



# Startup Proposal

**StrongHer**  
**A Platform**  
**for Women**  
**Safety**



**TD608**

## Executive Summary:

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*StrongHer is a cutting-edge platform committed to improving women's safety through the use of technology and involvement of the community. The platform has the potential to not only meet immediate safety needs with features such as real-time notifications, emergency contact integration, location tracking, and community forums, but also to generate significant income. StrongHer aims to focus on women safety thereby making the society a better place for women. Financial forecasts of StrongHer indicate a consistent growth in profits, with effective management of operational expenses such as server hosting, maintenance, support, and marketing. It is anticipated that by Year-6, the platform will generate a net profit of ₹3,04,428.11 after accounting for all operational and financial costs. The Break-Even Point (BEP) is calculated to be 21.83% of forecasted net sales, indicating a cost structure that is effective and holds significant profit opportunities. The IRR value is around 26.6% indicating that investment is expected to generate an annualized return of 26% over its lifespan*

*Furthermore, StrongHer's financial stability is evident in its Debt Service Coverage Ratio (DSCR), projected to rise from 0.26 in Year-1 to 4.67 in Year-6, highlighting the platform's growing ability to fulfill its debt responsibilities with operating profits. Having this solid financial base puts StrongHer in a good position for sustained growth and profitability, positioning it as a viable business for the long term.*

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## Letter Of Intent to SINE IIT Bombay

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To SINE IIT Bombay

02/09/2024

Prof. in Charge,

SINE IIT Bombay

Powai, Mumbai - 400076

Subject: Loan Application for Women Safety Platform StrongHer initial setup

Dear Sir/Ma'am,

I am writing to formally request funding from SINE IIT Bombay under the Institute of Eminence (IOE) initiative for my startup project, StrongHer. The funding amount I am seeking is INR **763496** as a subsidy to support this groundbreaking endeavor.

StrongHer is an innovative platform dedicated to enhancing women's safety through cutting-edge technology and community engagement. Our mission aligns with the societal impact that the IOE program upholds. The requested funding will be crucial in developing our platform further.

The funding will be utilized to cover initial expenses, including platform development (₹4 lakh), hosting and maintenance (₹1.5 lakh), and marketing (₹2 lakh). This investment will support the creation of a robust online and app-based system that provides safety notifications, emergency contact integration, location tracking, place ratings, and community support forums. The Break-Even Point (BEP) is calculated to be 21.83% of forecasted net sales, indicating a cost structure that is effective and holds significant profit opportunities. The IRR value is around 26.6% indicating that investment is expected to generate an annualized return of 26% over its lifespan. Furthermore, StrongHer's financial stability is evident in its Debt Service Coverage Ratio (DSCR), projected to rise from 0.26 in Year-1 to 4.67 in Year-6, highlighting the platform's growing ability to fulfill its debt responsibilities with operating profits.

Enclosed with this letter, you will find a detailed proposal outlining our project plan, objectives, and expected outcomes. We have carefully detailed how the funding will be allocated to achieve our goals, including technological advancements, operational costs, and marketing strategies. We firmly believe that StrongHer aligns with the vision of SINE IIT Bombay

We kindly request the esteemed panel at IIT Bombay to review and consider our funding application. We are open to discussing any terms and conditions and would be pleased to provide further information or arrange a meeting. For any inquiries, please feel free to contact me at +91 9999999999 or via email at [strongHer@gmail.com](mailto:strongHer@gmail.com).

Thank you for considering our proposal. We look forward to the possibility of collaborating with SINE IIT Bombay to make StrongHer a transformative force for enhancing women's safety.

Sincerely,

Sangeetha Durgam

## Letter Of Intent to HDFC Bank

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To Bank

Sangeetha D

IIT Bombay, Powai, Mumbai

Maharashtra, 400076

XXXXXXXXXX

28/08/2024

The Bank Manager

HDFC Bank,

Mumbai, Maharashtra

India,400076

**Subject:**Letter of Intent for the financial assistance for StrongHer-an innovative platform for women's safety.

Dear sir/ma'am,

I am writing to express my intent to seek financial assistance from State Bank of India for StrongHer. StrongHer intends to provide a fully integrated solution with real-time alerts, community support, voice support, and location tracking. Enclosed with this letter, you will find a detailed proposal outlining our project plan, objectives, and expected outcomes. We have carefully detailed how the funding will be allocated to achieve our goals, including technological advancements, , operational costs, and marketing strategies.

We require 4,11,113 rupees for our startup.And we kindly request you to support in the form of financial support for StrongHer. The IRR value is around 26.6% indicating that investment is expected to generate an annualized return of 26% over its lifespan

Furthermore, StrongHer's financial stability is evident in its Debt Service Coverage Ratio (DSCR), projected to rise from 0.26 in Year-1 to 4.67 in Year-6, highlighting the platform's growing ability to fulfill its debt responsibilities with operating profits.

It would help us make a meaningful difference in women's safety and well-being. We are also committed to timely loan repayment, expecting steady revenue upon launch. Please review our proposal and if you require any further additional information, you can contact us at 7780634837 or email us at [StrongHer@gmail.com](mailto:StrongHer@gmail.com).

Thank you for considering my application.we look forward to hearing from you.

Yours sincerely,

Sangeetha D

(7780634837)

### Introduction

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India has made remarkable progress in many areas over the past years, but one challenge that continues and increases year by year is the issue of women's safety. Across the country, women most commonly experience situations where they feel unsafe. In many situations, like while working late hours, going back home late from the office, or even walking alone on the road many women face uncertainties related to their safety. The growing issue needs reliable technological solutions that not only empower women but also provide them with a sense of security and confidence as they do their daily life activities.

### Project Overview

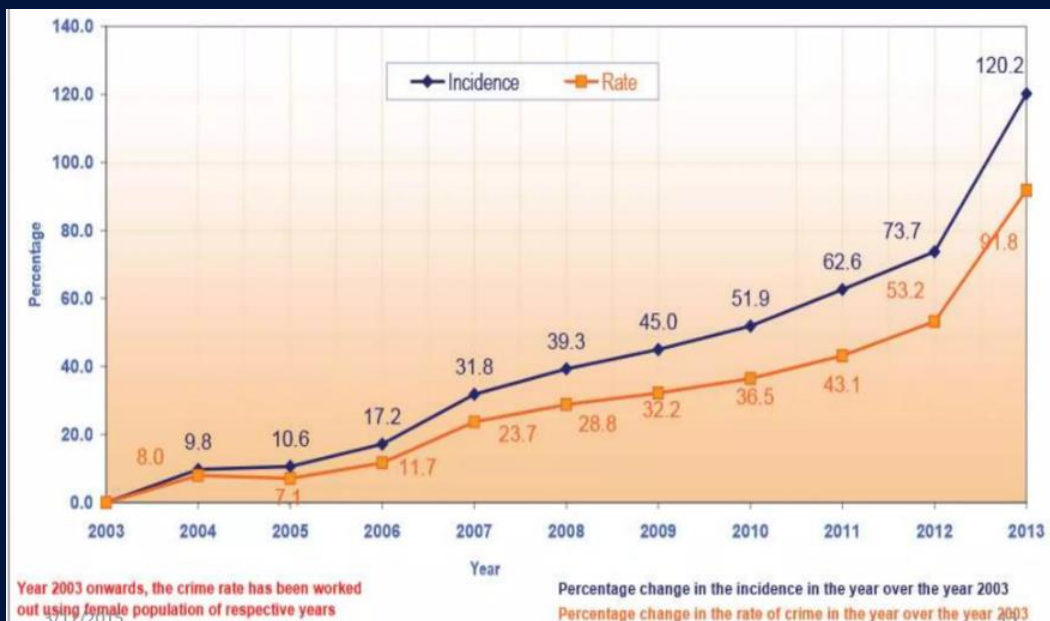
The startup focuses on developing a mobile application dedicated to women's safety, by adding features like GPS tracking, area safety ratings, and other innovative features. The app will provide women with facilities like real-time information and emergency support, ensuring that they always feel free and secure. Our project aims to address these issues efficiently and properly also ensuring that the app is both accessible and functional for all users. As we move further we will cover the background of the problem( how critical it is in India), the mission, and the main challenges we have to resolve.

### Purpose & Significance

Women's safety remains a major issue in India, and incidents like harassment, assault, and unsafe conditions are continuously reported across various regions. According to recent surveys and reports, several areas in India, especially urban major hubs like Delhi, Mumbai, and Bengaluru are considered as prime spots for safety concerns. Women traveling late at night or passing through isolated areas feel unsafe, with crimes like eve-teasing to physical attacks being reported. These concerns are shown on the map and a graph of the year-by-year increase in crime is also shown.

The feeling of insecurity affects the freedom of movement, ability to work and to complete daily tasks. Many women in areas of India like the prime locations being Madhya Pradesh, Uttar Pradesh, Bihar, and Jharkhand have to adopt restrictions on when and where they go, which impacts their opportunities and quality of life. The lack of trust in public safety measures also the absence of any real-time safety solution has increased this problem to a great extent. While the government takes certain measures like emergency helplines and police patrols, these are mostly very inactive and take time to react and proceed.

The below map shows the women's safety analysis of different states of India





The Graph above shows the increase in the number of women safety related issues in India year by year.

In solving this issue, we think that technology has the potential to fill this gap by providing women with tools that offer real-time safety information and help them make informed decisions about their surroundings. Accessing timely help or alerts/ emergency contacting technology could be a game-changer in enhancing women's safety in India.

### Significance:

#### 1. Social Impact:

StrongHer addresses the pressing matter of women's safety by providing them with immediate tools, resources, and support systems needed to prevent and address gender-based violence. The platform gives women the ability to manage their safety by offering emergency alerts, location tracking, and incident reporting to provide quick help in urgent scenarios

#### 2. Economic Impact:

StrongHer has a significant impact on women's involvement in the economy. Safety issues frequently restrict women and impede their ability to reach education, work, and social engagements. StrongHer empowers women to pursue opportunities that were once considered risky or out of reach by providing a dependable safety net. Thereby, making women feel more safe. When they are safe, they are better able to focus on education, start businesses, and take part in social activities. Also, it has a potential to generate fresh employment opportunities by collaborating with local businesses, security services, and NGOs, resulting in employment and awareness.also promotes lasting societal change through encouraging a culture of vigilance and shared responsibility.

#### 3. Cultural Impact:

StrongHer promotes empowerment by urging women to actively participate in their own safety.The platform also supports the concept of shared duty, urging whole communities to be proactive advocates for safety, not just women. This platform also has the potential to impact public policies, school curriculums, and community initiatives, ultimately resulting in a fairer and safer society for generations to come.

### Market Study/Scope:

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1. Competitive analysis
2. Objective declaration
3. MVP concept
4. User and market research
5. A clear project roadmap

## Demand for Women's Safety Solutions:

### Growing Concern for Women's Safety:

Women are becoming more worried about their safety, with the rise in such cases recently whether they live in urban or rural areas. The need for complete safety solutions is becoming more important due to the rising awareness of gender-based violence and harassment

### Technological Adoption for Personal Safety:

As the technology is becoming more and more prominent, many people, even the ones who are from remote areas, are looking for digital solutions. And women are increasingly relying on mobile apps for their safety.

### Support from Government, NGOs and Companies:

Governments and NGOs are prioritizing women's safety, leading to partnerships and funding opportunities for platforms that offer scalable & impactful solutions. This creates a favorable environment for the growth of platforms focused on safety.

## Market Research:

### Market Overview:

Increasing awareness regarding such software coupled with a growing preference for women's safety software over traditional SOS messaging software is expected to augment market growth. Technological innovations for the development of cost-effective products are also expected to have a positive impact on growth. In addition, increasing product application scope owing to its advantages, such as live recording, location detector, and in-app loud scream at the point of attack, is expected to fuel the demand for women safety software market.

Furthermore, increasing R&D spending for the development of new service models will propel product demand. Stringent government regulations regarding the protection of women will positively influence the women's safety software market value. Trends in the global women's safety software market include market consolidation and technological advancements in services. However, lack of internet penetration in rural areas is likely to restrict the use of women's safety software.

### Market Size and Growth:

- Valued at **USD 2.1 billion** in 2024, projected to reach **USD 3.1 billion** by 2031.
- Expected to grow at a **CAGR of 9.1%** from 2024 to 2031.



## Product Segmentation

- **Android-based applications** are expected to dominate, accounting for the largest market share.
- The market also includes iOS applications with varying functionalities.

## End-User Segmentation:

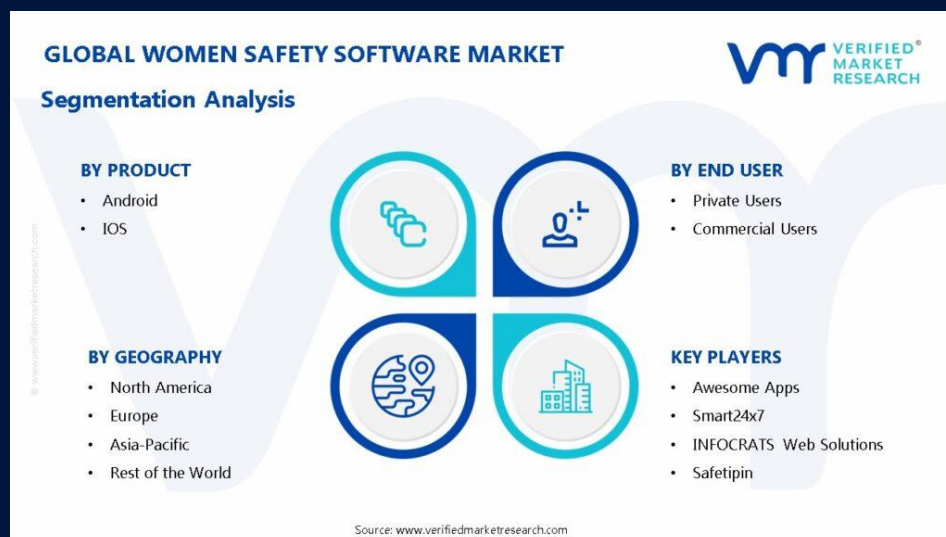
- **Private Users:** Individuals seeking personal safety apps with emergency alerts.
- **Commercial Users:** Institutions, including governments, using monitoring and tracking software for women's safety.

## Regional Insights:

- **North America** is a significant consumer due to **early adoption** and increased awareness.
- **Asia-Pacific** region is expected to experience rapid growth, driven by **improved internet access** and heightened awareness.

## Major Market Players

- Key companies include **Awesome Apps, Safetipin, Life360, Smart24x7, INFOCRATS Web Solutions, Guardly, and Tech 4 Good.**



## Target Audience:

### Working Women:

Women who commute daily due to their jobs form a major portion of the audience. They require support which can make them feel safe during travel and let them focus on their professional life without fear.

### Students:

Female students, particularly those who live in urban areas, outside college often find themselves in unsafe situations such as walking home late after classes or social events. The platform can cater to their needs by features like location sharing, emergency contact connect, alerts, etc.

### Parents and Guardians:

Parents, particularly those of younger women, are more worried about their daughters' safety. StrongHer can provide peace of mind to parents' mind by offering various features like tracking their child's location, getting alerts about their safety, etc. It can also help in creating a supportive community where everyone can share their opinions or experiences related to safety.

### Corporate Clients:

Recently, companies are giving more importance to the well-being of their employees, particularly women. Partnering with StrongHer allows them to offer enhanced safety to their employees, thereby increasing their efficiency and company's profits. Companies are eager to invest their resources into such kinds of platforms through CSR(Corporate Social Responsibility) as such platforms promote gender equality.

### Market Opportunities:

#### Integration with Wearable Devices:

The platform can also be integrated with wearable devices, for example, a smart watch, smart chain which alerts their emergency contacts. These devices will not only improve StrongHer but would also provide users with advanced technology for safety.

#### Corporate Partnerships:

Collaborating with schools, organizations can have a major impact on StrongHer, as it can result in more subscriptions and increased usage of platform by female students and employees. Companies can negotiate with platform to offer all services at a high discount or free of charge.

#### Community Engagement:

Engaging the community is important for increasing user retention and establishing trust in the StrongHer platform. Through promoting active involvement from users on the platform by sharing personal safety tips, reporting unsafe areas, rating an area on a safety scale and providing support to others nearby, StrongHer can establish a lively, user-centered ecosystem.

#### Government and NGO Support:

Receiving funding from governmental programs or Non- Governmental Organizations(NGOs), StrongHer can allow StrongHer to broaden its impact, especially in the remote regions where technology is not widely spread. NGOs can increase awareness of the platform, training activities, etc. which can make the platform more useful the rural part of the population as well. Moreover, Government & NGOs supporting the platform can increase the trustworthiness, which can in turn facilitate more partnerships, and funding down the line.

## SWOT Analysis:

Category	Description
Strengths	<ul style="list-style-type: none"><li>- Comprehensive safety features (GPS tracking, fake call, emergency alerts, and incident reporting).</li><li>- Home based operation, cost-effective operations.</li><li>- Community interaction and place rating enhance user engagement.</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>- Limited resources and early-stage funding constraints.</li><li>- High dependency on technology (bugs or downtime can affect user trust).</li><li>- Building trust with new users takes time.</li><li>- Requires robust customer support team, which could strain budget.</li></ul>
Opportunities	<ul style="list-style-type: none"><li>- Rising demand for women's safety solutions globally.</li><li>- Partnership with local authorities or NGOs to expand credibility and impact.</li><li>- Growing community-based platforms can boost user acquisition.</li></ul>
Threats	<ul style="list-style-type: none"><li>- High competition from existing safety apps and tech solutions.</li><li>- Privacy concerns and strict compliance requirements.</li><li>- Cybersecurity risks like data breaches or hacks.</li><li>- Changes in laws related to data handling may increase operational challenges.</li></ul>

## PESTEL Analysis:

Category	Description
Political	<ul style="list-style-type: none"><li>- Regulations on women's safety solutions may influence operations.</li><li>- Government policies promoting digital safety could provide growth opportunities.</li></ul>
Economic	<ul style="list-style-type: none"><li>- Rising inflation may increase operational costs.</li><li>- Limited budgets for early-stage startups could constrain growth.</li><li>- Potential revenue through ads and strategic partnerships.</li></ul>
Social	<ul style="list-style-type: none"><li>- Increasing social awareness of women's safety boosts the app's relevance.</li><li>- Users may demand greater transparency and privacy assurances.</li><li>- Community interaction fosters a sense of belonging.</li></ul>
Technological	<ul style="list-style-type: none"><li>- Need to ensure seamless integration with wearables and IoT devices.</li><li>- Rapid advancements in cybersecurity must be followed.</li><li>- Competition from apps with superior tech could pose risks.</li></ul>
Environmental	<ul style="list-style-type: none"><li>- Sustainability efforts in office design could appeal to users.</li></ul>
Legal	<ul style="list-style-type: none"><li>- Compliance with data privacy laws (e.g., GDPR) is critical.</li><li>- Legal risks due to misuse of the app's features (e.g., false reporting).</li></ul>

## Process, Operational Details & Methodology

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### Detailed Planning and Set-Up:

#### Initial Research and Feasibility Study:

**Market Research:** The project starts with conducting market research to identify the needs of women in both rural and urban areas related to safety. This includes researching the issues faced by women, existing solutions, and potential gaps in the market.

**Planning:** During this step, the requirements and the features to be included in the platform, would be decided based on their feasibility. The technology which would ensure privacy and security at the same time serving the purpose would be preferred.

#### Development & Compliance:

**Platform Development:** This involves the development of the online platform which is user-friendly and accessible to everyone. This comprises expert developers, UI/UX designers, who would work to develop the platform. This also includes checking for optimum performance and responsiveness of the interface, accessibility, etc.

**Legal & Regulatory Compliance:** This step involves obtaining necessary permissions, ensuring General Data Protection Regulation (GDPR) compliance, and working with legal experts so that the platform adheres to laws and regulations.

And users would get to sign up and share some necessary information and start utilizing its features.

#### Promotion, Collaborations & Engagement:

**Engagement:** Users get to participate in discussions, share their opinions through the community forums.

**Promotion:** By implementing SEO (Search Engine Optimization), PPC (Pay Per Click) campaigns platform can be promoted among people.

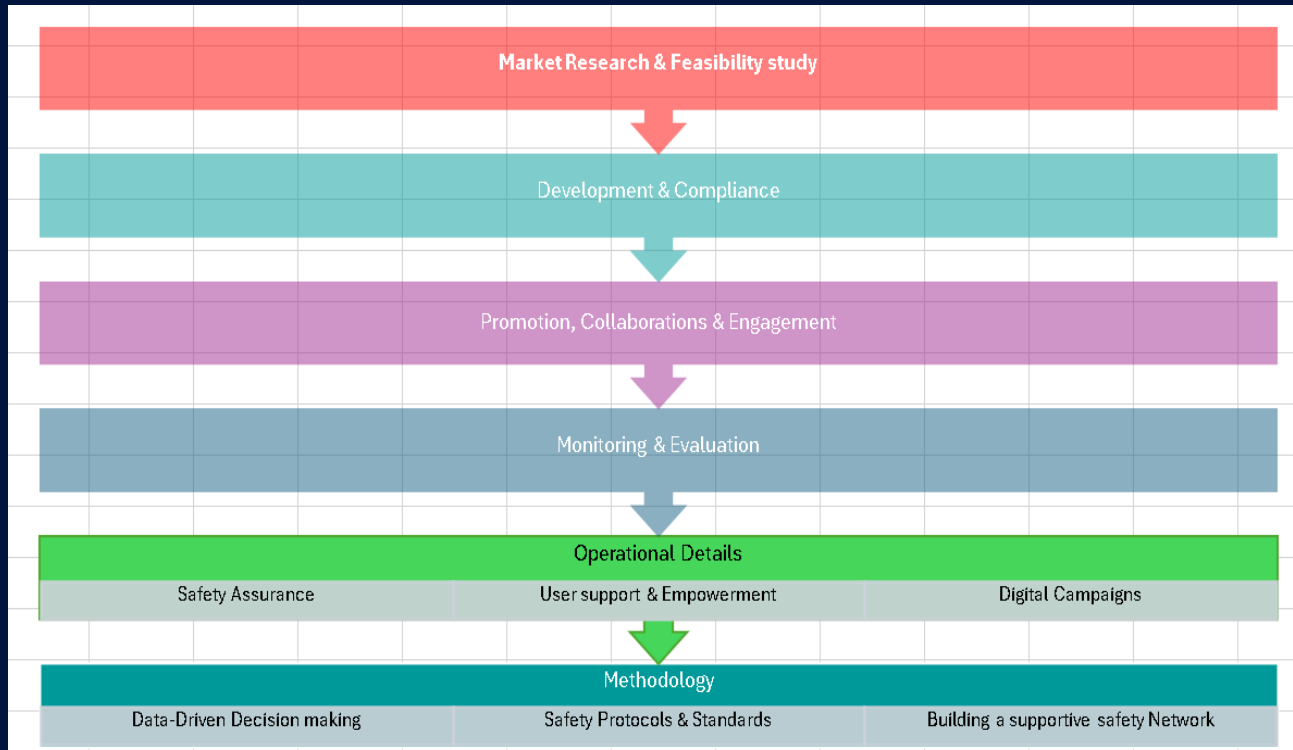
**Corporate Partnerships:** Working with companies to give StrongHer subscription as part of their employee wellness initiatives, this can also promote gender equality and healthy environment in the company.

#### Monitoring & evaluation:

**Bug Fixing:** Continuous monitoring of any bugs would be implemented by a dedicated support team, which would work to minimize bugs, error logs, downtime etc.

**Feedback & improvement:** Regular feedback from users regarding the functionality of the app or any issue they faced could be taken to improve the platform. Additionally, ratings and reviews would also be implemented in order to ensure that the customers viewpoints are heard and implemented.

## Operational Procedures:



### Safety Assurance:

StrongHer ensures all features and products on the platform meet rigorous safety and reliability standards through a thorough safety assurance protocol. This procedure involves regular safety tool audits, wearable device validation, and continuous monitoring of platform features to ensure they are effective in real-life scenarios.

### User Support and Empowerment:

24/7 assistance is provided by a committed support team to help users with any problems or issues they encounter. The team is prepared to offer timely and compassionate help, whether it's for guidance on safety features, reporting an incident, or seeking assistance.

### Digital Campaigns:

The platform uses social media and digital marketing to raise awareness about women's safety issues and promote StrongHer's solutions. Campaigns are customized to appeal to a variety of audiences, promoting the widespread adoption of safety measures.

### Methodology:

#### Data-Driven Decision Making:

StrongHer leverages sophisticated data analytics to analyze user behavior, trends in safety, and opportunities for enhancement. This can provide great insight into product enhancement, safety features, etc.



## Safety Protocols and Standards:

StrongHer's mission is centered around security. The platform utilizes advanced encryption, secure communication protocols to safeguard user data and guarantee the effectiveness of safety measures. And systems for continuously monitoring and detecting threats are established to prevent and address security breaches.

## Building a Supportive Safety Network:

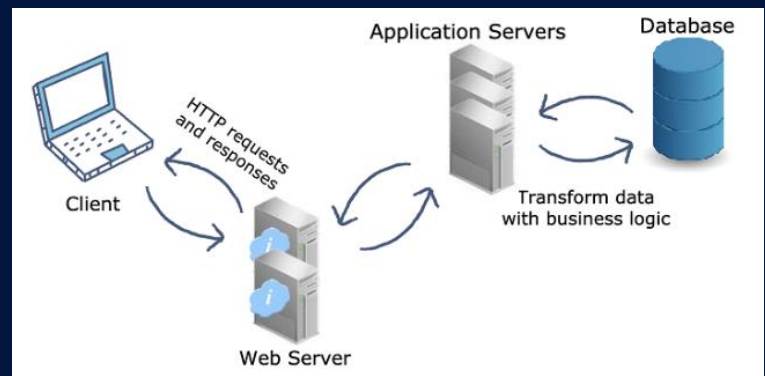
StrongHer creates an environment for women to communicate their experiences, and gain knowledge from shared perspectives. Rating of a place based on safety could also be implemented for each other's security.

## Equipment used:

1. Servers
2. Computers
3. Laptops



The following diagram shows the transfer of data from server to user and user to server



## Stakeholder Analysis:

### Stakeholder identification:

Stakeholder analysis is very important for our project, helping us understand who is involved and what they care about. Stakeholders are individuals or groups who can influence or are affected by our project. Here's how this analysis works:

- **Identifying Stakeholders:** First, we identify both main and supporting stakeholders—those who will invest in our project. This helps us understand who we need to pay attention to and what their interests are.



- **Understanding Their Needs:** This analysis is not just about gathering names; it's like a treasure hunt for insights. We look for possible challenges, opportunities for collaboration, and ways to involve stakeholders in different project phases.
- **Collaborating Effectively:** Stakeholder analysis guides us in planning how to work together with these groups effectively. It helps us figure out who should be involved in specific tasks and how we can best communicate with them.
- **Ensuring Fairness:** We also use this analysis to spot potential conflicts or issues. To ensure the project benefits everyone involved.

In short, stakeholder analysis is essential for our project's success. It helps us engage with those who matter most, ensuring that everyone is considered and equally valued. This way, we can create a positive experience for all stakeholders while achieving our project objectives and goals.

So, stakeholder analysis is very important and will act as the guide for our project. It's not just about finishing the project and achieving the goals, it's about making everyone happy and treated well equally.

## Stakeholder Identification and Mapping

In this section, we will list and briefly explain all the important direct and indirect stakeholders. Each stakeholder's interests will affect how much they get involved, what they expect, and how they engage with the project. Understanding these interests is key to managing stakeholders effectively and making sure their concerns are taken into account.

### Investors

**Concerns:** Financial Return

Investors are crucial to the project's success as they provide funding with the expectation of earning a return on their investment. They are primarily focused on the profit of the project and want to see their financial contributions yield positive returns over time.

### Women Users

**Concerns:** Safety, Accessibility

Women users are at the core of the app's purpose. They need a reliable and easy-to-use platform that increases their safety. Their concerns include the effectiveness of safety features, ease of access, and the app's ability to address real-life challenges they face in their daily lives.

### Employees



#### **Concerns:** Job Security

Employees working on the project play a vital role in its development and operation. They will work for the project's success, as it directly affects their job security and career growth. Their concerns include having a stable work environment and opportunities for advancement.

### **NGOs & Social Organizations**

#### **Concerns:** Community Impact

NGOs and social organizations are interested in the project's effect on women's safety. They focus on the social impact of the app and want to ensure that it positively influences communities while promoting sustainable practices.

### **Competitors**

#### **Concerns:** Market Position

Competitors monitor the project's activities closely as they are concerned about its competitiveness and potential impact on their market share. Their interests lie in understanding how the app might affect the existing services and attract users away from their platforms.

### **Local Law Enforcement**

#### **Concerns:** Public Safety

Local law enforcement agencies have an interest in the app's ability to enhance public safety. They aim to collaborate with the app to improve response times and gather information about incidents that can help them in their efforts to protect the community.

### **Influencers**

#### **Concerns:** Awareness and Engagement

Influencers play a significant role in promoting the app. They are concerned with the app's reception and effectiveness, as they can significantly affect its visibility and user adoption. Their focus is to identify the audience and ensure the app aligns with their values and the needs of their followers.

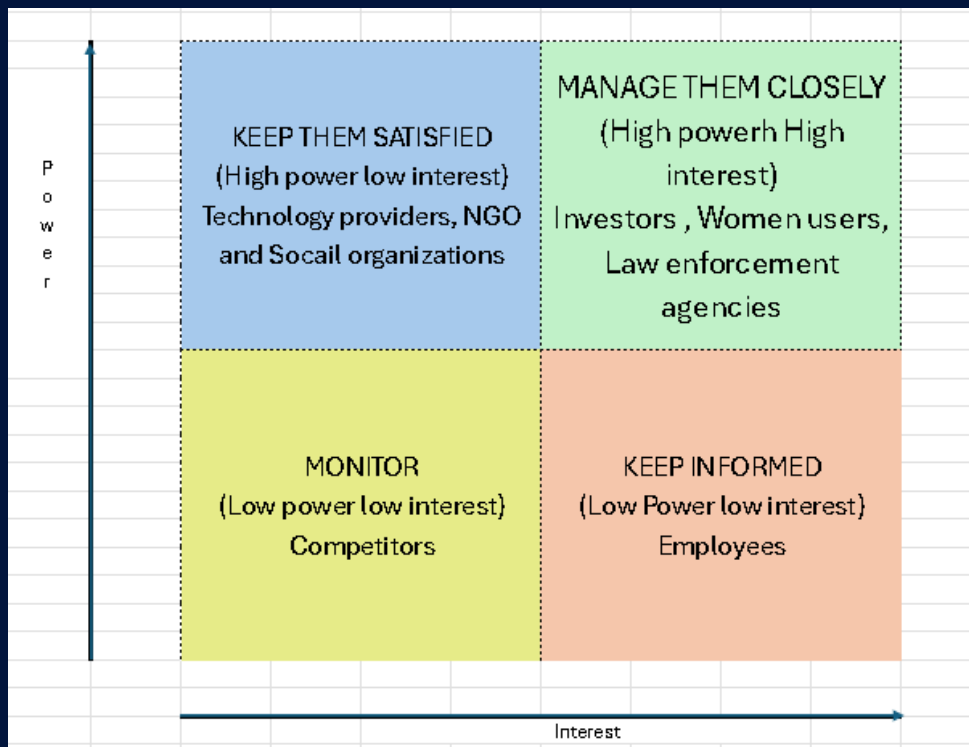
### **Technology Partners**

#### **Concerns:** Technical Reliability

Technology partners are essential for the development and maintenance of the app. They are focused on the app's technical performance, including security, scalability, and user experience and they can help in some parts of the project. Their concerns involve ensuring that the platform operates smoothly and effectively.

### **Priority matrix:**

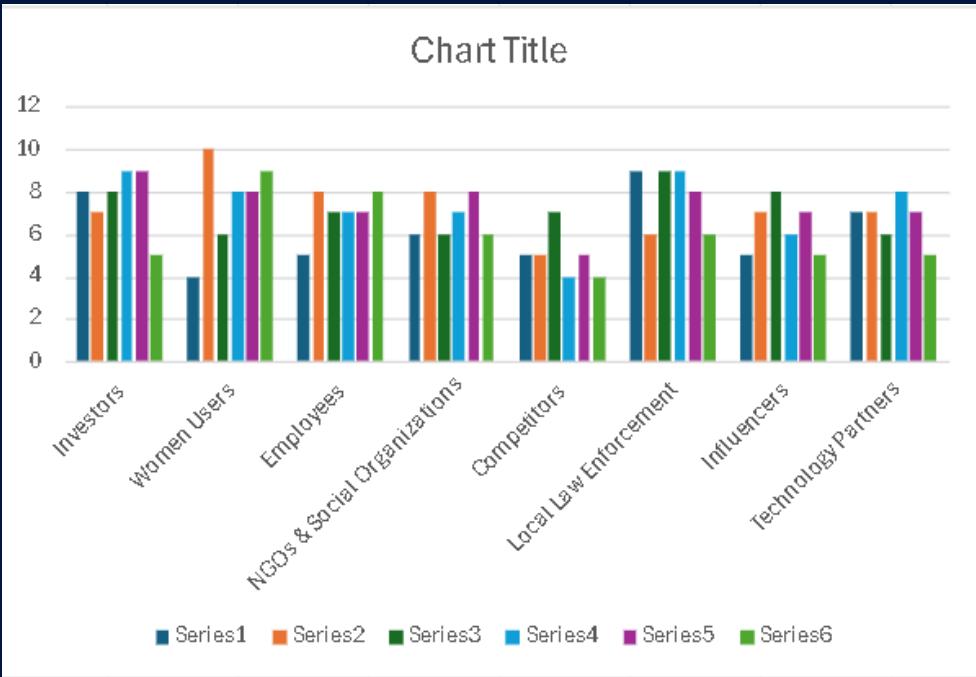
The priority matrix classifies stakeholders according to the power/users they have and the activity/volume they have in the organization. This enables one to come up with an engagement plan for each of the stakeholders.



## Stakeholder Profiles & Scores

In this section, we evaluate each stakeholder's importance to our project by giving them scores from 1 to 10 based on six important factors: power, interest, influence, impact, proximity, and expectations. These scores help us understand how much attention each stakeholder needs and how critical they are to our project's success.

Stakeholder	Power	Interest	Influence	Impact	Expectations	Proximity
Investors	8	7	8	9	9	5
Women Users	4	10	6	8	8	9
Employees	5	8	7	7	7	8
NGOs & Social Organizations	6	8	6	7	8	6
Competitors	5	5	7	4	5	4
Local Law Enforcement	9	6	9	9	8	6
Influencers	5	7	8	6	7	5
Technology Partners	7	7	6	8	7	5



Stakeholder engagement strategy

Stakeholder	Engagement Strategy
Investors	Regular updates via reports and presentations; transparent communication on financial performance; involve them in strategic decisions for scaling.
Women Users	Active community forums; frequent surveys and feedback loops; prompt customer support; awareness campaigns to build trust and engagement.
Employees	Regular training sessions; transparent communication about goals; performance-based incentives; foster a positive and inclusive work environment.
NGOs & Social Organizations	Collaboration on awareness campaigns; joint events and workshops; build partnerships for mutual goals; provide periodic updates on platform impact.
Competitors	Monitor market trends and innovations; foster a healthy competitive environment; consider strategic collaborations on shared goals (e.g., safety).
Local Law Enforcement	Build formal partnerships to enhance safety measures; ensure compliance with legal requirements; collaborate on incident reporting protocols.
Influencers	Engage in promotional campaigns; offer collaborations or sponsorships; maintain long-term relationships for brand advocacy and outreach.
Technology Partners	Maintain open communication on technical needs; involve them in the platform's development roadmap; ensure mutually beneficial partnerships.

## Financial Analysis

The following table covers the total cost of the project accounting to administrative costs, application and website related costs, salaries, depreciation and marketing and promotion costs which are summing upto 1174610 INR

S	Category	Particular Cost	Q	Cost(	Tot
N	of costs		ua	Rs/Un	al
o			nti	it)	cos
			ty		t(R
					s.)
1	Administrative costs	Company Registration		2000	2000
		Home-based Operation		0	0
		Trademark Registration		4500	4500
		Licensing and Permits		8250	8250
		Security & Compliance		1,00,000	1,00,000
		Website customization		5000	5000
		Miscellaneous		5000	5000
		Total cost			169750
2	Application & website related	Domain & Hosting costs		4500	4500
		For maintenance	1	25,000	25000

		CMS (Content Management System)	1,50,000	150000				
		Profile management cost	35,000	35,000				
		GPS integration	14,410	14,410				
		Updates	25000	25000				
		SEO Package	8,500	8,500				
		Email Hosting per year	5000	5000				
		Cloud storage	15000	15000				
		Data privacy	35000	35000				
		Data analytics tools	20000	20000				
		User experience testing	50000	50000				
		Total cost		387410				
3	Marketing & Promotion	Social media Campaigns	30000	30000				
		Collaborations	50000	50000				
		Content creation for Ads	2000	2000				
		Ads Platform fees	32,000	32,000				
		PPC(Pay Per Click)	20,000	20,000				



3	Term Loan Amount @65	763496.5				
4	Subsidy Amount@35	411113.5				
5	Interest rate	10.75				
6	Loan Tenure	5+1years				
7	Monthly EMI payable	14,434				
8	Annual Amount Repaid(Rs)(for first 4 years)	₹ 2,66,490				
	Annual Amount Repaid(Rs)(for last half year)	₹ 2,66,490				
IRR Calculation:						
The IRR value for all the 6 years is 26.6%						
Metric	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Cash Flow (₹)	55,608	2,41,200	4,09,200	5,13,200	6,57,200	7,59,600
Present Value (₹)	50,553.6	1,99,005.8	3,07,458.7	3,50,289.7	4,07,054.5	4,28,570.4
	4	7	7	7	4	5
Net Sales (₹)	11,50,000	13,00,000	14,50,000	16,00,000	18,00,000	19,50,000
Variable Costs (₹)	6,51,950	6,80,000	7,00,000	7,20,000	7,40,000	7,60,000
Profit Before Tax (₹)	84,800	3,01,500	5,11,500	6,41,500	8,21,500	9,49,500
Tax (₹)	16,960	60,300	1,02,300	1,28,300	1,64,300	1,89,900
Profit After Tax (₹)	67,840	2,41,200	4,09,200	5,13,200	6,57,200	7,59,600



IRR= 26.09				
%				

Profitability Analysis:

Sr No	Category	Particular	Year-1	Year-2	Year-3	Year-4	Year-5
1	Fixed Costs	Description	Amount (₹)	0	0	0	0
		Security& compliance	1,00,000	100000	100000	100000	100000
		Domain & hosting costs	4,500	4500	4500	4500	4500
		Marketing & Promotion	1,34,000	1,34,000	1,34,000	1,34,000	1,34,000
		Total Fixed Costs	2,38,500	2,38,500	2,38,500	2,38,500	2,38,500
2	Variable costs	Maintenance	25,000	26,250	27,563	28,941	30,388
		Profile Management	35,000	36,750	38,550	40,388	42,250
		Updates	25,000	26,250	27,563	28,941	30,388
		SEO Package	8,500	8,925	9,368	9,829	10,308
		Email Hosting	5,000	5,250	5,513	5,788	6,077
		Cloud Storage	15,000	15,750	16,500	17,250	18,000
		Data Privacy	35,000	36,750	38,500	40,500	42,500
		Data Analytics Tools	20,000	21,000	22,050	23,150	24,300
		Salary Expenses	4,83,450	5,00,000	5,17,500	5,35,000	5,52,500
		Total Variable Costs	6,51,950	6,80,000	7,00,000	7,20,000	7,40,000
4	Capital Costs	Technology Infrastructure and Investment Cost (One Time)	₹ 1,74,750	-	-	-	-
5		Total Capital Cost (A)	₹ 1,74,750	-	-	-	-
6	Operational Costs	Server & Hosting Cost	₹ 4,500	₹ 4,725	₹ 4,961	₹ 5,209	₹ 5,469
7		Maintenance & Support	₹ 25,000	₹ 26,250	₹ 27,563	₹ 28,941	₹ 30,388
8		Administrative Cost	₹ 1,74,750	-	-	-	-
9		Salary Expenses	₹ 5,12,000	₹ 5,37,600	₹ 5,64,600	₹ 5,92,900	₹ 6,22,550

10		Marketing & Promotion (@11% of ad revenue)	₹ 20,557.50	₹ 21,717.13	₹ 22,730.97	₹ 23,849.95	₹ 25,073.28
11		Travel & Logistics (@5% of ad revenue)	₹ 9,337.50	₹ 9,871.88	₹ 10,331.68	₹ 10,839.52	₹ 11,362.13
12				₹	₹	₹	₹
12	Financial Expenses	Total Operational Cost (B)	7,45,345	5,99,164.01	6,30,187.65	6,61,940.47	6,95,842.41
13		Maintenance	₹ 10,000	₹ 10,500	₹ 11,000	₹ 11,500	₹ 12,000
14		Interest on Loan	₹ 82,849.79	₹ 72,167.79	₹ 61,485.79	₹ 50,803.79	₹ 40,121.79
15			₹	₹	₹	₹	₹
15		Principal Repayment	1,33,194.00	1,33,194.00	1,33,194.00	1,33,194.00	1,33,194.00
16	Income	Registered Users	1000	2,000	4,000	7,500	15,000
17		Average Time Spent by Users on the App&Website	30 mins	30 mins	30 mins	30 mins	30 mins
18		Total Ad Impressions (Nos./annum)	250	500	1,000	2,000	4,000
19				₹	₹	₹	₹
19		Ad Revenue from website	₹ 1,86,750	1,97,437.50	2,06,633.50	2,16,790.50	₹ 2,27,244
20				₹	₹	₹	₹
20		Ad Revenue from app	₹ 6,06,900	₹ 6,36,495	6,67,534.80	7,02,954.30	7,37,983.50
21				₹	₹	₹	₹
21		Total Income (C)	7,93,650	8,33,932.50	8,74,168.30	8,94,944.80	9,65,227.00
22		Total Income - Total Operational Cost - Financial Expenses	₹	₹	₹	₹	₹
22	Net Profit		1,88,004.21	2,75,440.49	2,73,746.65	2,72,537.33	2,85,338.37

BEP Calculation:

Particular	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Net Sales (₹)	11,50,000	13,00,000	14,50,000	16,00,000	18,00,000	19,50,000
Variable Costs (₹)	6,51,950	6,80,000	7,00,000	7,20,000	7,40,000	7,60,000
Contribution (₹)	4,98,050	6,20,000	7,50,000	8,80,000	10,60,000	11,90,000

Travel & Logistics (5%)	57,500	65,000	72,500	80,000	90,000	97,500
Marketing & Promotion (5%)	57,500	65,000	72,500	80,000	90,000	97,500
Depreciation (7%)	13,757	17,526	19,223	21,646	23,965	26,856
Total Fixed Costs (₹)	1,28,757	1,47,526	1,64,223	1,81,646	2,03,965	2,21,856
BEP%	25.88%	23.73%	21.89%	20.63%	19.22%	18.61%
Average BEP% = 21.83%						

#### DSCR Calculation:

Metric	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Total Income (C)	₹ 11,50,000	₹ 13,00,000	₹ 14,50,000	₹ 16,00,000	₹ 18,00,000	₹ 19,50,000
Total Variable Costs	₹ 6,51,950	₹ 6,80,000	₹ 7,00,000	₹ 7,20,000	₹ 7,40,000	₹ 7,60,000
Total Fixed Costs	₹ 2,38,500	₹ 2,38,500	₹ 2,38,500	₹ 2,38,500	₹ 2,38,500	₹ 2,38,500
Total Capital Costs	₹ 1,74,750	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Total Operational Costs	₹ 10,65,200	₹ 9,98,500	₹ 9,38,500	₹ 9,58,500	₹ 9,78,500	₹ 10,00,500

Net Profit Before Tax	₹ 84,800	₹ 3,01,500	₹ 5,11,500	₹ 6,41,500	₹ 8,21,500	₹ 9,49,500
Taxes (20%)	₹ 16,960	₹ 60,300	₹ 1,02,300	₹ 1,28,300	₹ 1,64,300	₹ 1,89,900
Net Profit After Tax	₹ 67,840	₹ 2,41,200	₹ 4,09,200	₹ 5,13,200	₹ 6,57,200	₹ 7,59,600
Depreciation (7%)	₹ 12,232	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Net Profit After Depreciation	₹ 55,608	₹ 2,41,200	₹ 4,09,200	₹ 5,13,200	₹ 6,57,200	₹ 7,59,600
Financial Expenses						
Interest on Loan	₹ 82,849.79	₹ 72,167.79	₹ 61,485.79	₹ 50,803.79	₹ 40,121.79	₹ 29,439.79
Principal Repayment	₹ 1,33,194.00	₹ 1,33,194.00	₹ 1,33,194.00	₹ 1,33,194.00	₹ 1,33,194.00	₹ 1,33,194.00
Total Debt Service	₹ 2,16,043.79	₹ 2,05,361.79	₹ 1,94,679.79	₹ 1,84,997.79	₹ 1,73,315.79	₹ 1,62,633.79
Net Operating Income (NOI)	₹ 55,608	₹ 2,41,200	₹ 4,09,200	₹ 5,13,200	₹ 6,57,200	₹ 7,59,600
DSCR	0.26	1.17	2.1	2.77	3.79	4.67
Average DSCR=	2.46					

## Conclusion

In conclusion, our women's safety app is a crucial step toward helping women feel safer and more secure in their daily lives. We have worked hard to create a user-friendly app that includes several important features tailored to meet the specific safety challenges that women face. The app offers real-time GPS tracking so users can share their location with trusted contacts, emergency alerts that instantly notify friends or family if someone feels threatened, and area ratings where users can provide feedback about how safe different places are. To ensure our app truly meets the needs of women, we conducted extensive research and consulted with local women's organizations and safety experts.

In addition to these features, we have developed a peer-to-peer support system that allows users to share safety tips, personal experiences, and advice. This creates a strong sense of community where women can connect and support one another. We also designed the app to include educational resources on personal safety, empowering users with knowledge and strategies to stay safe. Our marketing efforts will focus on raising awareness about the app and its features through campaigns, workshops, and collaborations with local groups.

Furthermore, we have laid out a solid business plan that outlines various ways to generate revenue, such as in-app advertisements and subscription services for additional features. This plan ensures that we can sustain and grow the app over time while keeping it accessible to users. We are also committed to regularly updating the app based on user feedback and emerging safety concerns, making it a continuously evolving tool that adapts to the needs of women.





## References:

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<https://www.verifiedmarketresearch.com/product/women-safety-software-market/>

[https://www.irjmets.com/uploadedfiles/paper/issue\\_4\\_april\\_2023/37734/final/fin\\_irjmets1683446825.pdf](https://www.irjmets.com/uploadedfiles/paper/issue_4_april_2023/37734/final/fin_irjmets1683446825.pdf)