

Slide deck
Video editing”

Slide 1: Title Slide Title: Introducing Thúla: A Safety App for Women
Subtitle: Protecting Women Through Smart, Discreet Technology
Presented by: [Your Name]
Team Size: 6

Slide 2: The Problem

Title: Why We Built Thúla

- 1 in 4 women in South Africa experience intimate partner violence (IPV)
 - 50% of murdered women are killed by someone they know
 - Urgent need for discreet, practical safety solutions
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Slide 3: The Solution

Title: What is Thúla?

- A discreet panic button app for emergency situations
 - Sends alerts without unlocking the phone
 - Uses voice or volume-button triggers
 - Keeps users safe, even when they can't call for help
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Slide 4: Key Features

Title: How It Works

- Silent activation: voice trigger or hold volume button
 - Sends GPS location to emergency contacts or services
 - Auto-starts audio recording for evidence
 - Disguised interface and disarm screen to avoid detection
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Slide 5: Why This Solution Works

Title: Why Thúla is Effective

- Leverages smartphones already in users' hands
- Non-confrontational, easy to activate
- Empowers users with control and discretion

Slide 6: User Feedback & Improvements

Title: What We Learned

- **Battery Life:** Optimizing background energy usage
- **Simplicity:** Lightweight and stress-friendly UI
- Listening to real user needs and adjusting accordingly

Slide 7: What's Next?

Title: Our Next Steps (With Funding)

- Develop a secure MVP with all safety features
- Partner with shelters and authorities
- Conduct wide user testing
- Expand to other Sub-Saharan countries

Slide 8: The Vision

Title: More Than an App

- Thúla is a step toward a safer world for women
- Safety enables freedom, dignity, and opportunity
- Empowering women, strengthening communities

Slide 9: Closing Slide

Title: Thank You

- Let's create tech that protects
- We're excited to bring Thúla to life
- [Optional: Contact info, social links, or QR code to demo/website]