WE WALK!

Bringing back the buddy system

Problem

10% of first year students in Canada have concerns with their safety on campus

For larger universities, this number reaches **20%**

There has been a

66%

in sexual harassment

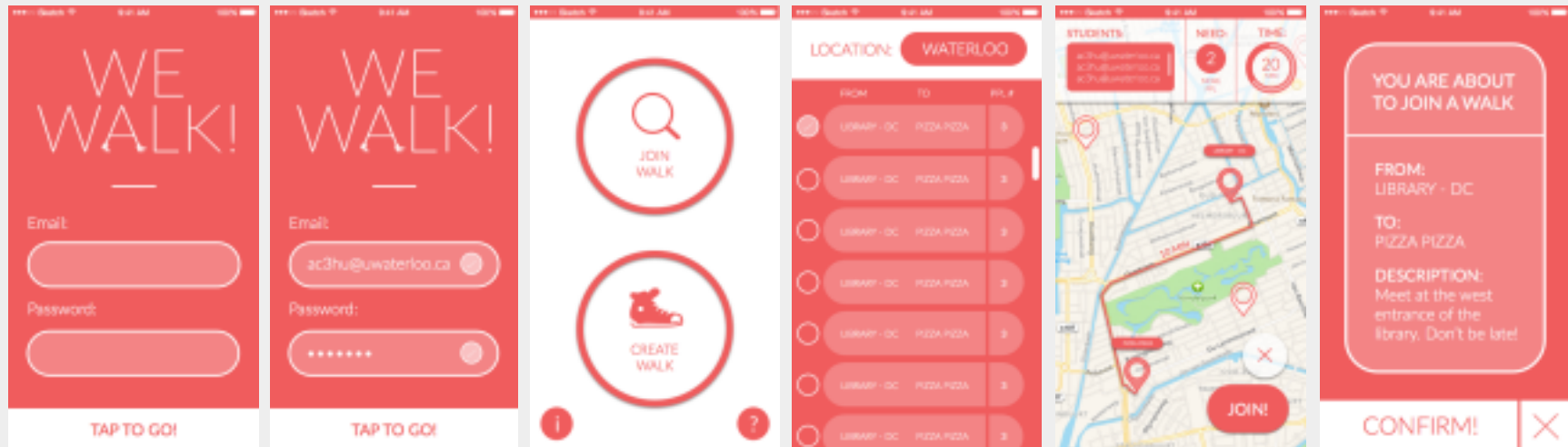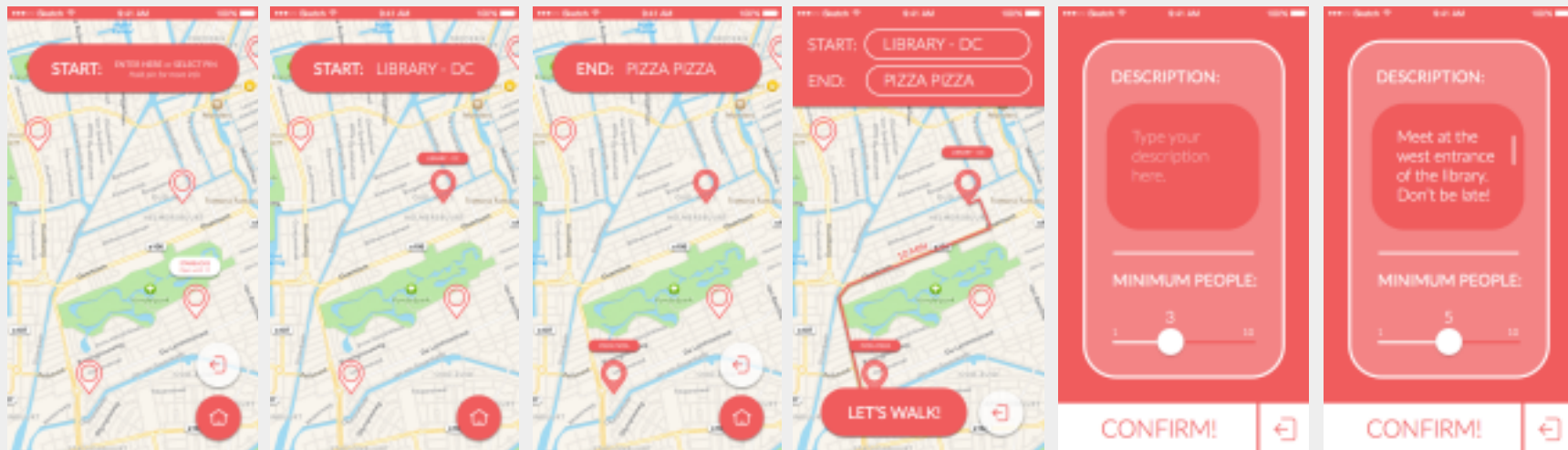In Canadian Universities

WITHIN 4 YEARS

Solution

A mobile app students can use to form temporary walking groups with other students.

WE
WALK!

PRODUCT

PRODUCT

Implementation: Technology/Software

Android

Android Studio IDE:
- Java
- Firebase database

Google Maps Android API:
- Allows for map integration
- Customization (i.e. adding markers)

Costs:
- Software Developers
- Google Maps Premium Plan

iOS

XCode IDE:
- Swift/Objective C
- Firebase database

Google Maps iOS API:
- Allows for map integration
- Customization (i.e. adding markers)

Costs:
- Firebase: $5-49 USD per month

Development

1. Business Plan

2. Application Development

3. Testing

4. Iterations

5. Launch, Monitor & Evaluate

6. Expand

Competition

Affordable

WE WALK !

Proactive

Reactive

Expensive

Competitive Advantage

EASE OF USE

1st TO MARKET

AFFORDABLE

PROACTIVE

Revenue Model

- Software as a service to universities
- Students pay for the service through academic fees

Cost Structure

Startup Costs:
    Hardware
    Software
    Packages
    Database
Software has 90% gross margin

1.7 Million Students

98 Universities

Evolution

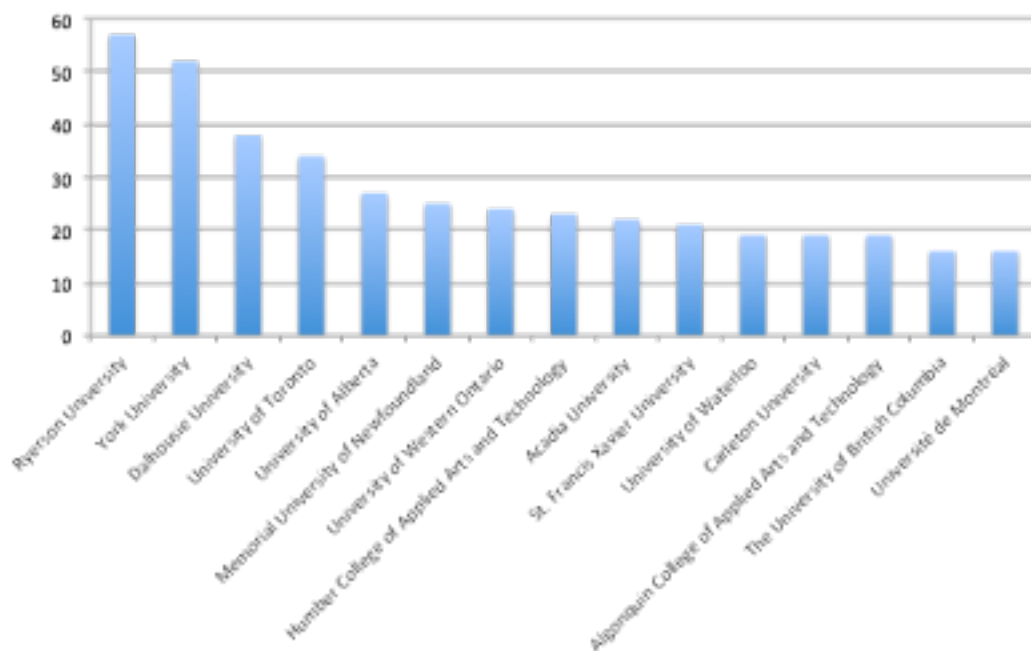

1. Canada   2. Commercial   3. USA   4. GLOBAL

WE WALK !

Bringing back the buddy system

Appendix

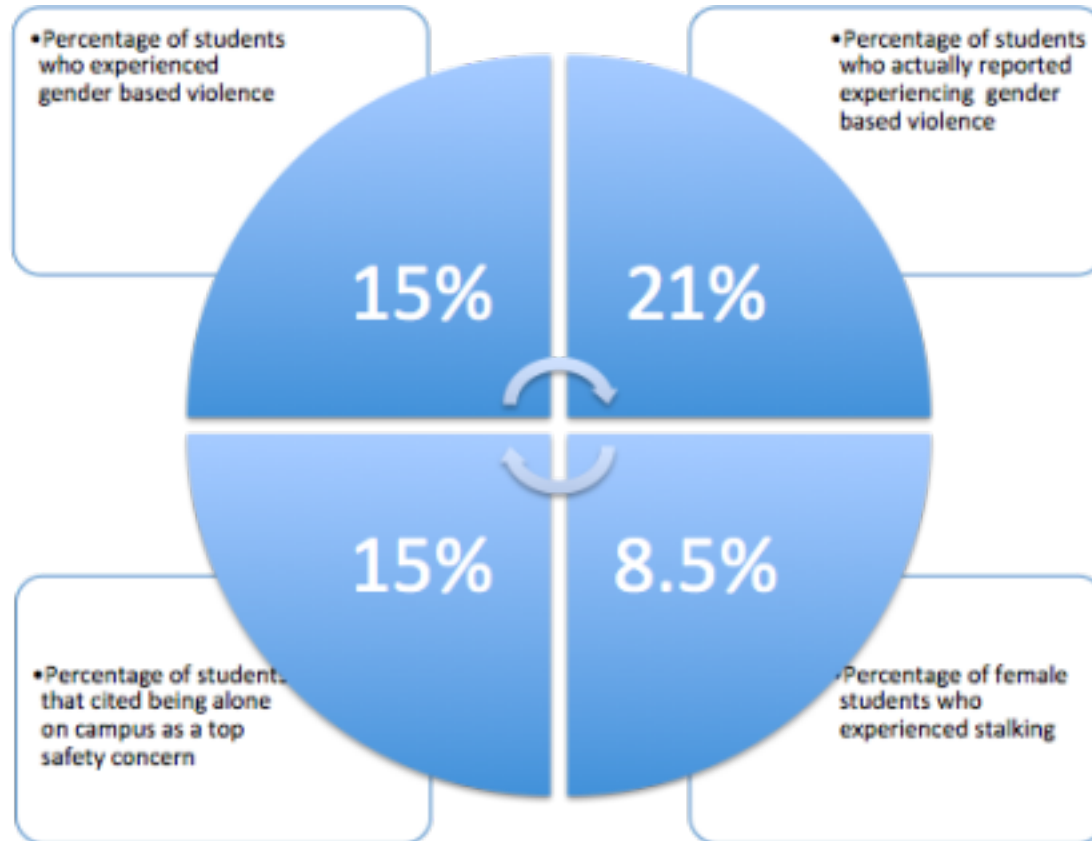Number of Sexual Assaults in Canadian Universities between 2009 and 2013 (According to a study by CBC)

Satisfaction with personal safety on campus Q21C

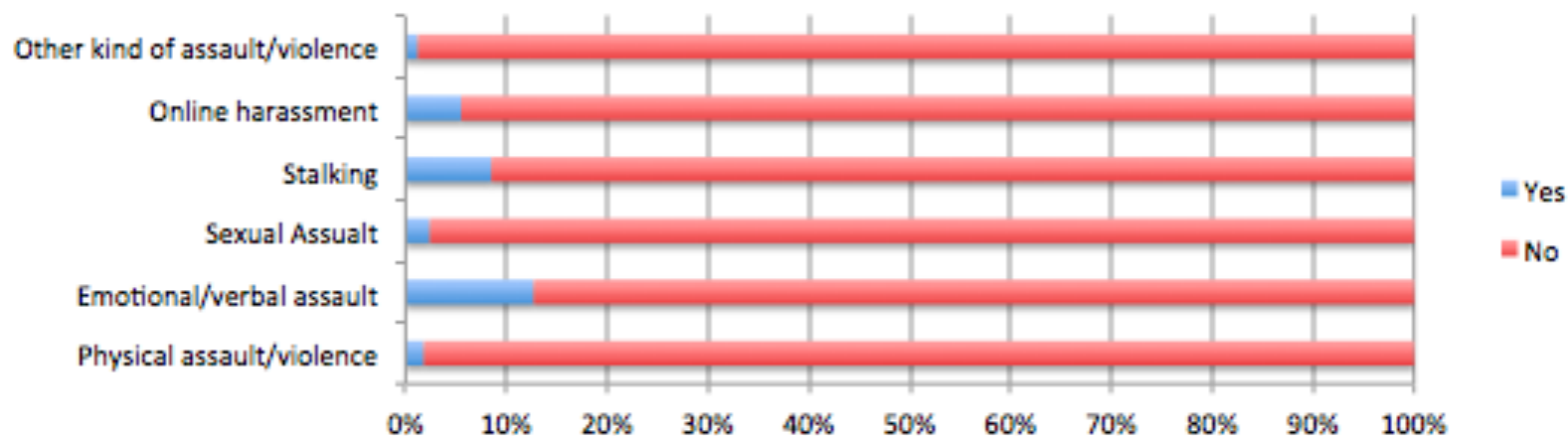| `	All students (n=15218)	Group		
		1 (n=5027)	2 (n=6873)	3 (n=3318)
Very Satisfied	58%	70%	59%	50%
Somewhat Satisfied	27%	22%	31%	26%
Somewhat dissatisfied	5%	2%	4%	7%
Very dissatisfied	5%	1%	2%	11%

*Taken from the Canadian University Survey Consortium

Violence Against Women on the UTM Campus

- Percentage of students who experienced gender based violence

15%

- Percentage of students who actually reported experiencing gender based violence

21%

- Percentage of students that cited being alone on campus as a top safety concern

15%

- Percentage of female students who experienced stalking

8.5%

Female Students' Experiences of Harassent on the UTM Campus

Legend: Yes (blue), No (red)

Categories (top to bottom):
- Other kind of assault/violence
- Online harassment
- Stalking
- Sexual Assualt
- Emotional/verbal assault
- Physical assault/violence

X-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

Top Three Safety Concerns Cited by UTM Students
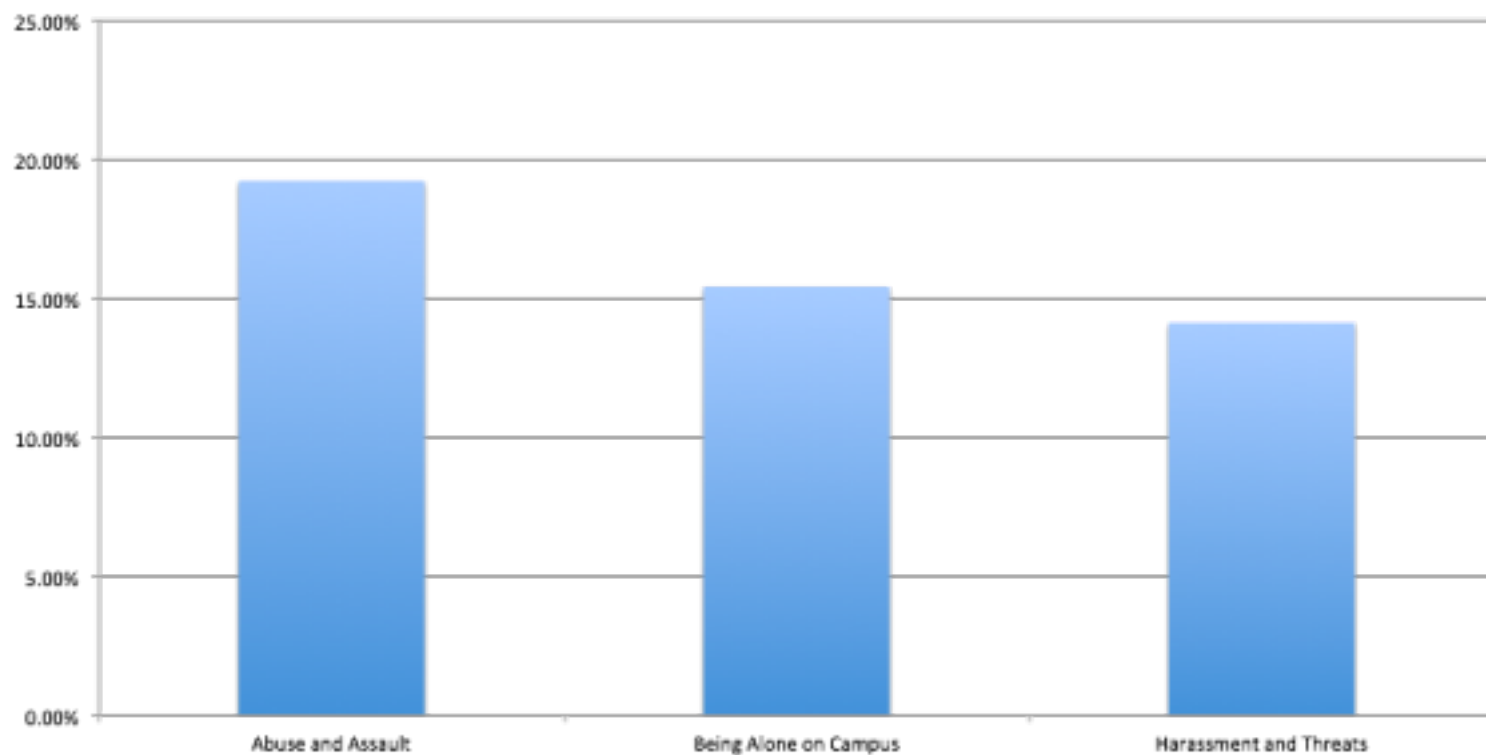
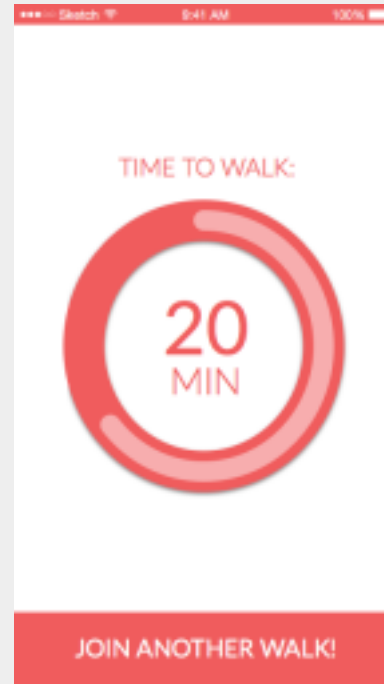# Number of American Students

20.2 Million Enrolled for Fall 2015

5,300 Institutions

2500 violent crimes

85 000 property crimes

Appendix - Additional Screens

Problem

Safety of students walking home at late hours is a concern for students, parents and schools.

Current safety measures are **reactive**, instead of proactive.

No millennial-friendly way exists to keep students safe.

Value Proposition

WE WALK !

A mobile application that offers post-secondary student the ability form walking groups with other students to comfortably/safely get from point A to B

The Team