



# SAFEWALK

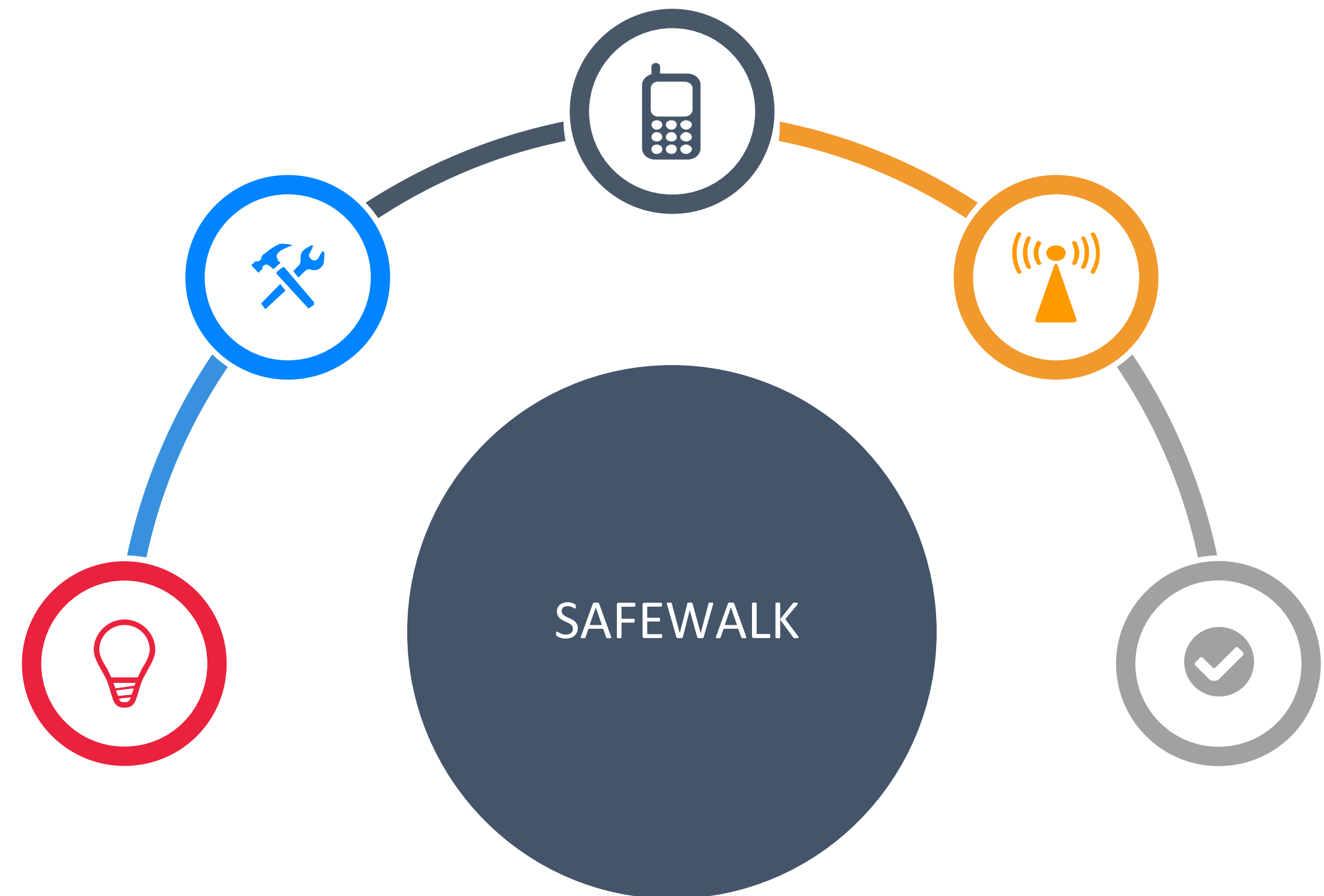
Contact the police discretely anytime with your codeword.

Recording...

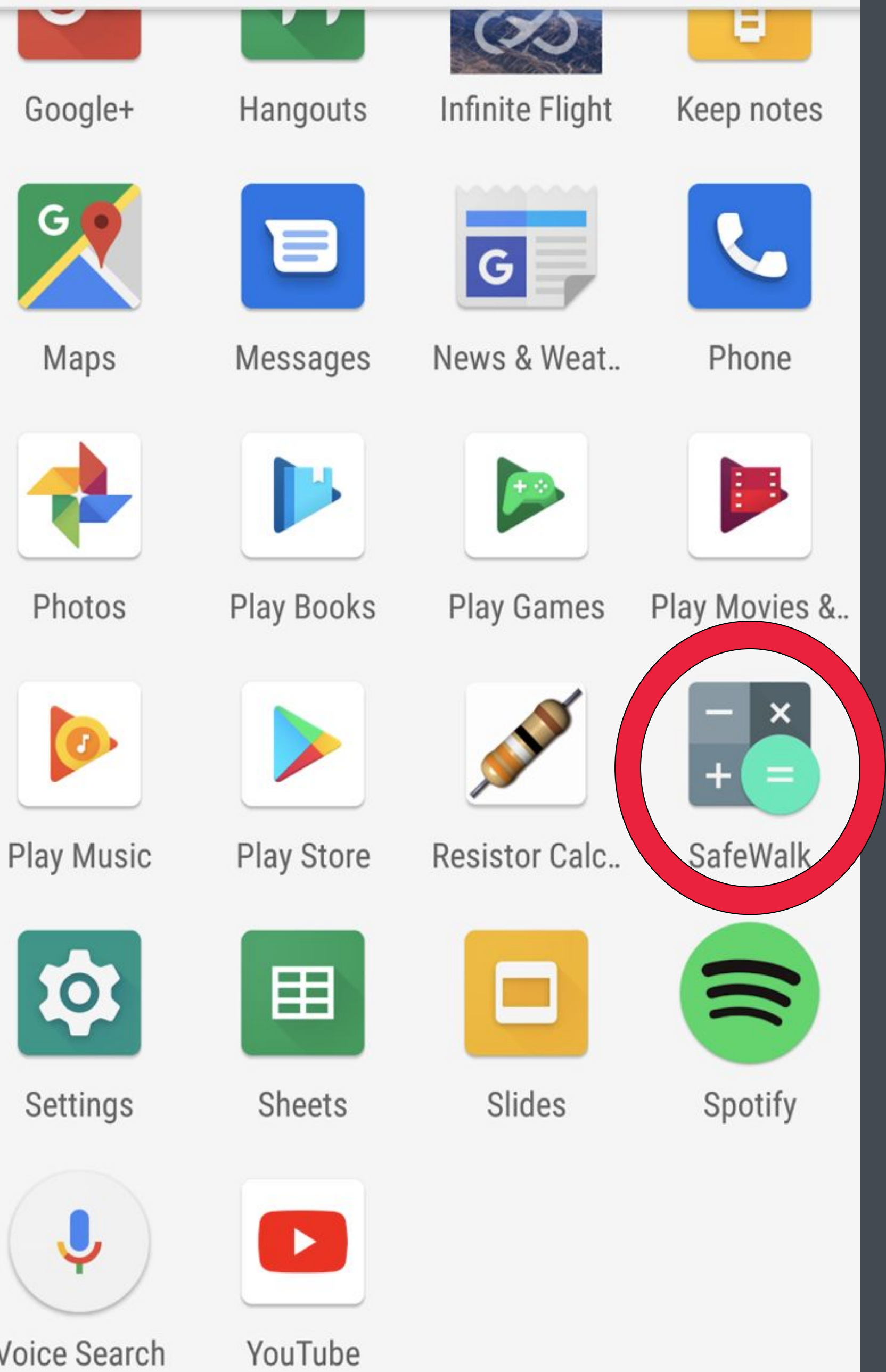


# THE ADVANTAGE

the **SAFEWALK** advantage



Search Apps...



# THE ADVANTAGE

the **SAFEWALK** advantage



Code Word  
Recognized

calling 911



# COSTS



Our Analysis

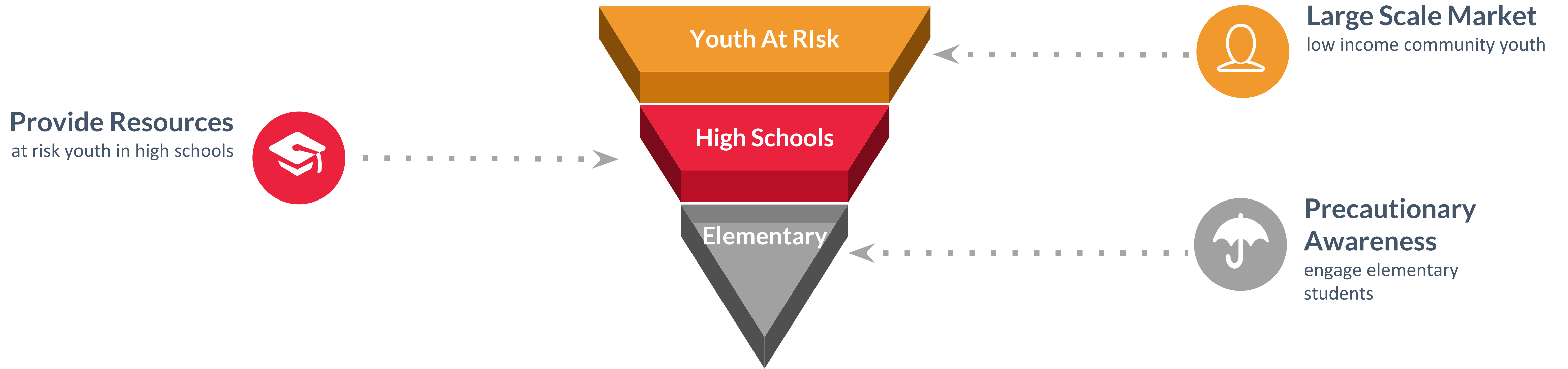
**\$7,850/month**

**11,000 Youth Users**

**30 min/month on average**

# TARGET MARKET

Prevent at risk youth from being pressured into joining gangs.



# FUTURE TIMELINE



## Interview Customers

Primary Research to understand consumer



## Beta Test

Improve Product



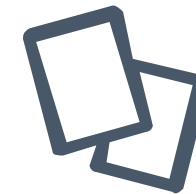
## Official Launch

Continue maintenance and track analytics



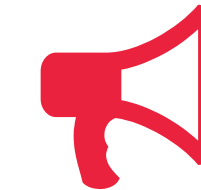
## Soft Launch

Toronto Police



## Integration of New APIS

Real Time, Location etc.



## Market to Community

School Boards

DEMO



SAFEWALK