Secured Steps

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CONTENTS

Problems

01 — Fear/ Paranoia

The never ending fear of this pandemic results even in Post lockdown anxiety

02 — Hindrance/ Obstruction

Impossible to understand the extent of crowd at a location unless physically present

03 — Healthcare Infrastructure

Forever dependency on healthcare arrangement

When you install **Secured Steps** on your mobile, these problems are evaded and you can fearlessly step out by understanding real time locations of everyone and lead a more cautious life by persistent social distancing, keeping yours and others life not at risk.

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About us

Owing to this pandemic, staying indoors has most definitely become the new normal for most of us.

More than 51 per cent of the population are in favor opening up of economy and businesses, but an overwhelming majority of 78 per cent are nervous about leaving their homes for work, travel or shopping.

Our company is offering a swift solution by making sure that everyone can fearlessly step out.

g   securedsteps@gmail.com

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Our Process

Now you can securely move

1	2	3	4	5
Install	**Register**	**Location**	**Avail**	**Customer Satisfaction**
Use Apple App store or Google Play store to download the free App	Users are offered to choose from multiple mode of registrations	Grant us permission to gain access to your location or enter it manually	Post registration, enjoy the app and step out without paranoia	Ultimately, we assure our customers will be satisfied with the ease of use and experience

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Why do you need to have this installed?

Fear of stepping out is the current scenario.

We are designed to make sure that you pay visits whilst staying socially distanced.

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Karnataka

Currently, we are targeting Urban and Rural Bengaluru and has taken the bold pace in securing your choice to step outside

Scenario – Person A, B, C and D want to visit the same store.

They enter the store location

in the app.

User A:
Checks the app and understands it's safe to go

User B:
Realizes there are less people and proceeds to the store

User C:
Planning to step out in a group - decides not to due to the crowd

User D:
Understands to visit another store owing to the existing gathering

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MARKETING

Secured Steps has carefully constructed a plan to boost downloads and attract users to register into the app.

S — Social Media Platforms

Extensive content driver out platforms like LinkedIn, Facebook, etc.

C — Collaborate with stores

Connect with industrial stores and tie up to promote usage (like Departmental stores and malls)

R — Reviews & Testimonials

By using influential YouTubers (like Technical Guruji, Geekyranjit) to upload reviews on their platforms to capitalize on their audience reach
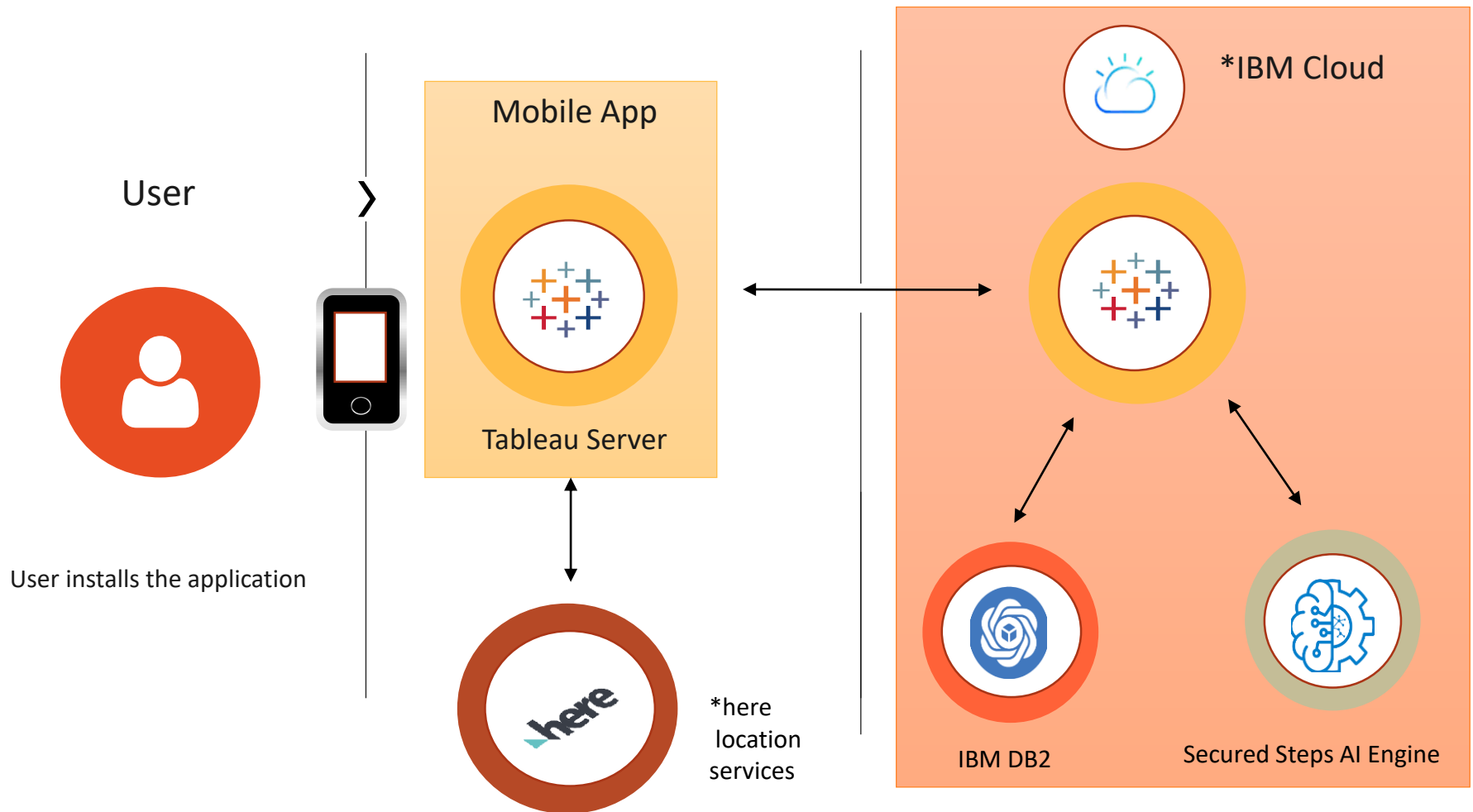
L — LBB Bangalore

A national platform connecting India's millennials with global & local brands

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Secured Steps – Application Architecture

User

User installs the application

Mobile App

Tableau Server

*here location services

*IBM Cloud

IBM DB2

Secured Steps AI Engine

Evaluation

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* Note: Will be integrated in the future

STRENGTH

S

First mover advantage in striking a balance between social distancing and visiting stores backed by strong AI

WEAKNESS

W

The engraved fear of exposure to the virus

OPPORTUNITIES

O

The ever increasing mental and psychological need to step out while ensuring safety or merely by virtue of habit and future collaboration with Arogya Setu App
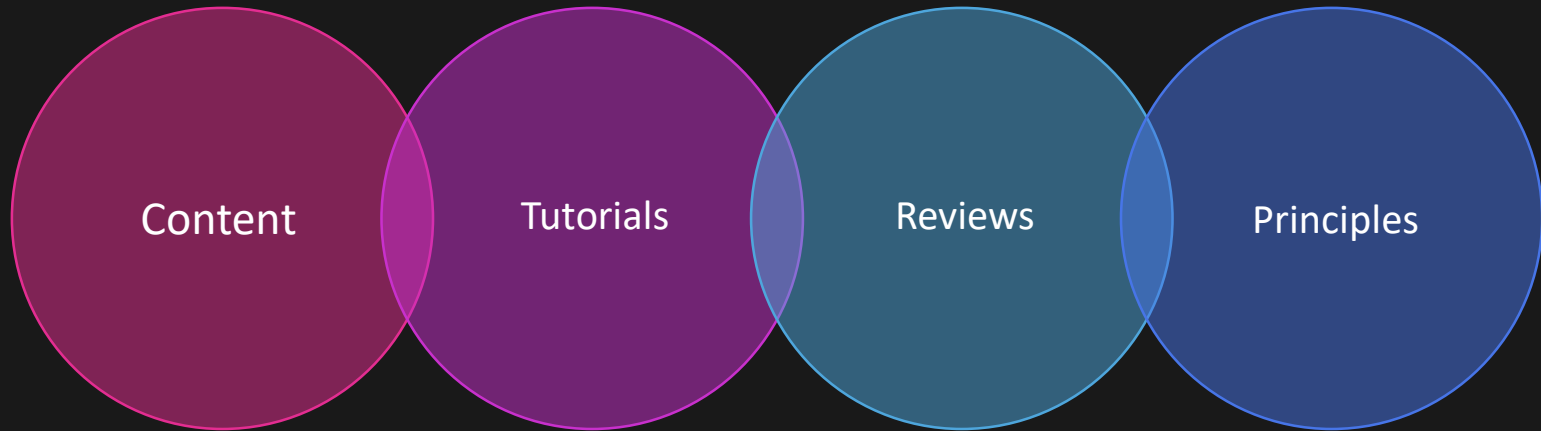
THREATS

T

Competition from other players

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Cultural Integration

Content

Tutorials

Reviews

Principles

Application content will also be available in regional language

Video tutorials/ instructions on how to use the application
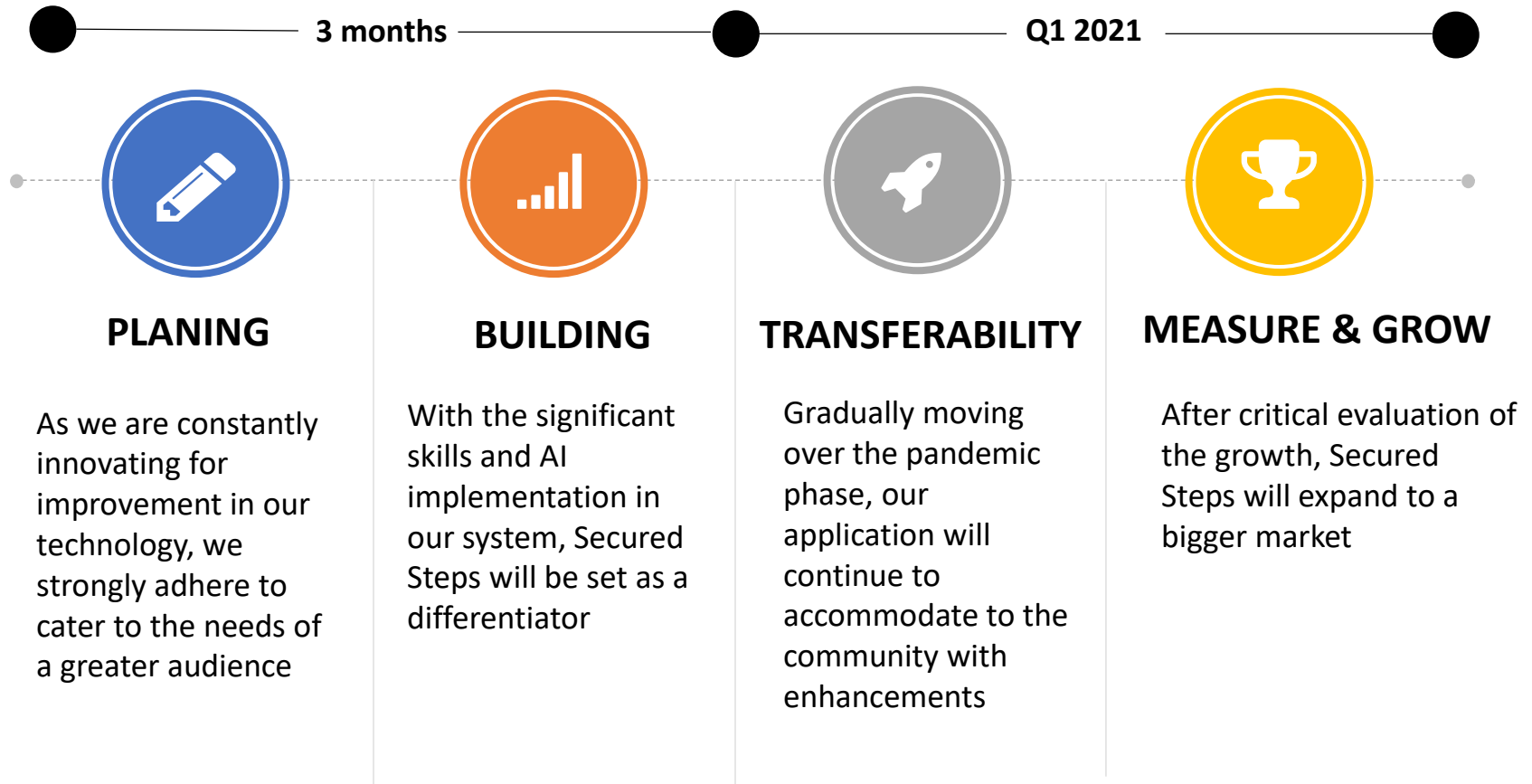
Blogs/ Vlogs/ recordings of the user experience

Ethical Data Privacy Policy

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Future Implementation

Here are some of the affirmative steps we would take over the course of time

3 months   **Q1 2021**

PLANING

As we are constantly innovating for improvement in our technology, we strongly adhere to cater to the needs of a greater audience

BUILDING

With the significant skills and AI implementation in our system, Secured Steps will be set as a differentiator

TRANSFERABILITY

Gradually moving over the pandemic phase, our application will continue to accommodate to the community with enhancements

MEASURE & GROW

After critical evaluation of the growth, Secured Steps will expand to a bigger market

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Download on the App Store

GET IT ON Google Play