



SafePath

Explore Freely, Stay Connected



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What the Parents think...

“The biggest concern is that if something bad happens, I wouldn’t know where they are, and I couldn’t help them at all.”

“Honestly, it’s the ‘what ifs’ that get to me, what if they get lost or need help and I can’t be there?”





Fe



Kaitlyn Isham

smart maybe you should make the airtag non

idn't work. Cause you



✨Brittany✨

I got a boy with

7-14 Reply



Thefuk

Amen, I always pray when I drop off my daughter
and pray for the staff

My daughter wears one to s



VashonCoffeeDus

My one pet peeve
anytime my kid
to advertise that
it's bumped?!

8-12 Reply

bracelet 💀

8-7 Reply



AnaGalleghan444

Safety is key

11-11 Reply



ol yet 😂😭



YesiGarcia

Something like this but a recording device 😊



8-7 Reply



Facts & Stats

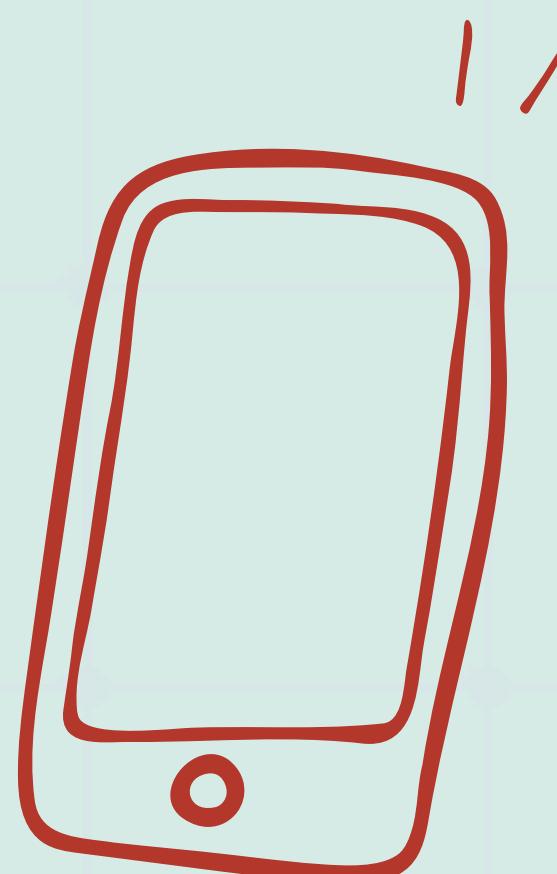
- 250,000 in Europe
- 20,000 in Spain
- 100,000 in Germany
- 112,000 in United Kingdom



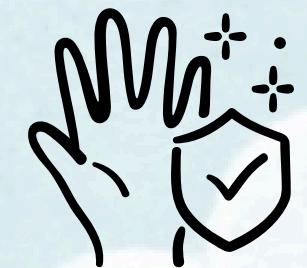
Problem Uncovered



Child safety isn't just about avoiding danger - it's about creating a secure environment.



Smartphone-based solutions lead to disrupted sleep, hinders social interaction, and addictive behaviours.



Our Mission

How might we ensure children's safety in a way that provides peace of mind for parents, fosters confidence and independence in kids, and reduces reliance on smartphones?

Our Bold Solution



Wearable
GPS Tracker



SafePath App



Target Group

- **Primary Target Group:**
Parents of children (ages 4–12)
- **Secondary Target Group:**
Individuals with additional safety needs



Our Bold Solution

*“Technology like GPS gives me reassurance,
knowing I can check in on their location if needed.”*



**SafePath delivers on
that reassurance,**
empowering children
& keeping parents at
ease.



Turning Our Vision into Reality



SafePath ‘*Wearable*’

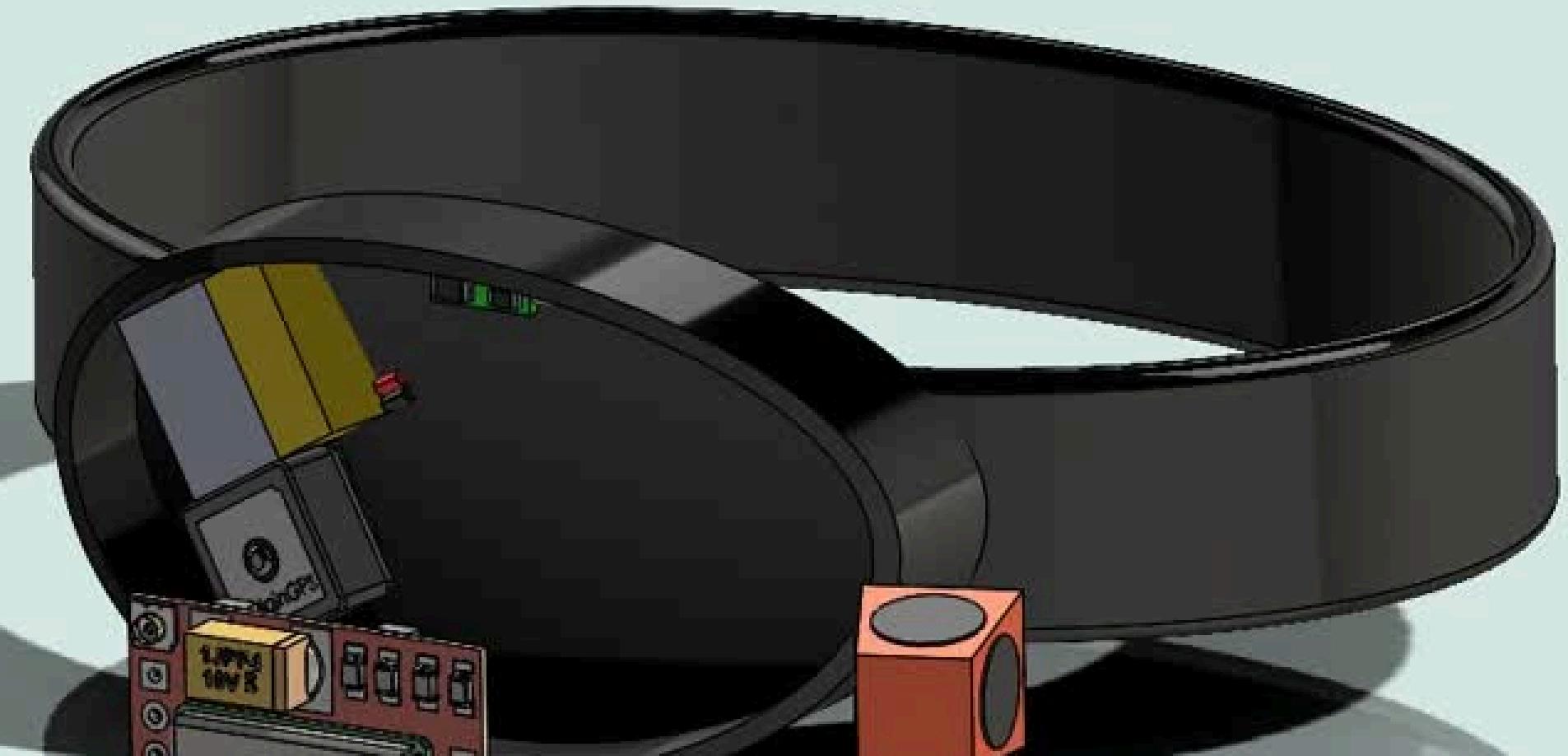
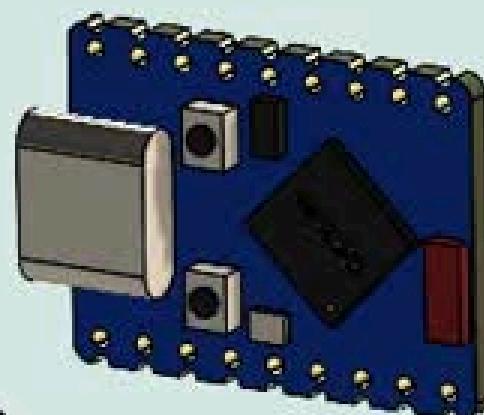


Micro Hornet GPS



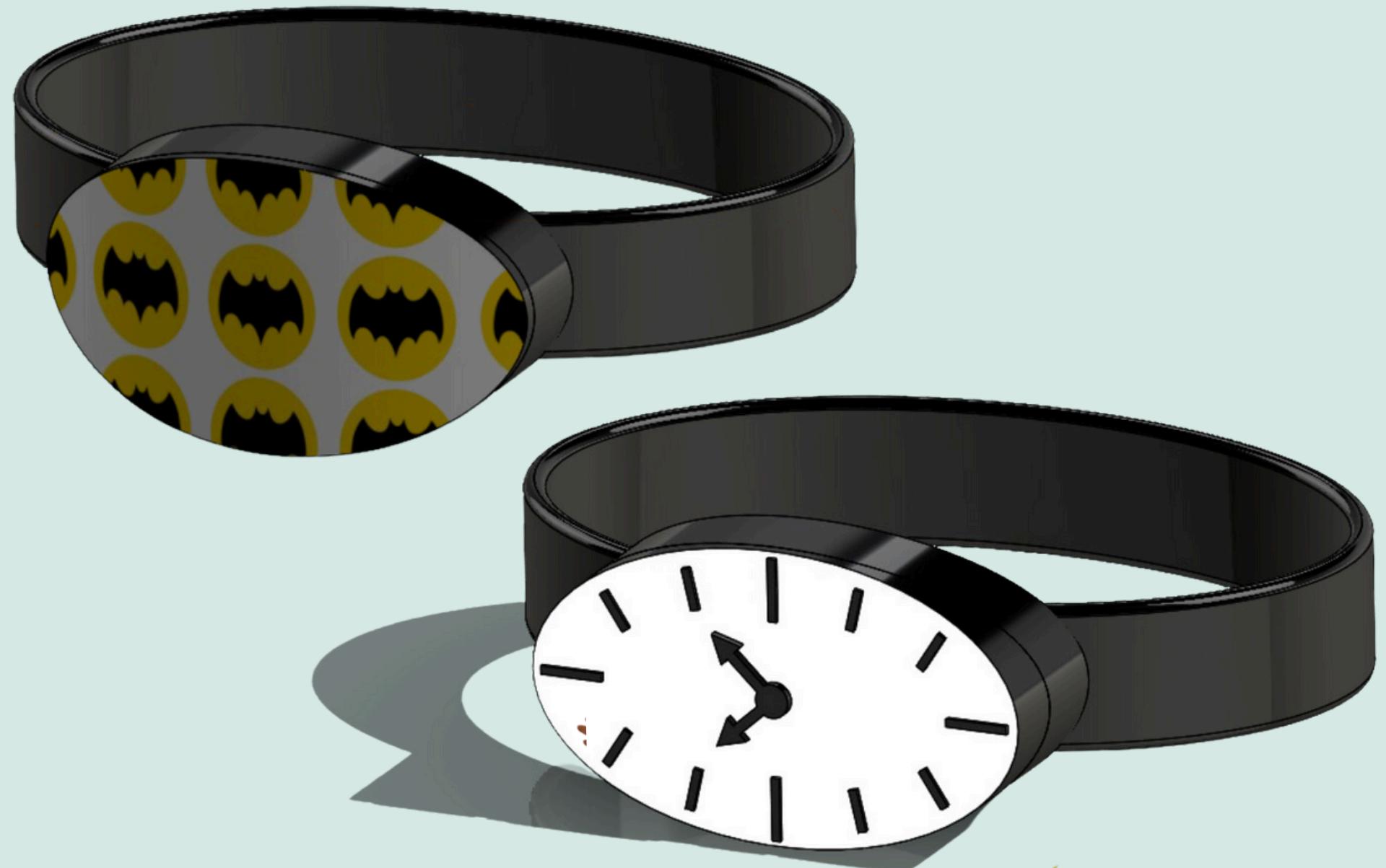
Omni-Microphone-
IP67

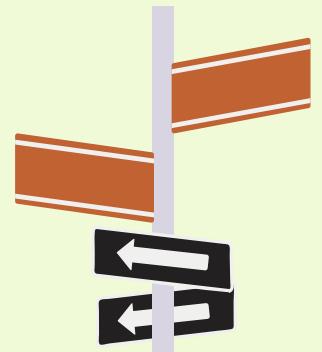
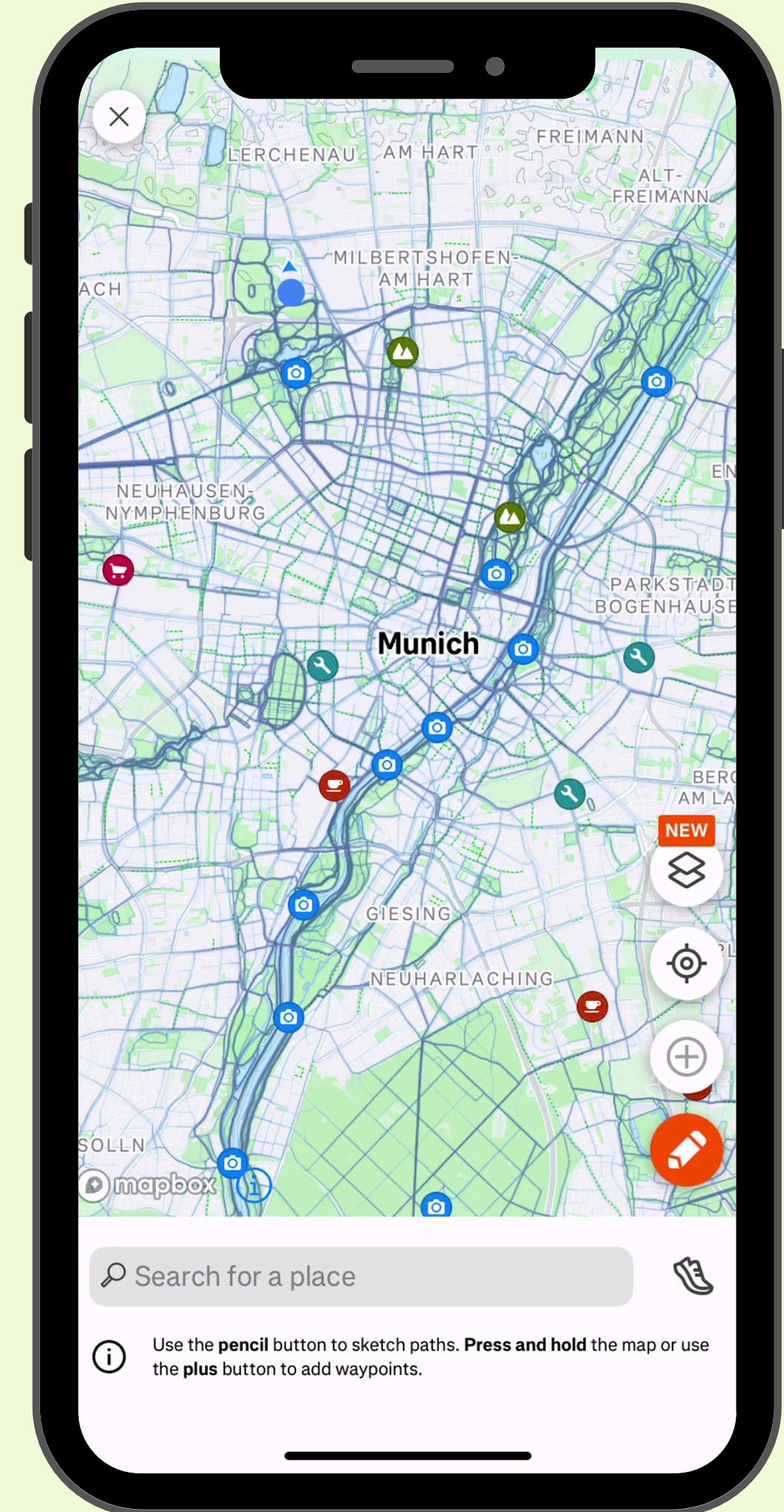




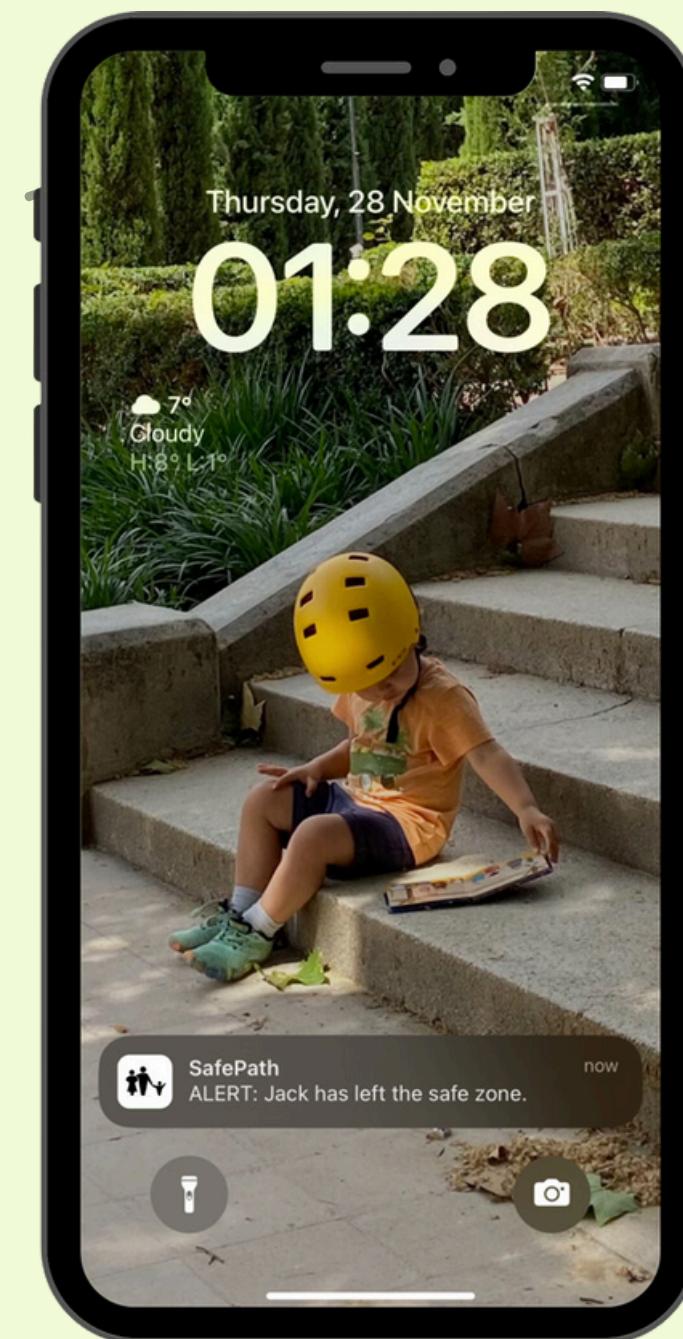
Wearable Features

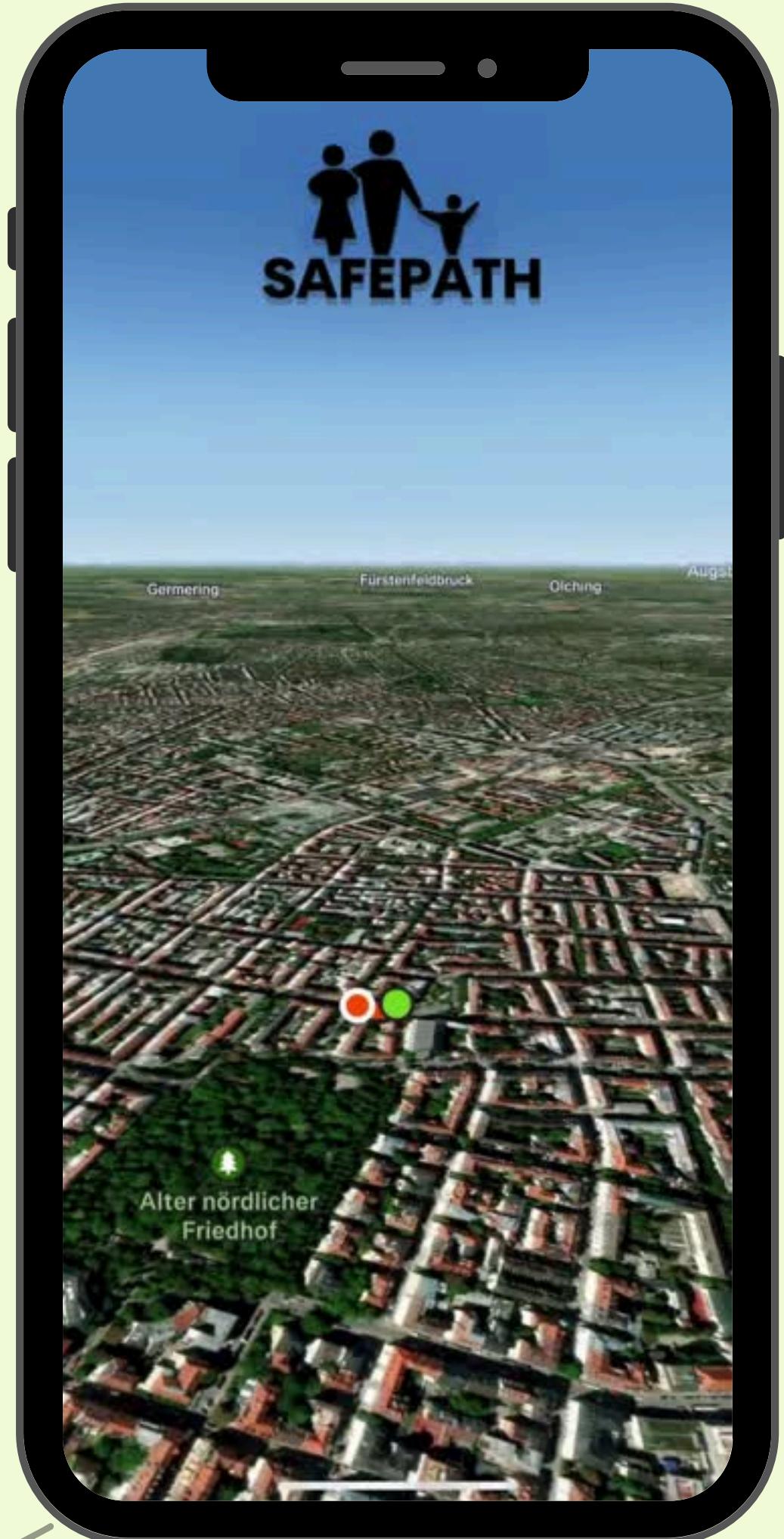
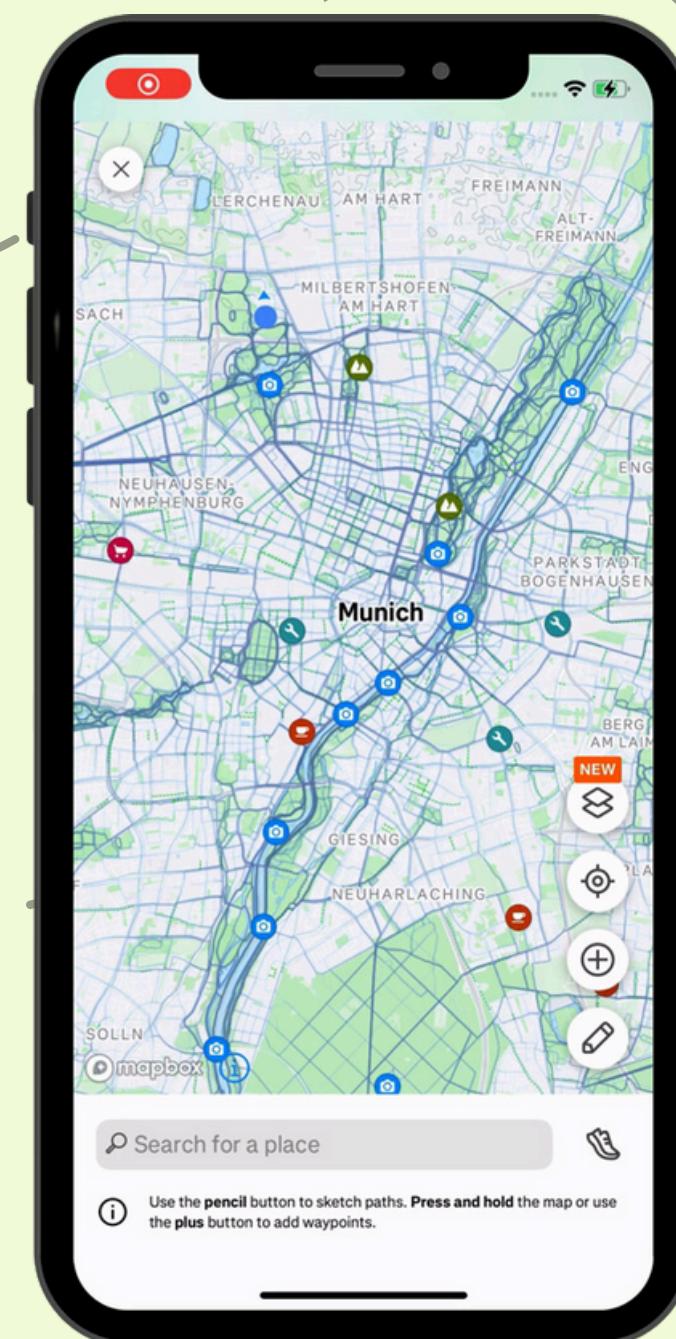
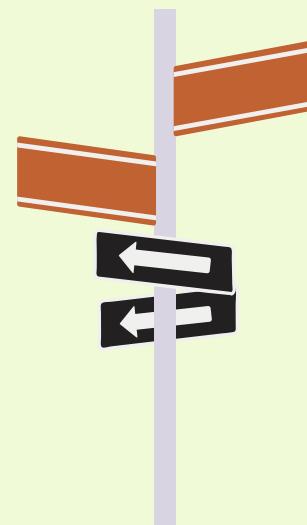
- Sleek Design
- Customisable Bands
- Personal Touch
- User-Friendly



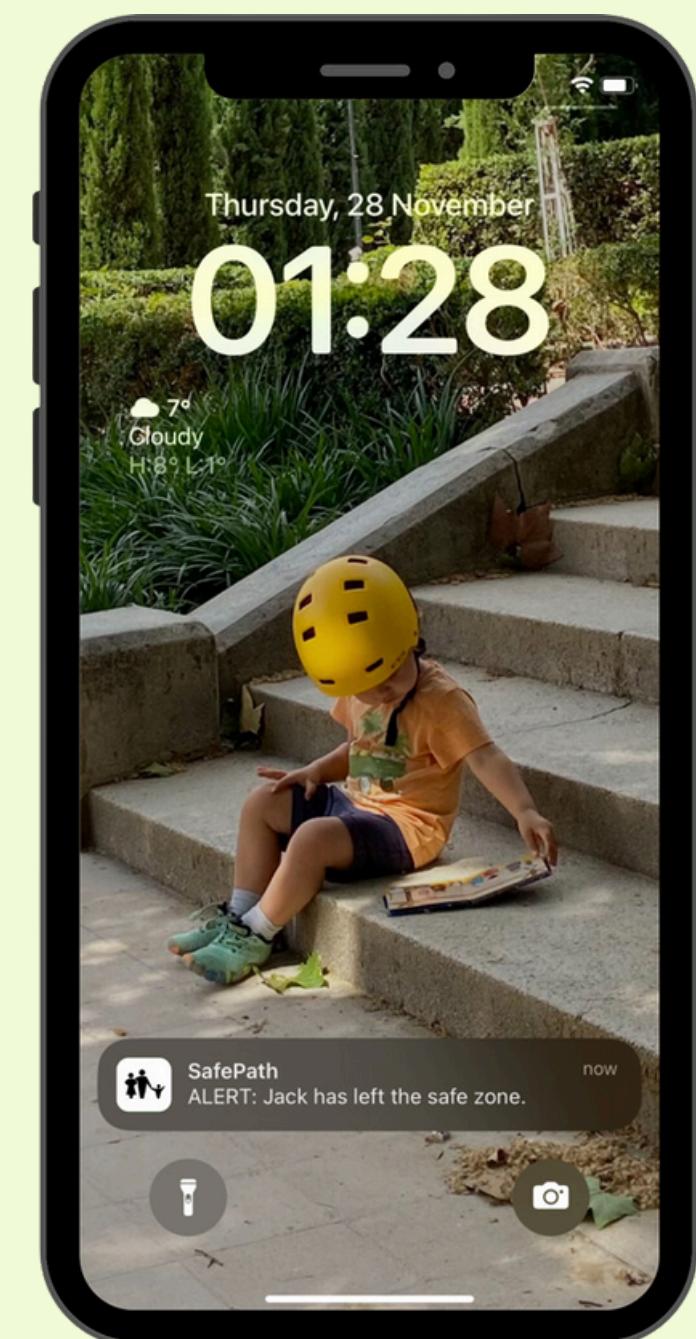


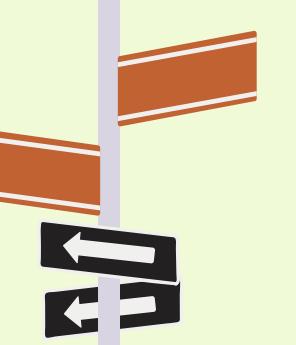
1. Route Mapping



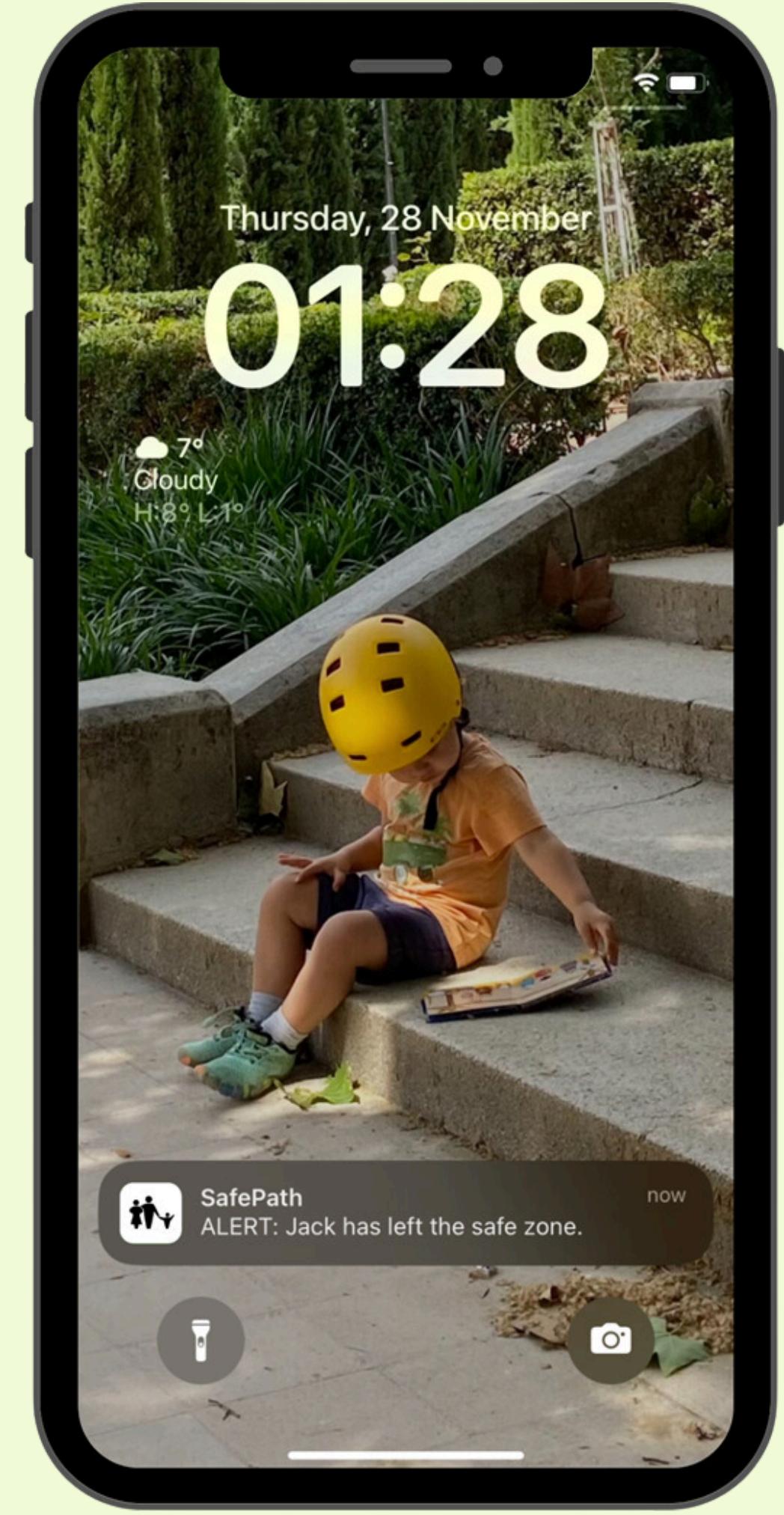
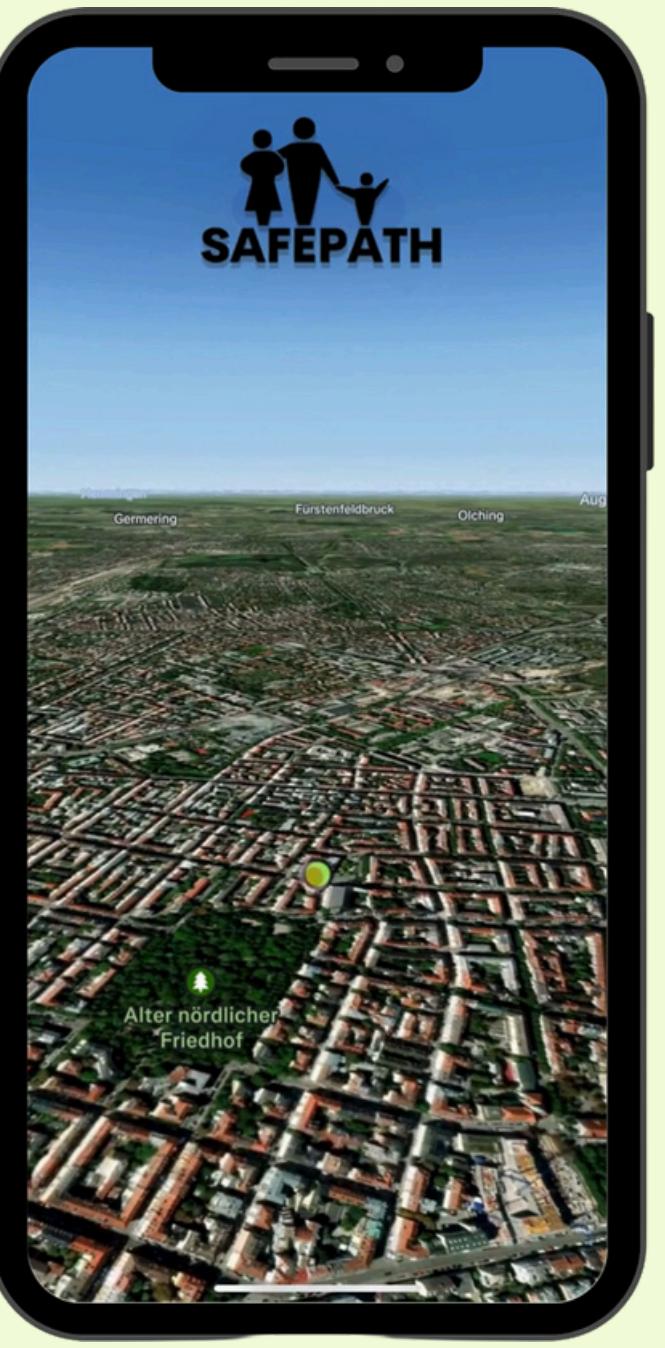
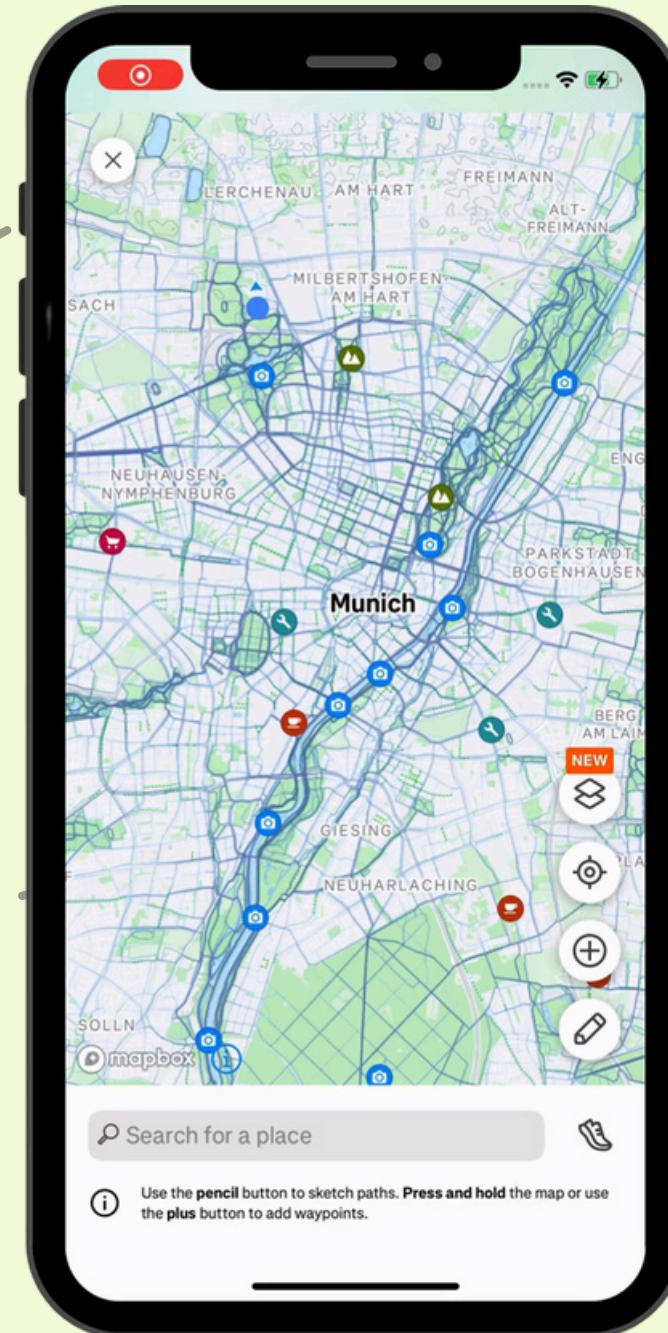


2. Daily Tracking





3. Real-Time Alerts



Marketing Strategy



A cartoon illustration of a girl with brown hair in a ponytail, wearing a red dress, skipping rope on a grey path. To her right, a boy with a brown head, wearing a red cap and a green shirt, is riding a black skateboard with orange wheels. The background features a green landscape with trees and yellow flowers. A large red oval surrounds the girl.

Social media
Family influencers
Schools

Revenue Model

SafePath's revenue model has three key streams:

1. Device sales: €99.99
2. Subscriptions €4.99
3. Customisation: €5 - €10





SafePath

Explore Freely, Stay Connected

***Movement towards safer, smarter,
& more connected families.***

