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Proposed Name of Project: SaveMe

1. Brief Description of proposed product/service.

To create an application that is aimed towards providing any group of people, from a family to a group of friends, the ability to chat with each other in an environment that facilitates personal safety and well being. Features such as find my friend, emergency messages, and arrival/departure notifications will allow for anyone in the chat to make sure anyone else is safe and sound.

2. Why should our company do it now? How does it align with our strategy? What is the perceived impact if we don't do it now?

With new applications rapidly saturating the market, the sooner we are able to get our foot in the door with a safety application the more recognizable our brand will be down the line. This opens up the opportunity for expanded hardware devices which have unlimited uses as the internet of things expands.

3. Possible markets or users (including any specific customers this is meant to address) and their potential. Rough business case info can be included here, e.g. assumptions on size of market, pricing, margins, etc.

With more and more children having access to electronic devices and learning the abilities necessary to start to cause trouble, it is vital that we implement sufficient safety measures. For this reason the market is already being with applications that allow parents to restrict their child's phone. Through expanding the usability to support not only young children, but older also older audiences, we can provide an efficient middle ground between something people want to use, and the features that will keep them safe. The market includes any family with children or any group of friends that wants to be able to keep track of each other in case of an emergency.

4. Technology: What's involved? What technology risks?

The primary language used will be Java in order to create the back-end of an Android application that will be the primary target goal for the project. Additionally, a database will likely need to be used to manage user accounts and relationships between users to determine the appropriate people to contact in the case of an emergency. Additionally, we plan to try to integrate this with IoT by creating an Alexa skill (for the Amazon Echo) or the equivalent for a Google Home.

5. Questions and items for further research before a full project would be approved and funded:

What is the feeling of the market towards this kind of application? What could be done to encourage the use of this for kids? What kind of features would make this a must-have for parents? What could be added to make this a reasonable application for older friend groups?

6. Should this project's schedule be accelerated? Why? (e.g. to meet a market window, to respond to or beat competition, to achieve a desired ROI, etc.)

Ideally this project would be making it to market before Summer of 2017 due to the market being very volatile and rapidly expanding. The key will be beating a competing product to market.

7. Rough project parameters or assumptions, if known:

1. **Suggested timeframe for project:** 4 months (Completion in May 2017)

2. **Specialized resources that would be required (technical, management, etc.):**

Android Phone, Echo or Google Home

3. **Known dependencies with other projects:** None