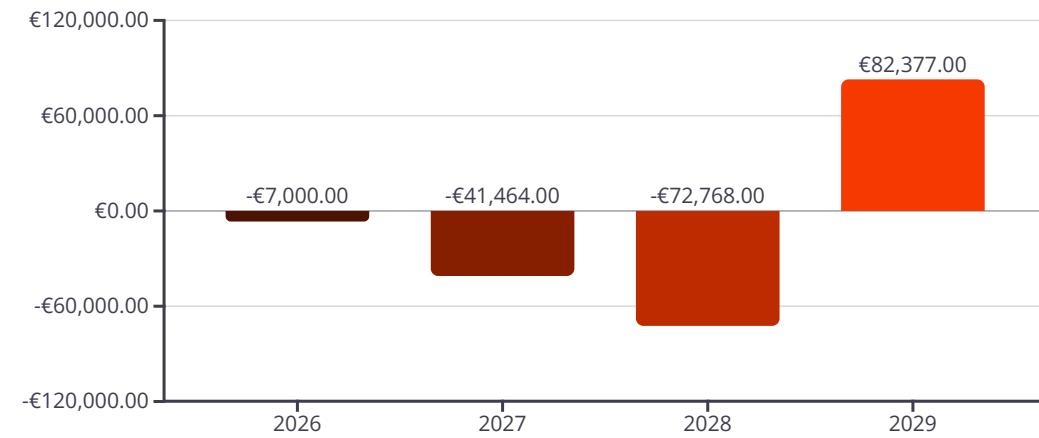
Profit (Y4)

Break-Even in 2029 with **+€82k EBITDA**

Revenue & Costs



EBITDA



Revenue crosses above costs in 2029, marking our path to profitability

SME: Kaner Etem

Roadmap & Next Steps

The Path to Market Launch

1 Q1 2026

Submit EXIST Application & Start Community Building
(Social Media/ Landing Page / Collection of E-Mail-
Addresses)

2 Q3 2026

Validation of physical Alerta prototypes

3 Q4 2026

Kickstarter Launch Campaign

SME: Kaner Etem



Meet Team Alerta



Kaner

Strategy



Siu

Hardware & Supply Chain



Loni

Research & Marketing



Anna

Finance



Benjamín

Software & UX



Get notified when Alerta starts!

Join us in creating safety technology that helps women in emergencies



Sources (1)

Security & Demographics Germany

1. [BKA - Sicherheit und Kriminalität in Deutschland - SKiD 2020](#) (p. 8)
2. [Statista. \(2024, October 15\). Männer in Deutschland.](#)
3. [Frigelj, K. \(2025, November 8\). Deutschlandtrend: Fast die Hälfte der Deutschen fühlt sich im öffentlichen Raum unsicher. DIE WELT.](#)
4. [Statista. \(2025, June 24\). Umfrage in Deutschland zum Ausprobieren von neuen technischen Geräten 2021.](#)
5. [Großstadtregionen im Wandel. \(n.d.\). Statistisches Bundesamt.](#)
6. [Statista. \(2025, June 25\). Erwerbstätige in Deutschland, die Schichtarbeit leisten, nach Geschlecht bis 2023.](#)
7. [Statista. \(2025, September 12\). Anzahl der Studierenden an deutschen Hochschulen nach Geschlecht bis 2024/2025.](#)
8. [Statista. \(2025, June 24\). Anzahl der sozialversicherungspflichtig Beschäftigten nach Alter und Geschlecht 2024.](#)
9. [infas quo \(2024\): Report zur Lage im Land – Juli 2024. Infas Institut für angewandte Sozialwissenschaft GmbH.](#)
10. [Kutub, M. \(2025, March 18\). Market sizing for startups: How to calculate TAM, SAM & SOM. F22 Labs.](#)

Hardware Prototype Development:

1. [RayPCB - SMT Assembly Costs](#)
2. [Wintech Circuit - Board Assembly Pricing](#)
3. [Assel EMS - Eastern Europe Manufacturing](#)
4. [Haichen DCM - Die Casting Tooling](#)
5. [WebbyLab - IoT Hardware Prototyping](#)
6. [JJR Lab - Certification Cost Breakdown](#)

Sources (2)

Competitor Analysis:

1. [SafeNow - Hilfe holen auf Knopfdruck](#)
2. [PAJ GPS real time GPS Tracker with live location](#)
3. [LÆMON-App](#)
4. [invisaWear Smart Jewelry, Stylish Panic Button, Wearable Safety Device](#)

Premium-Abo / White Label Monitoring:

1. [Stadtritter NSL](#)
2. [VdS-Verzeichnis](#)

Funding Sources:

1. [EXIST-Gründerstipendium](#)
2. [Gründerland Bayern - Start?Zuschuss!](#)
3. [MBPW - Munich Business Plan Competition](#)