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The Consulting Firm of CMMR&T

**ITEC 616-T3 Section 002 Milestone 6: Business Case**

**For**

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**Executive Summary**

SaveMeNow is currently a first responder and rescue system used in Europe. We are the consulting firm of **CMMR&T** hired to enhance and improve the functionality of the existing application. What we are proposing is to incorporate a Geolocation system to their current application. This will give both the first responder and victim real time location data. In order to implement the technology we are seeking $90,000 for the first six month to year one to develop, implement and test the software.

The SaveMeNow application was created for Android devices only. Our proposal will introduce SaveMeNow to Apple/iPhone devices and implement the Google Maps and Location API’s for driving and traffic notifications to the current system. This would provide additional critical real time information to the user, first responders and the 999 centres who will be notified.

By adding the additional Geolocation systems to the SaveMeNow application, we anticipate that the current response times will improve and there will be an increase in the accident/emergency survival rate.

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**The Company**

SaveMeNow is currently a first responder and rescue system used in the UK and Europe. We are the consulting firm of **CMMR&T** hired to enhance and improve the functionality of the existing application.

The SaveMeNow application would require updates to the Geolocation systems for tracking, Google Maps and Location API’s for driving and traffic notifications. Since these are existing systems used by Uber Technologies and Lyft Inc. to initiate the peer to peer ridesharing service, the licensing agreements would require legal review. This enhancement will provide real time results to the user and the emergency/first responders utilizing the service.

Having real-time viewing of a person’s rescue will make people feel secure knowing where help is and when it’s arriving, which increases satisfaction, assurance, and safety. There will be improved decision-making, since emergency center responders in Europe know that location is the most critical part of response to a victim. According to the Federal Communications Commission in the USA, over 10,120 lives would be saved per year with accurate geolocation [A]. Real-time data collecting and using the application increases safety of the victim.

In addition, perpetrators could flee to leave the victim if they know that their location is accurately recorded with data and that responders are arriving, similarly to how video recording people can reduce aggression.

The update reduces errors, adds to situation awareness, and reduces response time. Accuracy is increased when there are not misspellings, miscommunication, confusion and more errors from misheard or misinterpreted audio. Victims experiencing crimes, dazed, or physically injured will be safer when the location is auto-mated instead of requiring audio, and victims, such as in What3Words reviews, may not know their exact location [B]. This improves and saves lives which increases market demand.

**Technology**

The Technology which we are introducing is the creation of an application which will allow first responders to be notified and dispatched to a given location.

This feature already exists on the iPhone via depressing and holding the sleep button and a volume button at the same time. Option to slide the SOS icon or to allow the countdown to complete your call. You will be connected to local first responders and selected emergency contacts on your phone. Upon connecting to Emergency services, location services will be placed on to pinpoint your location for 24 hours. Alternatively, this feature is available via a download of a ‘Phone app’ on Pixel phones and select Android phones. This app will send an automated message, in the event the user is incapacitated or difficulty speaking.

Our mission is to provide a system where the incorporation of AI to utilize the current features of today’s phone.

**Organizational Setting**

In 2018 the average response time in Europe was 7 minutes and 47 seconds. It is estimated that the average responder spends 1 minute and 10 seconds once in the vicinity to accurately locate the incident. By implementing the real time geolocation we estimate we will decrease the vicinity time in half and reduce total response time by 3% over the next 3 years.

This technology will change the way in which emergency dispatchers will be able to locate and track the movements of responders. Right now dispatchers locate responders based-off vehicle GPS, with this being an app you will get real time person location data which will increase accuracy and safety.

By implementing technology we estimate we will save the client over $300k over the next 3 years by eliminating the vehicle GPS and mandating that all responders download this app.

**Competitive Positioning**

Although there are some other basic applications in addition to SaveMeNow that call emergency numbers, such as 112 Accessible, My112, 911, and RapidSOS, they do not provide real-time changing situational data, sensors, sent photos, recordings, or watching your rescue from responders (Tefonica, 2020). RapidSOS is an API used by Uber and Lyft to send driver information and location. These applications provide little enhancements to saving lives without advanced victim-centered technologies. They refer the person back to calling the number from the application and send basic information. These platforms do not connect the backend responder management to the victims effectively. There is still confusion, lack of situation awareness, inability to know when help is arriving, and no enhanced data-collecting.

Telefonica in Spain tried to deter SaveMeNow from developing because they have a basic 112 calling application called 112 Accessible. There are 25 manual options to select from for incidents. Although they add geolocation, basic incident-type manual selections, and contact-related data added before an emergency, these are mainly add-ons rather than enhancements to accuracy, which would not significantly save lives or give automation during confusion (Telfonica, 2020).

Globally, SaveMeNow is ahead of the race to produce better victim-centered public safety technology platforms to help victims during incidents. AccesSOS, even with Gabriella Wong as one of their co-founders being a co-chair of NENA’s Communication Modalities Working Group in San Francisco, refers to advocacy and has been unable to implement translations or text to 911 (Wong, 2020). Although 112 Accessible provides different application languages for tourists, it would have to be selected in the correct language without translation in real-time from operation centers (Telefonica, 2020). According to Niko Fire, the COO of SaveMeNow, their MVP2 would include disability access, translation, and text.

Although BrightAct, funded by EUvsVirus and the European Innovation Council, is bringing more distribution, enhancements, and streamlining to Sweden, their application is not specifically for incident emergencies with most of their focus on resources and reporting, initially for domestic abuse (Samuelsson, 2020). By having MVP1 done and being accepted by entities such as public emergency operation centers to implement, SaveMeNow is ahead as a first-mover.

SaveMeNow’s goals are to finish beta testing in Spain with their 4 fire departments and 112 operation center partnerships. After this, they can implement their technology in other countries where they have connections, such as to the United Kingdom, Australia, Turkey, South America, and hopefully the United States. They will replicate their application for each area that they provide access to with customizations and regulation requirements.

**Conceptual model/frameworks Porter's Five Forces model**



**Financials**

Our fee for development will be $20,000. 50% to be paid upon signing and the balance over time in terms of 12 months. Development/implementation fee is subject to increase based on size of area. Terms and conditions will be available.

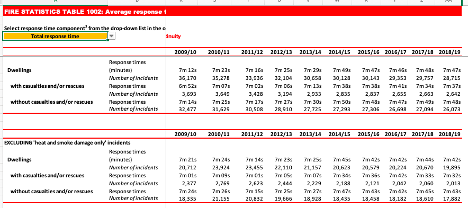
We have a forecasted rate of return of 63.25% by year three, with an ROI projection to be surpassed in 1.6 years or 19 months.

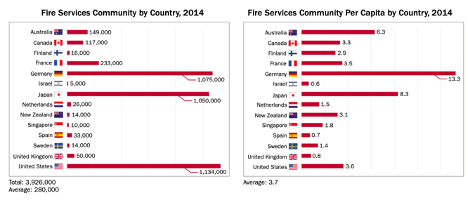
In order to achieve our goal, we look to the referral business obtained from the client. The mere use of their Application and its impact will be our tool to attract new clients.

Incentives which we will offer will increase retention of the client as well as promote “grassroots” marketing to reach the people. Offering commissioned percentage, based on a new client contract, shall build credit on Support services which are charged at a monthly rate. We believe that new client acquisition will increase because the possibility exists for the client to maximize and earn free Support yearly, saving them up to an additional $2500 per year atop their initial cost savings as described in the section prior.

Year one will be a substantial loss due to our initial capital investment in our firm. ($19,750) Expenditures in hardware was our greatest need, followed by software support systems.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| CMMRT, Consulting Services |  |  |  |  |
| SaveMeNow: GPS Integration |  |  |  |  |
| Aug-20 |  |  |  |  |
| Gray cells contain calculations that should not be altered. |  |  |  |  |
| **Company Data** | **Rate** |  |  |  |
| Required rate of return | 10% |  |  |  |
| Tax rate | 30% |  |  |  |
|  |  |  |  |  |
| **Initial Investment in Web Site** | **YEAR** | **1** | **2** | **3** |
| Hardware | $20,000.00 |  |  |  |
| Software | $15,000.00 |  |  |  |
| Development | $20,000.00 |  |  |  |
| **Total Initial Investments** | **$55,000.00** |  |  |  |
|  | | | | |
| **Benefits from Integration** | **YEAR** | **1** | **2** | **3** |
| Direct sales |  | $10,000.00 | $10,000.00 | $10,000.00 |
| Incremental sales resulting from promotional effectiveness and client referral |  | $10,000.00 | $40,000.00 | $80,000.00 |
| Incremental sales resulting from increased client services |  | $10,000.00 | $10,000.00 | $10,000.00 |
| Reduced travel costs |  | $5,000.00 | $5,000.00 | $5,000.00 |
| Reduced customer service costs |  | $10,000.00 | $10,000.00 | $10,000.00 |
| **Total Benefits** |  | **$45,000.00** | **$75,000.00** | **$115,000.00** |
|  | | | | |
| **Costs (Excluding Initial Capital Investments)** | **YEAR** | **1** | **2** | **3** |
| Cost of sales |  | $10,000.00 | $10,000.00 | $10,000.00 |
| Maintenance |  | $2,500.00 | $4,000.00 | $7,000.00 |
| Project management, customer support |  | $5,000.00 | $8,000.00 | $10,000.00 |
| Advertising |  | $10,000.00 | $10,000.00 | $10,000.00 |
| Depreciation on capital expenditures (calculation uses three-year period) |  | $10,000.00 | $10,000.00 | $10,000.00 |
| **Total Costs** |  | **$37,500.00** | **$42,000.00** | **$47,000.00** |
|  | | | | |
| **Totals** | **YEAR** | **1** | **2** | **3** |
| Net Benefits (Costs) |  | $7,500.00 | $33,000.00 | $68,000.00 |
| Tax |  | $2,250.00 | $9,900.00 | $20,400.00 |
| Value after tax |  | $5,250.00 | $23,100.00 | $47,600.00 |
| Depreciation added back |  | $10,000.00 | $10,000.00 | $10,000.00 |
| Cash flow | -$35,000.00 | $15,250.00 | $33,100.00 | $57,600.00 |
| Cumulative cash flow | -$35,000.00 | ($19,750.00) | $13,350.00 | $70,950.00 |
|  | | | | |
| **Evaluation Metrics** | **Values** |  |  |  |
| Net present value (NPV) | $49,494.74 |  |  |  |
| Internal rate of return (IRR) | 63.25% |  |  |  |
| Payback period (in years) | 1.60 |  |  |  |





**Citations and References:**

SaveMe Now App

<https://savemenowapp.es/en/>

Telefonica Soluciones. 112 Accesible. 2020. Retrieved from <https://play.google.com/store/apps/details?id=com.splashmobile.accesible&hl=en_US>

Wong, M. G. 2020. Text 911. AccesSOS. Retrieved from <https://accessos.io/>

Samuelsson, E. 2020. BrightAct. Retrieved from <https://www.brightact.org/>

Department of Homeland Security International First Responder Summit

<https://www.dhs.gov/sites/default/files/publications/First_Responder_Market_Overview_Synopsis_2017_508C.pdf>

**Financial Expenditure Cost Sources:**

Equipment:

<https://www.apple.com/shop/buy-mac/imac/27-inch>

Google Maps Permissions

<https://gpsgate.com/gpsgate/purchase>

Cloud Storage:

<https://www.zdnet.com/article/best-cloud-storage-services/#:~:text=For%20a%202TB%2C%20you%20pay,your%20storage%20with%20your%20family>.

Office Supplies:

<https://business.officedepot.com/>

Office Space Rental:

<https://www.officespace.com/ut/lehi>