

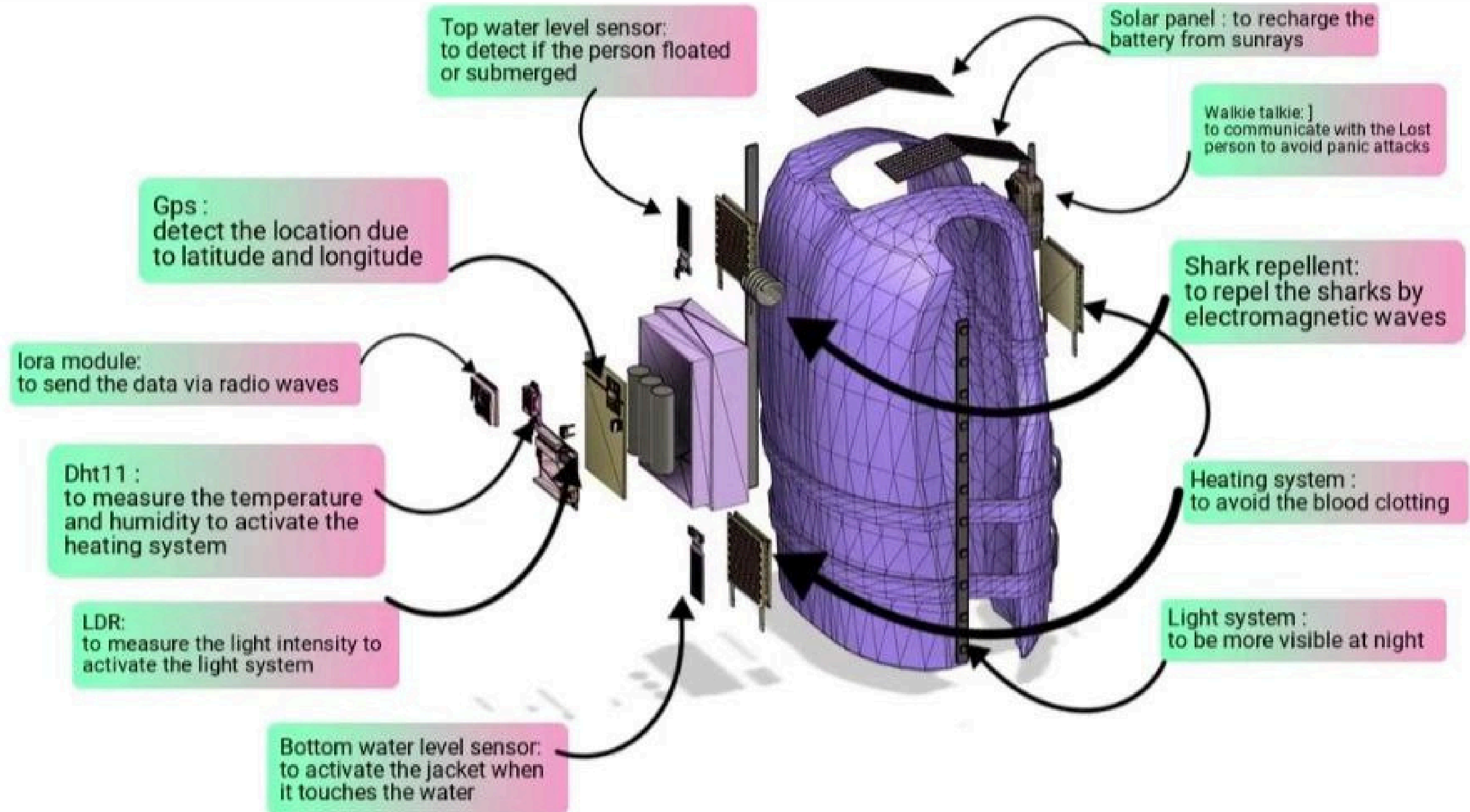
*ON-LINE WIZ U*

*WE HERE TO SAVE U !!*



# THE MVP

(3D modeling)



# SWOT / PESTEL

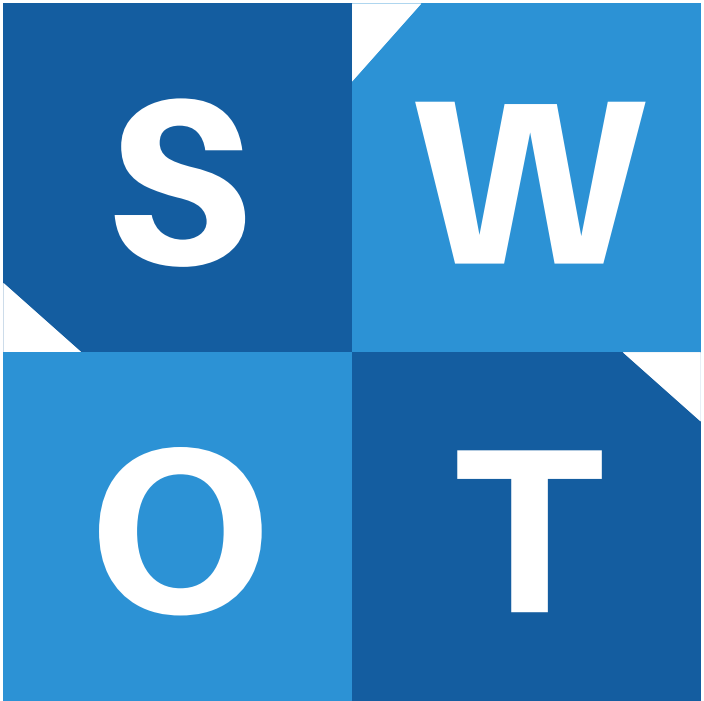
## ANALYSIS OF THE MARKET INFLUENCES ( INTERNALLY / EXTERNALLY)

### STRENGTHS

- 1-New safety technology trend
- 2-Monitoring and Alerts
- 3-User-Friendly Design
- 4-Compliance with Safety Standards

### OPPORTUNITIES

- 1-Growing Awareness of Water Safety
- 2-Partnerships with Technology Companies
- 3-International Markets
- 4-Emergency Response Collaboration



### WEAKNESSES

- 1- Learning Curve for Users
- 2-Maintenance and Durability Issues

### THREATS

- 1-Lack of Standardization
- 2-Security Concerns
- 3-Negative Public Perception

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- Regulations: Governments may have specific safety standards for life jackets that the smart life jacket must meet. Compliance with maritime safety laws is crucial.
- Subsidies/Support: Some governments might support innovations in safety equipment, potentially offering grants or subsidies.



Politics

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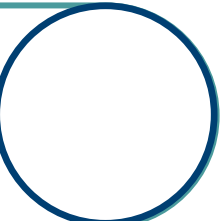
- Consumer Spending: Economic conditions influence whether consumers can afford premium products like smart life jackets.
- Cost of Materials: Fluctuations in the prices of electronic components and materials used in manufacturing could impact the product's pricing and profitability.



Economy

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- Awareness of Safety: Growing awareness of water safety can drive demand for advanced life-saving devices.
- Lifestyle Trends: Increasing interest in water sports and outdoor activities can boost sales, as more people look for safety solutions.



Society

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- Innovation: Advancements in wearable technology, sensors, and AI can enhance the features of smart life jackets, making them more appealing.
- Connectivity: The spread of IoT and 5G networks can improve the functionality of smart life jackets, especially in terms of real-time monitoring and emergency communication.



Technology

E

- Sustainability: Consumers are increasingly concerned about the environmental impact of products. Using eco-friendly materials and sustainable manufacturing processes can be a selling point.
- Climate Change: Rising incidents of extreme weather might increase the perceived need for enhanced safety equipment like smart life jackets.



Environment

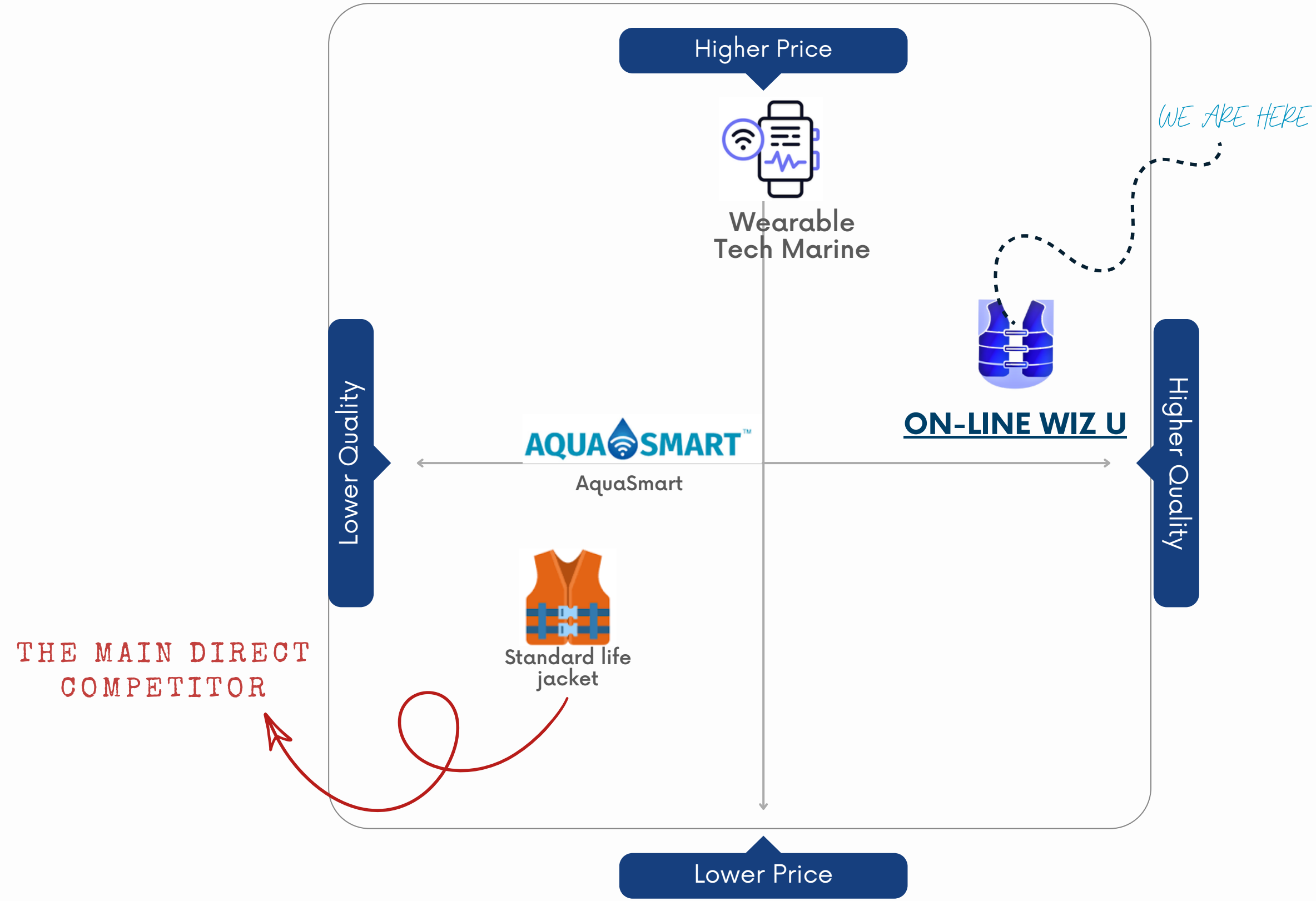
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- Patents and Intellectual Property: Protecting innovative features with patents can be crucial to maintaining a competitive edge.
- Liability Laws: Ensuring that the smart life jacket meets all legal safety requirements is essential to avoid legal disputes or liabilities in case of failure.

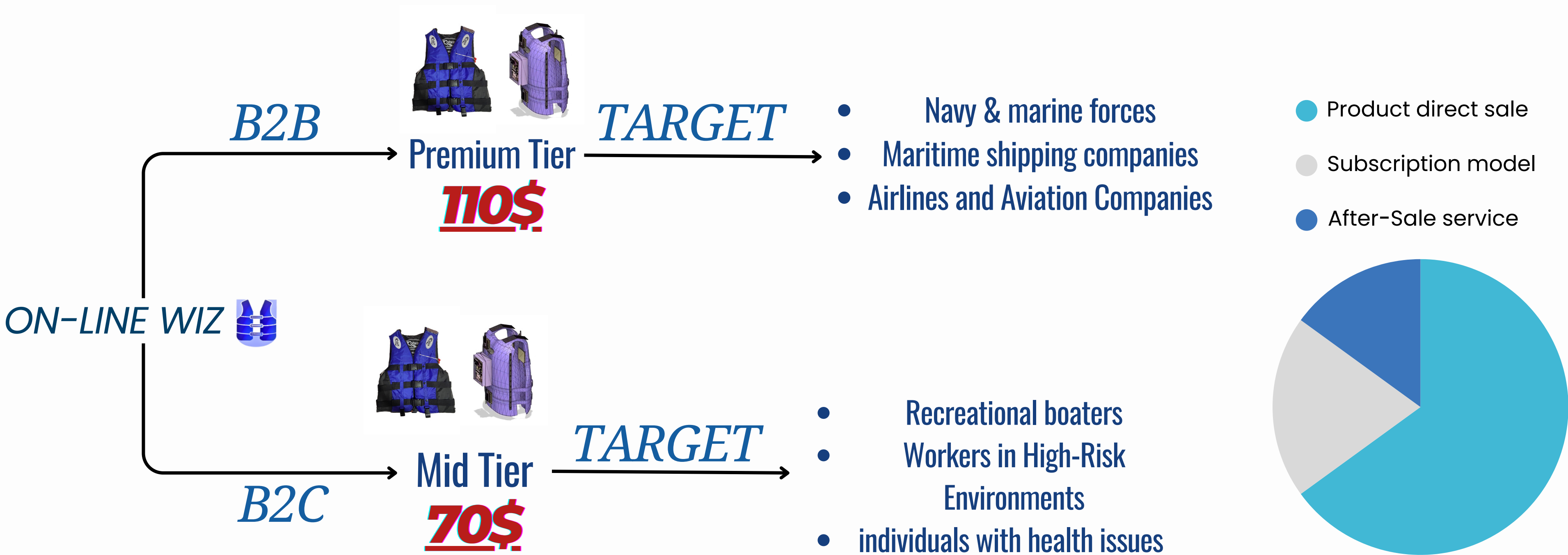


Law

# Competitors analysis



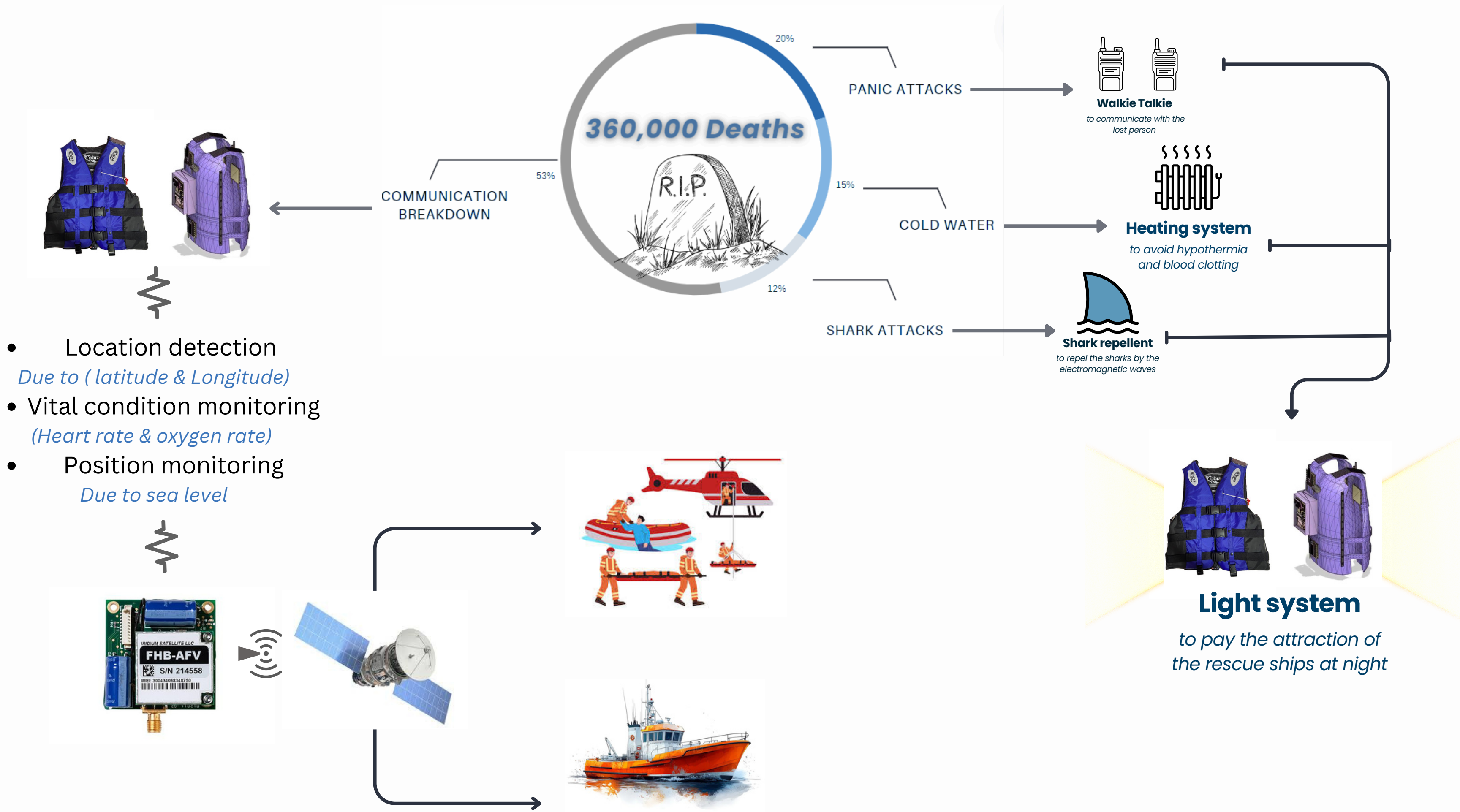
# Our Business Model



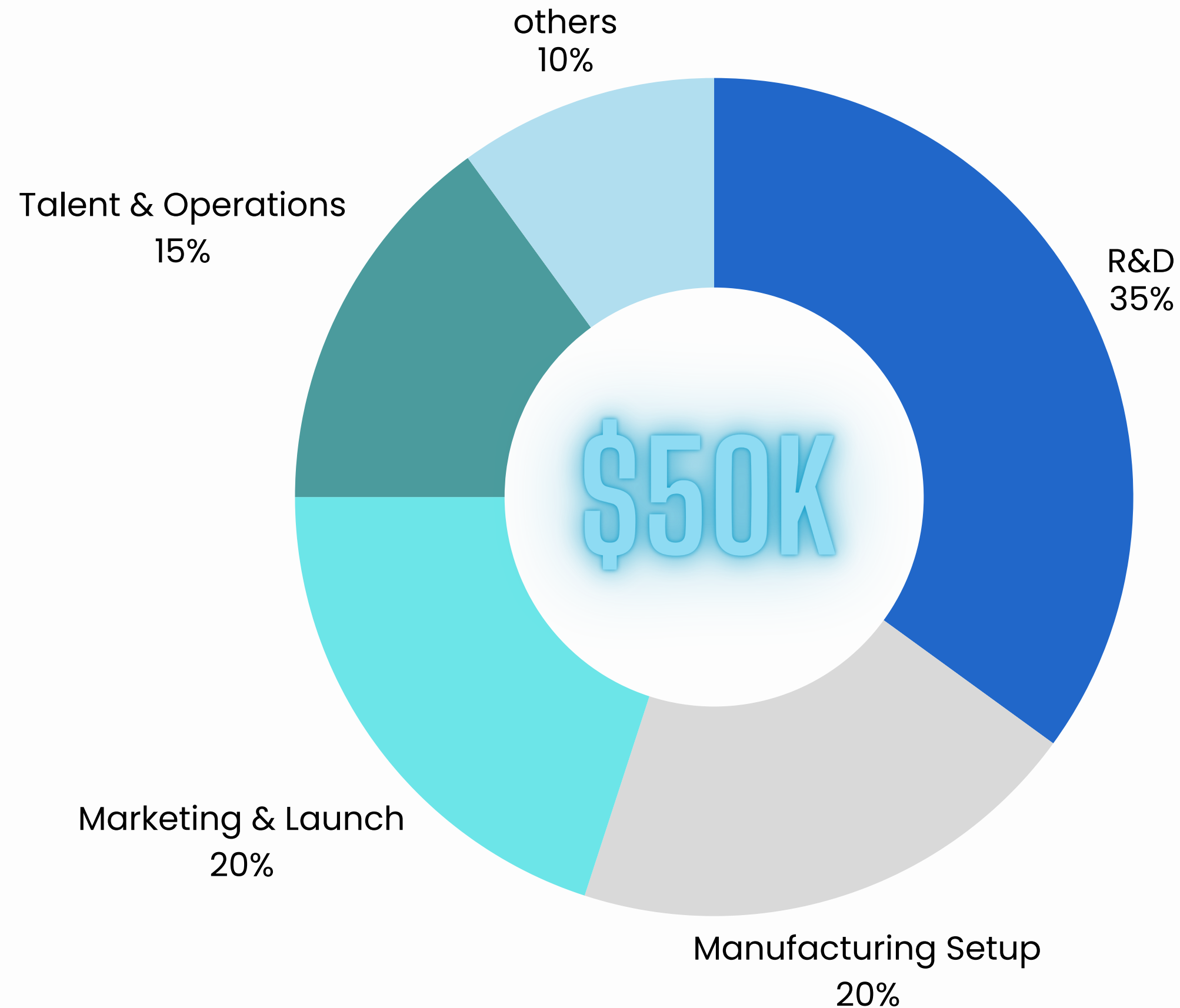
**HUMAN LIVES ARE NOT SUBJECT TO PRICE.**



# HOW IT WORKS ?!



# Funding Allocation



## GOALS



• 85%

Reduction in drowning incidents in pilot regions



• \$3M/yr

Average savings in search & rescue costs per region



• 1M+

Lives protected with smart safety alerts

**WE CAN SAVE MORE THAN 1,800,000 LIVES.**