



Alerta

Team Alerta

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Mid Term Presentation

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A close-up portrait of a young woman with long dark hair, smiling warmly at the camera. She is wearing a simple orange t-shirt and a small hoop earring. The background is a solid reddish-pink.

Meet Maja

24 years old

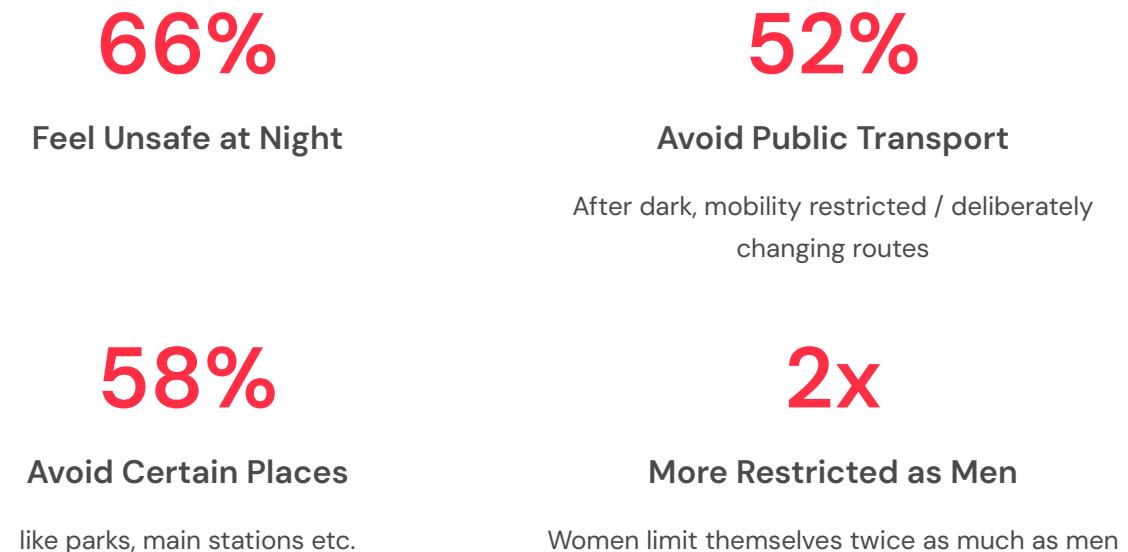
Nurse at the LMU Hospital in Munich





The Problem: Women fear public spaces at night

Primary research (n=14) and secondary research (n = 46,915) confirm fear in public spaces



"We cannot accept that women have to restrict themselves."
(Nancy Faeser, Federal Minister of the Interior, 2022)

Sources:

ARD-DeutschlandTREND September 2024 – Sense of security in public spaces
BKA Dark Field Study "Safety and Crime in Germany 2020" (SKID 2020) – 46,915 respondents
Civey Survey October 2024 – 5,000 respondents on feelings of insecurity







Alerta – Safety Meets Style

The first smartphone-independent safety jewelry



100% Independent

Works via included eSIM & GPS.
No smartphone needed, only for
one-time setup via Bluetooth.



Panic Button

Hold 5 seconds to send SMS
location to emergency contacts.



It's Not A Tracker

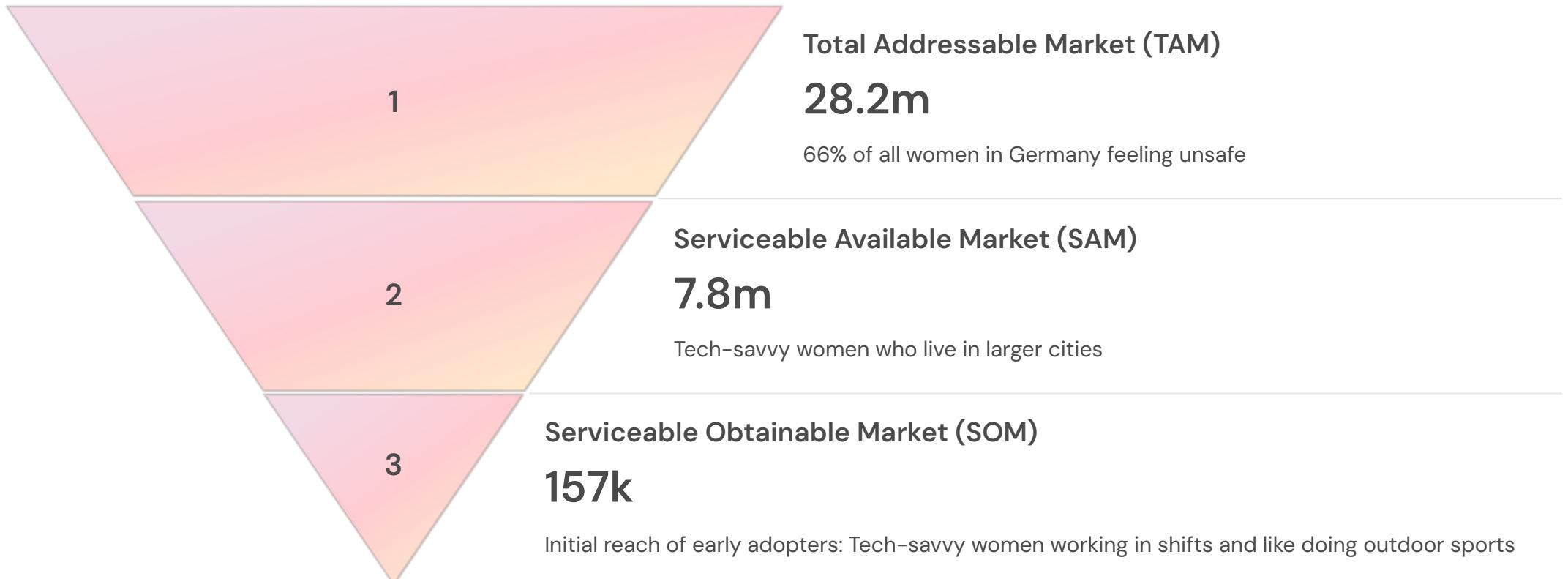
Only sends location SMS when
button is pressed.



Long Battery Life

Battery that lasts 2-3 years.
LED status check.

Market Potential in Germany



Sources: Statista, infas quo (2024, 2025)

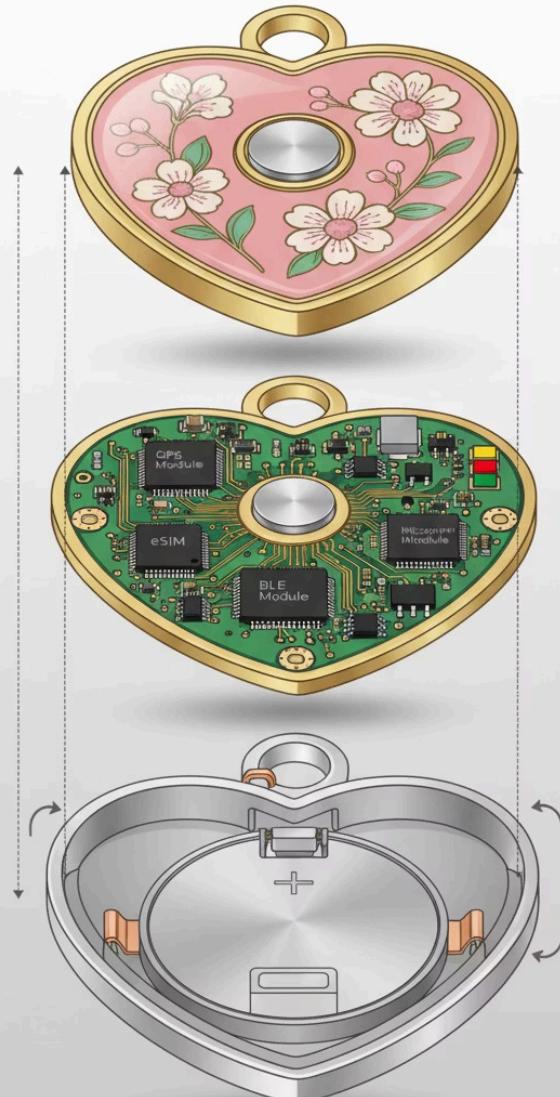
Positioning & Competition





Why Alerta Wins

- **No Smartphone Required**
Works when your phone doesn't
- **Protects you and doesn't track you**
Only sends signal when you require it
- **Actually Wearable**
Fashion-forward, not fear-forward
- **Always Ready**
Years of battery, instant connection



Extra: Tech Specs & Feasibility

Feasible with existing IoT components



Connectivity

NB-IoT / LTE-M eSIM (GSMA SGP.32 standard)



Location

u-blox MIA-M10 GPS Module (A-GPS optimized)



Power

CR2032 Coin Cell Battery (3-4 years battery life in standby)



Control

ARM Cortex-M0 Microcontroller (Ultra-low power)



Interaction

BLE for setup only, RGB LED for battery status check

Safety Should Never Be a Compromise

- ❑ **Next Steps:** Prototype testing and validation, detailed business plan





How It Works

01

Wear Daily

Attach to keys, bag, or wear as jewelry

02

Sense Danger

Feel unsafe? Hold button for 5 seconds

03

Alert Sent

GPS location transmitted directly through Alerta

04

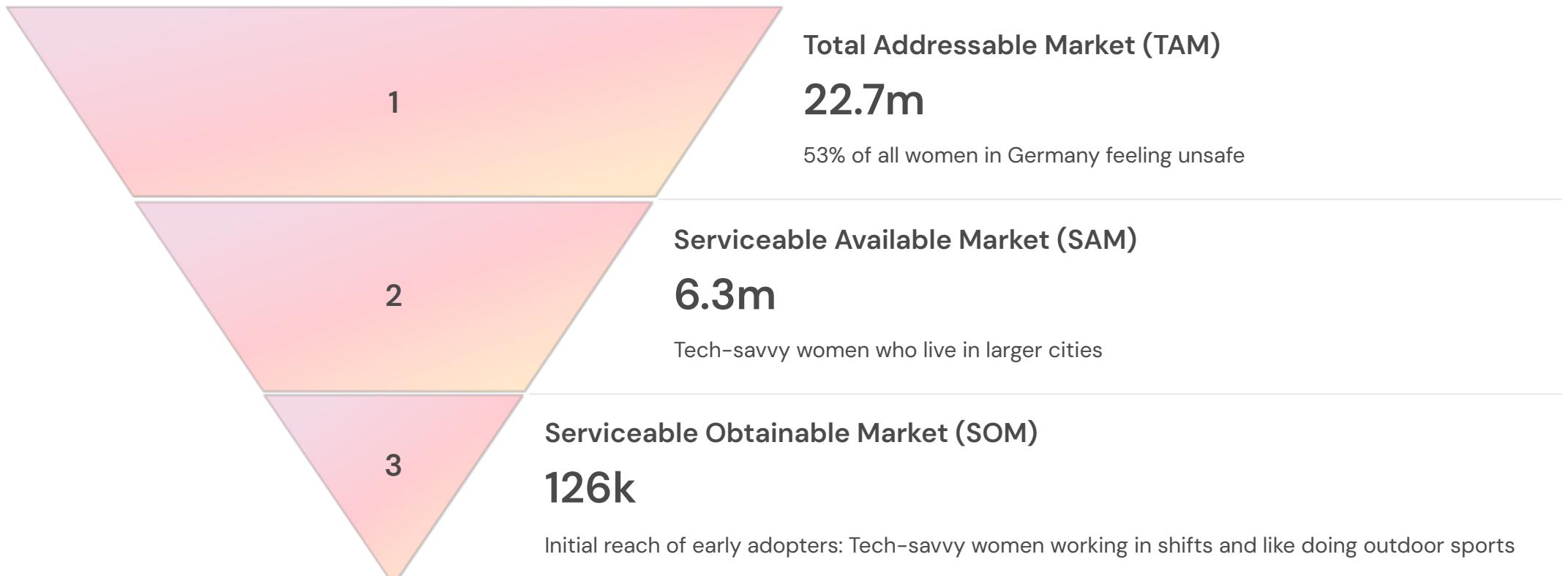
Notify Emergency Contact

Emergency contacts receive your exact GPS location

Alerta

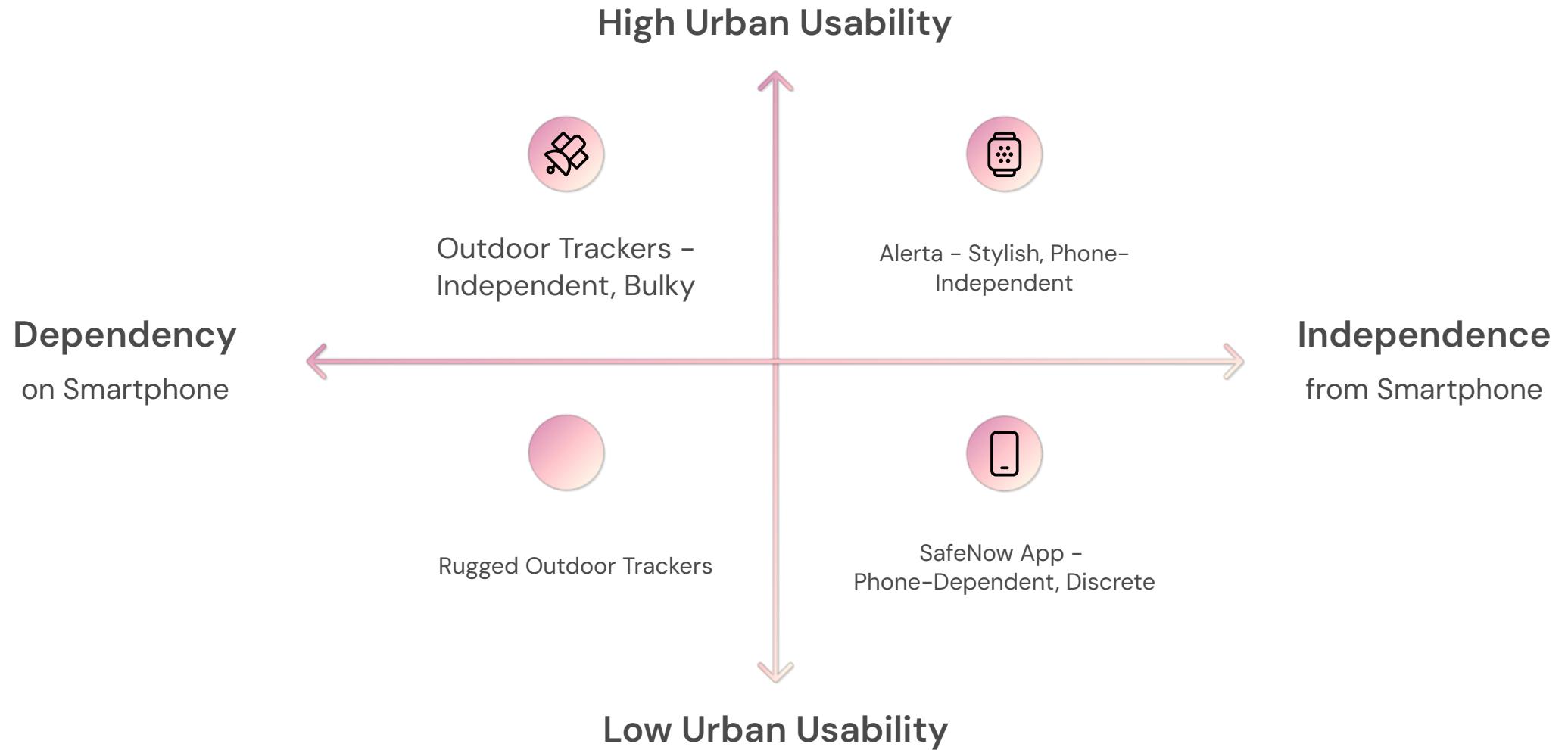
Safety Beyond the Smartphone. Independent. Stylish. Secure.

Market Potential in Germany



Sources: Statista, infas quo (2024, 2025)

Positioning & Competition



Alerta fills the gap for a stylish, independent device designed for daily urban life.