Impact Business Model Canvas Template

Problem Statement

People in emergencies (e.g. accidents or attacks) are often unable to call for help themselves. There is no reliable and automated solution that informs emergency services or friends and family.

Mission Statement

Development of an app that automatically organizes help in critical situations via the smartphone, thereby increasing the safety and trust of users.

Key Partners	Key Activities	Value Proposition	Stakeholder Relationships	Stakeholder Segments
-App developers and designers -Mobile operating system providers (iOS, Android) -Emergency services and rescue organizations -Data protection experts	-Testing the app under realistic conditions -Building partnerships with emergency services - Marketing and raising awareness about the app	-**Fast emergency assistance:** Automatic alerting of friends, police and emergency services in the event of strong tremors -**Safety and prevention:** Creates trust and security for users who are travelling alone or in dangerous situations	**With users:** Continuous communication and feedback channels -**With emergency services** Cooperation and integration into existing systems -**With partners:** Long-term technical and financial cooperation	-Parents who want to ensure the safety of their children -Outdoor sports enthusiasts and adventurers -people who travel a lot by car or bicycle -Police and emergency services, who could be alerted more quickly via the app
	Key Resources -Development team with expertise in app and sensor programming -Database for location and emergency information -Funding for development and marketing	-**Easy to use:** Minimal effort for users, as the app is automatically triggered by detectable vibrations via the microphone. -**Individual customization:** Users can select personal contacts who should be notified in an emergency	**Channels** -App stores (Google Play, Apple App Store) -Social media marketing -Cooperation with security organizations	

Cost Structure

-Development costs (e.g. for app development)
-Marketing and sales
-License fees for APIs or services
-Operating costs for servers and updates

Revenue Streams

- One-time app purchases
- Advertising revenue
- Crowdfunding
- Subscriptions

Intended Impact

The app improves personal safety by enabling rapid assistance and strengthening trust in mobile technologies.