



## ***TRAIN SAFETY FOR WOMEN***

find safer routes and spots, communicate with each other  
and always be prepared for an emergency

# ***PITCH***



## Data reveals number of people sexually assaulted on trains in Surrey over past five years

Over the past five years, 72 cases of sexual assault have been recorded on trains and in stations across the county

<https://www.getsurrey.co.uk/news/surrey-news/data-reveals-number-people-sexually-21101706>

**During 2020 one person a week was raped by a man on British trains**

<https://transportgenderobservatory.eu/2021/08/02/during-2020-one-person-a-week-was-raped-by-a-man-on-british-trains/>

**“I’d rather take the car than deal with strangers on the train”**

Interview with our tester

## ‘Women are at risk’: Sex assaults hit 10-year high on trains

Sexual assaults reported by women on Scotland’s railways have hit a decade high, prompting calls for urgent action.

<https://www.pressandjournal.co.uk/fp/politics/scottish-politics/4281728/women-trains-sex-assaults/>

**> ASSAULT IN TRAINS IS OBVIOUSLY STILL A BIG PROBLEM!**

# ***VALUE PROPOSITION***

Feminist theory suggests that all forms of violence are interrelated. Their approach argues that **global security is related to local issues**, so the success of comprehensive security depends on the action of women and men at all levels of society.

We provide an App, which mainly young and vulnerable women can use to plan safer routes when traveling with public transportation. Our app is especially made for young women who **depend on the service of public transport** to make them feel safer especially at night.

# ***OUR VISION***

Our vision is a life, where women do not have to be afraid of going outside to live their lives. They should be able to do whatever they want without being scared and worried for themselves and their female loved ones.

DB FOR WOMEN is the first small step in Germany to approach that goal.  
**Everyone deserves to be safe** and we believe and fight for this statement.

# ***MARKET***

young women who **DEPEND ON PUBLIC TRANSPORT**

young women who **FEEL VULNERABLE AT NIGHT** and **WANT TO FEEL SAFER**

young women with **LESS EXPERIENCE**

# ***RESEARCH***

**MENTAL HEALTH ISSUES**

**FEAR OF SEXUAL HARASSMENT**

**INEQUALITY**

**STRESS**

**NO OTHER OPTIONS**

**CAT CALLING**





# ***DB for Women***

**TRAINSHARING**

**EMERGENCY CALL**

**REPORT ASSAULT**

**SAFE SPOTS**

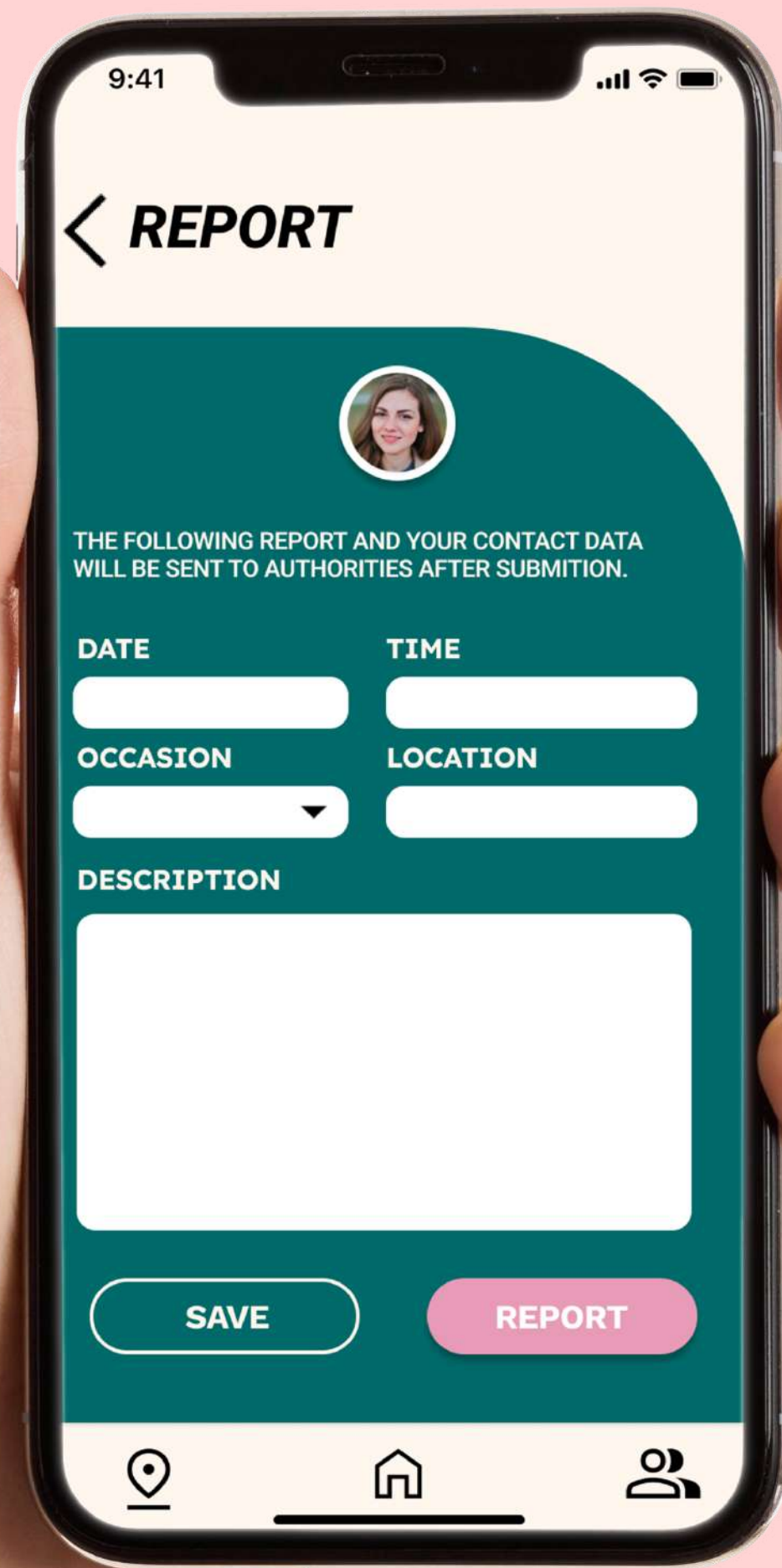
**CALENDAR**

**AUDIO RECORDING**





# EMERGENCY SET UP



9:41

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EMERGENCY SET UP

THE FOLLOWING REPORT AND YOUR CONTACT DATA  
WILL BE SENT TO AUTHORITIES AFTER SUBMISSION.

DATE

TIME

OCCASION

LOCATION

DESCRIPTION

SAVE

REPORT

EMERGENCY CONTACT 1

Name

Phone Number

EMERGENCY CONTACT 2

Name

Phone Number

☐ WOULD YOU LIKE AUDIO RECORDINGS AUTOMATICALLY SENT  
TO AUTHORITIES 30 MINUTES AFTER RECORDING?

☐ WOULD YOU LIKE AUDIO RECORDINGS BE ACTIVATED BY  
SPECIFIC BUTTON COMBINATIONS?

☐ KEEP GPS LOCATION ON FOR MORE ACCURATE INFORMATION

SUBMIT

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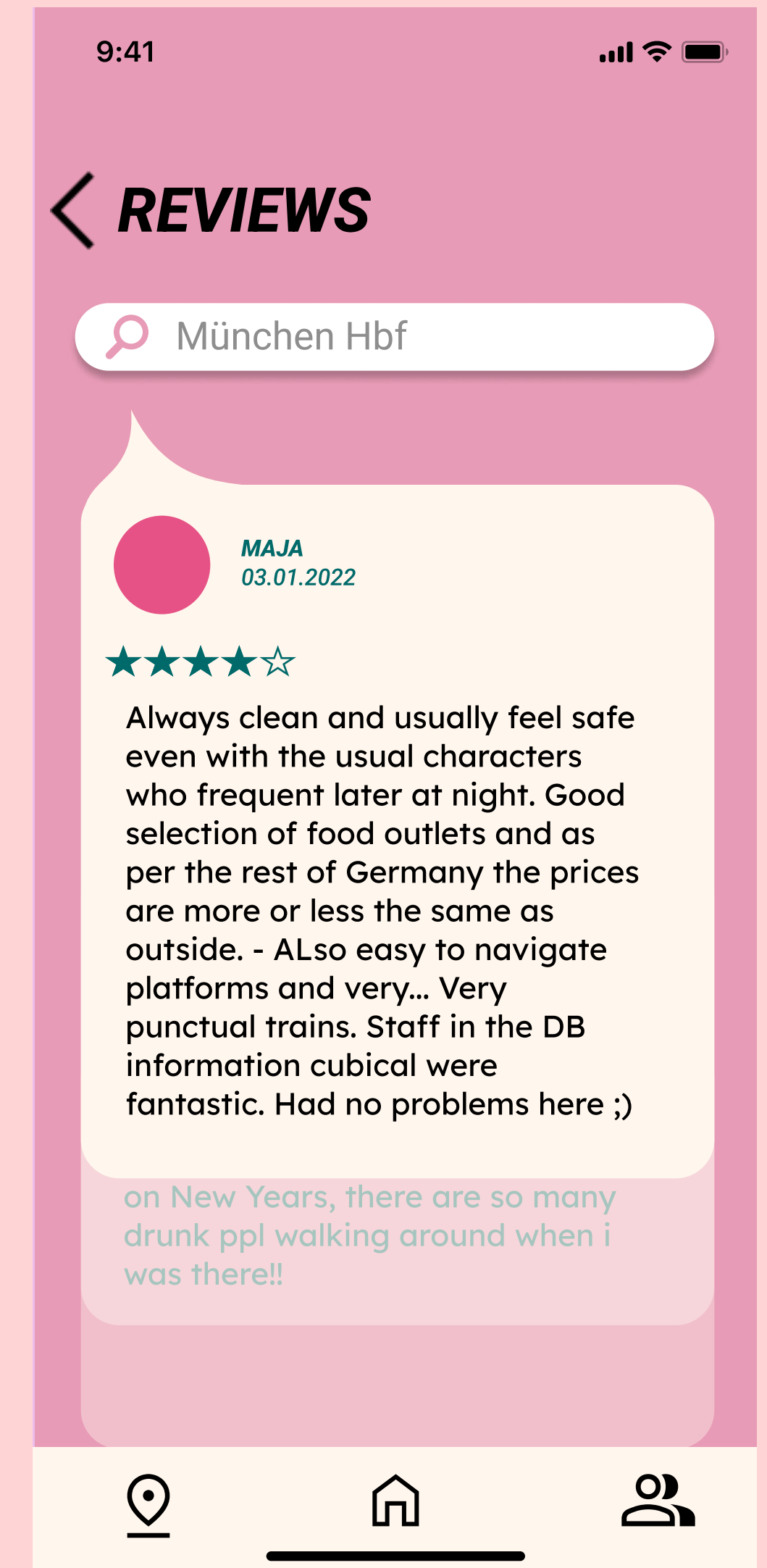
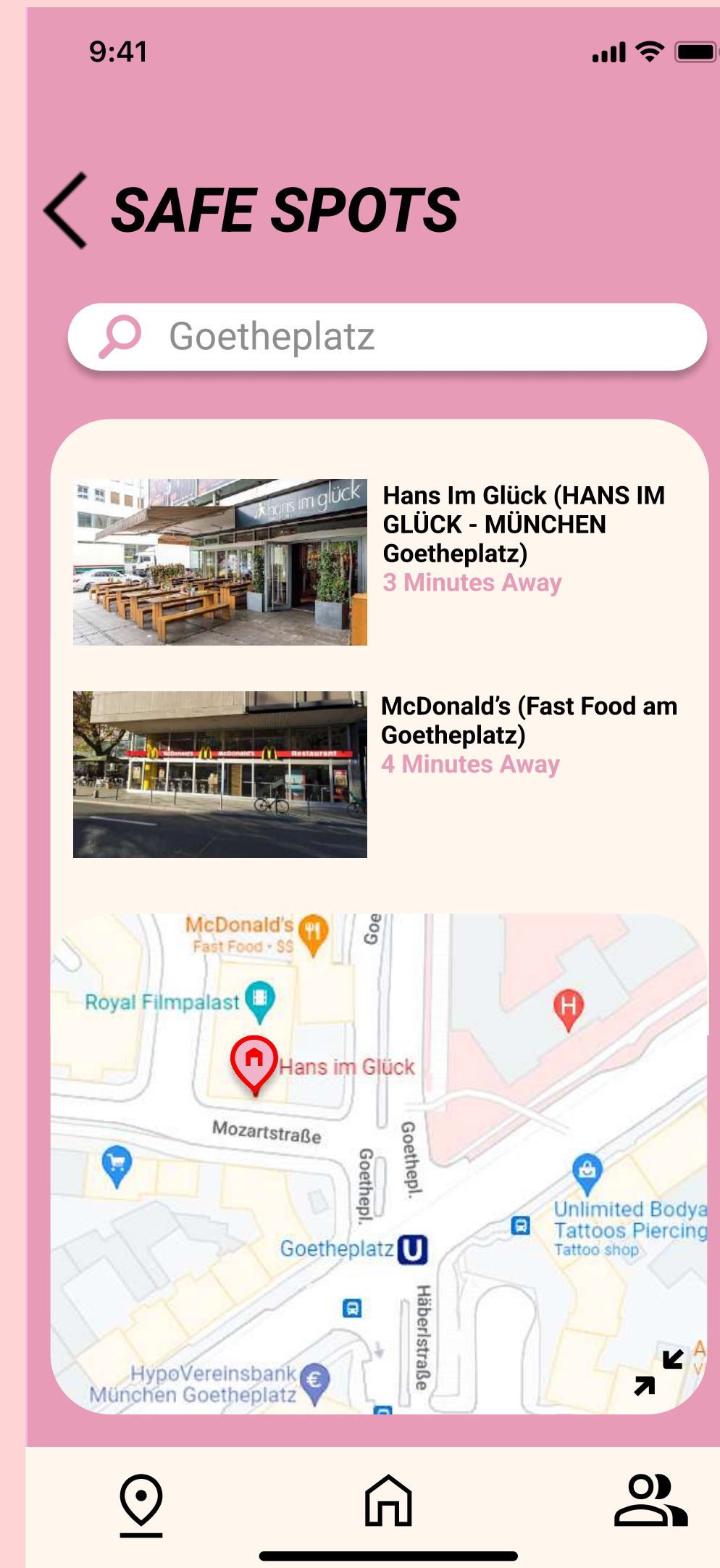
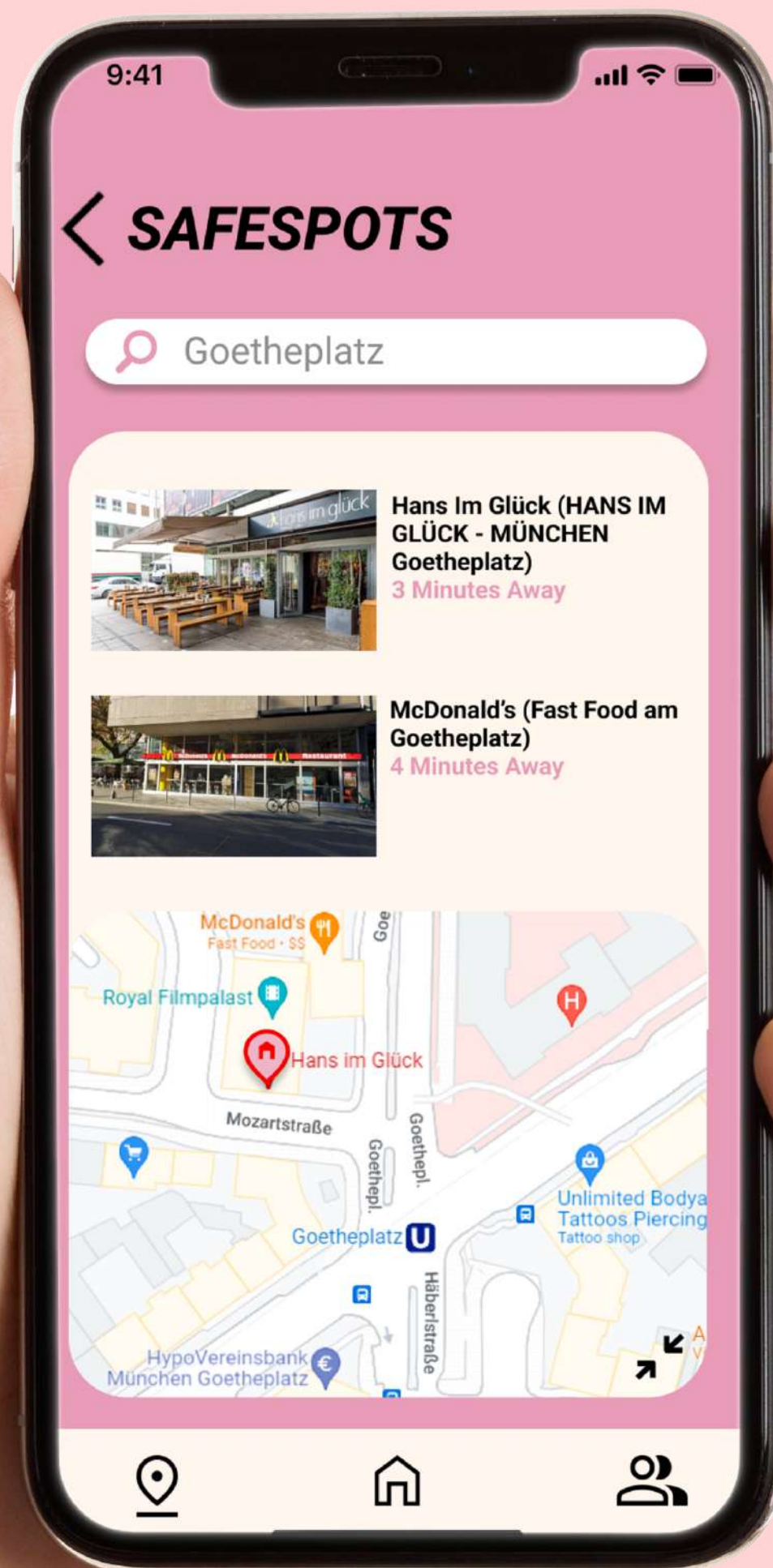
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SUBMIT



# SAFE SPOTS



# ***BUSINESS MODEL***

costs of developing and constant updating the app **THROUGH DB**

**FREE** registration/use/calls/car- and trainsharings

**NO** sponsorships/ads/collaborations



***THANK YOU FOR LISTENING***