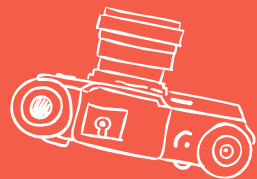


UP² DATE HOTLINES



MILESTONE 1: LAUNCH YOUR STARTUP

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READ THE NOTES SECTION TO UNDERSTAND HOW THE INFO FLOWS INTO YOUR PITCH DECK

- The problem statement is well-defined - crisp and succinct
- The primary (customer interactions) or secondary (desktop research) data supports the problem definition
- The venture has identified and defined its niche customer persona
- The persona captures the customer profile & behaviours - demographic, geographic, psychographic, buying behaviours etc.
- The venture can identify how the customer solves the problem today and the gaps in the existing alternatives
- The venture has an estimate of market size (TAM, SAM and SOM)
- There is a clear description of the solution that is being proposed
- The venture has identified the customer needs, pains and gains (Well made Value Proposition Canvas)
- The value proposition demonstrates how it is better than existing alternatives
- The venture has identified a market segment and the niche therein
- The team has introduced themselves and have defined roles
- The team has explained or show all necessary evidence of why they are the best team to solve this problem
- The venture has a well-balanced co-founding team and share complementary skill sets



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Introduction and Team Composition



SELUDO,
JOMEL



GAMMAD,
KENNETH
CHRISTIAN



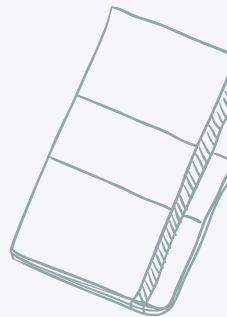
CARIÑO,
RUSTOM



PALCONAN,
MARK RON



LORENO,
ERIC



Team member names	Strength and Abilities	Role/Position
Rustom Carino	Optimistic, self aware and good listener	Chief Executive Officer (CEO)
Kenneth Christian V. Gammad	Money wise, Detail-oriented, Well organized	Chief Financial Officer (CFO)
Eric Loreno	Strong work ethic, Team-oriented, Flexible	Chief Operating Officer (COO)
Marc Ron, Palconan	Disciplined, patient, good listener	Secretary
Jomel Seludo	Risk taker, passion, perseverance	Officer

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PROBLEM STATEMENT



PROBLEM STATEMENT

CONTEXT

When does the problem occur?

When the customer doesn't know what hotline is the best to call in their places. Example someone's burning house. The use of our application is to easily provide all the hotlines they need when facing a difficult situation.

PROBLEM

What is the root cause of the problem?

The emergency hotlines are either not updated or people do not know who/what to call during a calamity or an emergency. Sometimes, this results in casualties.

EMOTIONAL IMPACT

How does the customer feel?

Customers will feel comfortable because all the hotlines they need will appear in our product.

One of the main problems today is most of the time we don't know what the emergency hotlines are.

QUANTIFIABLE IMPACT

What is the measurable impact (include units)?

If the emergency hotline is not called immediately there will be a greater loss, it can be money, life or structures.

ALTERNATIVES

What do customers do now to fix the problem?

They usually just drive or commute when they need any medical needs, reporting a crime, or they just call the old hotlines they usually call in case of emergencies.

CUSTOMERS

Who has the problem most often?

People who don't have their saved contact on hotlines for emergencies.

ALTERNATIVE SHORTCOMINGS

What are the disadvantages of the alternatives?

It does take time when they drive or commute to the designated place so it is not a very efficient way to contact authorities when it comes to emergencies, or it could be that they're contacting an old hotline that they don't have connections with anymore that could lead to deaths of certain individuals that need help.

Customer Interviews And Surveys

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DETAILS OF THE SURVEY

How many customers did you interview?

31

How many of them agree this is a problem that needs to be solved?

31

How many of them said they can already solve this problem and don't need a new solution?

2

Customer Interviews And Surveys

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RESULT

<https://docs.google.com/forms/d/1jeXlVddExOFswbRkHwUAPyXUIJuHE7Y5zb6AFrponAg/edit?ts=63423d76>

PROBLEM DEFINITION

Clear and Succinct Problem Definition:

The updated emergency hotlines and information are not being introduced properly in the community. Our solution in this problem is making an mobile application that contains all emergency hotlines in Marikina City. This solution can lessen or totally prevent greater loss when a disaster or incident occur.

Saving emergency hotlines on our phone is very important. Based on our survey, 96.8% of our respondents agreed knowing the different hotlines are helpful. It is necessary when it comes to emergency such as accident, fire incident, etc., and it is also helpful if there is/are calamity/s happened like typhoon, earthquake, etc. Based on our survey, 58.6% of our respondents have emergency hotlines saved in their contacts. But 41.9% of them said that these hotlines are not up to date, 19.4% are not sure if they are updated. Based on our survey, 96.8% of our respondents agreed knowing the different hotlines are helpful.

MARKET SIZING

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Top-down approach

$$\text{TAM} = 456,059 * 0$$

$$\text{SAM} = 237,151 * 0$$

$$\text{SOM} = \text{Estimated } 13,991.97$$

$$59,288 * 4 * 59$$

(every 1000 downloads google playstore pay 4\$)

Bottom-up approach

$$\text{TAM} = \text{population of } 456,059$$

SAM = 237,151 or 52% are the population reach by our solution.


SOM = 25% or 59,288 who may interest in our application.


SOLUTION

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We offer a good  services and updated Hotlines to the customers.

The customers are addressing the problem by  complaining of slow respond or sometimes they cannot contact the department.

 Our solution offers customers the benefit of having all the emergency hotlines.

The details of our offering consist of different emergency hotline in every sector.


 Why this business will work in our market/region or country:


 Our business will work in the market because knowing emergency numbers are a must. This will be very helpful especially that we experience different calamities every year. Based on our searching in Google Play Store, there are only 4 application that exist in the Philippines that provide emergency hotlines.

SOLUTION

The details of our offering consist of:

× Updated
emergency
hotline/numbers

×  Statistic of how
many incident or
disaster occur in
specific location
in Marikina City

×  The outdated
emergency hotlines to
know if your saved
contacts of hotlines is
out to dated

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CUSTOMER PERSONA



Personality trait

Personality trait

Personality trait



Efren D. Asuncion

Age: 22 years old
Occupation: Brgy. Rescue Volunteer
Location: Marikina City

Personality

- Hard working
- Self - discipline
- Helpful
- kind

Goals:

- To Help the community when disaster occurs.
- To be more informed about the other emergency hotline.

Frustrations

- Lack of emergency hotline he recognizes in his area.

Motivations

- Helping the community in becoming better
- Help to address the real needs of the community

Bio

Efren D. Asuncion, or also known as Ef, is a working student from Marikina City. He works for their barangay as a volunteer. He is known for being a hardworking and kind member of their community.

He joined as a barangay volunteer because of what he sees in the social media. He believes that serving as volunteer in their community will lessen the casualty cause if there is a calamity happens. He also attends different seminars about doing first aid.

VALUE PROPOSITION CANVAS

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Gain Creators: Providing emergency hotlines that will help when a disaster occur

Value proposition: An application with all emergency hotlines in different sectors in Marikina City.

Pain killers: To improve and fix the application so we can make a good and efficiency solution for every customer.

GAIN CREATORS
**PRODUCT/
SERVICE**
PAIN KILLERS

GAINS

JOBS

PAINS

I would **LOVE** it if: They would gain more knowledge about every hotline they need when a disaster occurs.

I would **WANT**: To have all emergency hotline on different sector in Marikina City.

I would **HATE** it if:

- Lack of hotline provided.
- Unresponsive emergency hotline.
- Wrong emergency hotlines in a specific sector.

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Thank you

MacBook Air

