

Panic Pulse

Stay guarded, stay protected.



Product Warriors:
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Cedrich Mandeya

The Problem Statement

The community of Pretoria North is faced with challenges related to high crime rates and violence, especially against vulnerable individuals.

This problem relates to GCGO which is Governance.

According to the latest crime statistics, Pretoria North police station recorded increases in the number of violence and crime. There had been a 4.6% rise in crime in the last 12 months up to March 31, 2015. The police are often ineffective or overwhelmed, as a result, are unable to help. This situation creates fear, insecurity, and distrust among the residents and affects their quality of life and well-being.



Persona 01

Sophie Maluleke

Age - 35

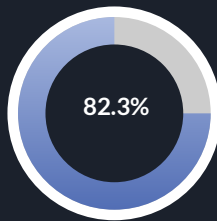
Work Position - Administrator

Profession - Full time employed

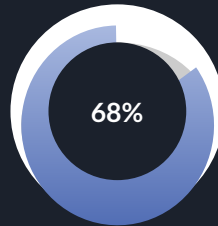
Annual Income - 27000 -30000

Educational History - Diploma

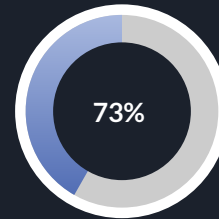
Access to Technology - Moderate



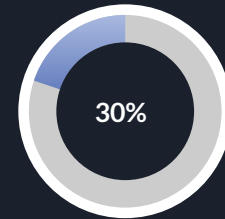
Rape



Hijacking



House-breaking



Kidnapping



Persona 02

Randy Marie

Age - 8

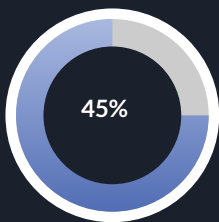
Work Position - Kindergartenaltimo

Profession - Not employed

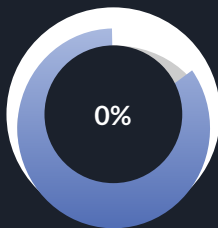
Annual Income - 0

Educational History - None

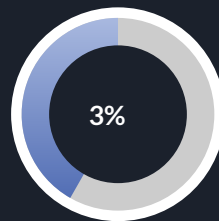
Access to Technology - High



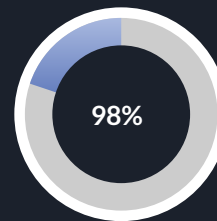
Rape



Hijacking



House-breaking



Kidnapping



Persona 03

Maggie Makwete

Age - 56

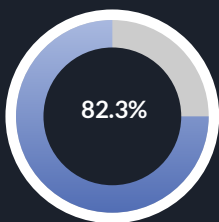
Work Position - Retired

Profession - Retired Teacher

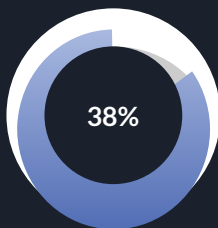
Annual Income - 50000- 60000

Educational History - FET Degree

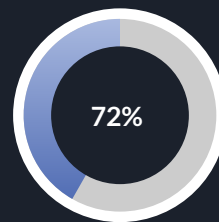
Access to Technology - Moderate



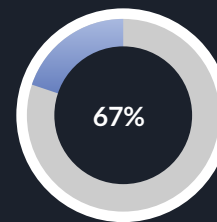
Rape



Hijacking



House-breaking



Kidnapping



Persona 04

Thabo Molefe

Age - 17

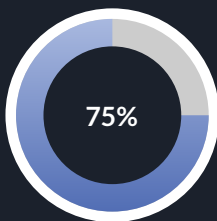
Work Position - Student

Profession - Student

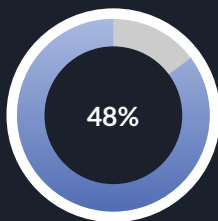
Annual Income - 0

Educational History - High school

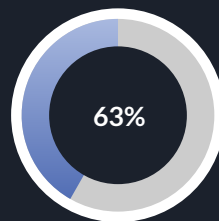
Access to Technology - Low



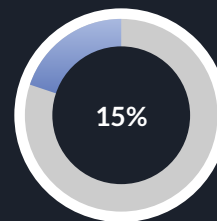
Kidnapping



Sexual Assault



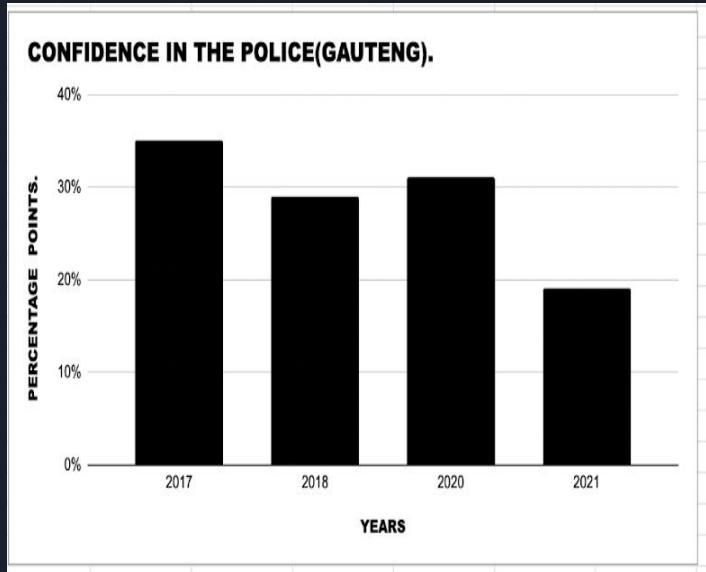
Robbery and
hijacking



Gang violence



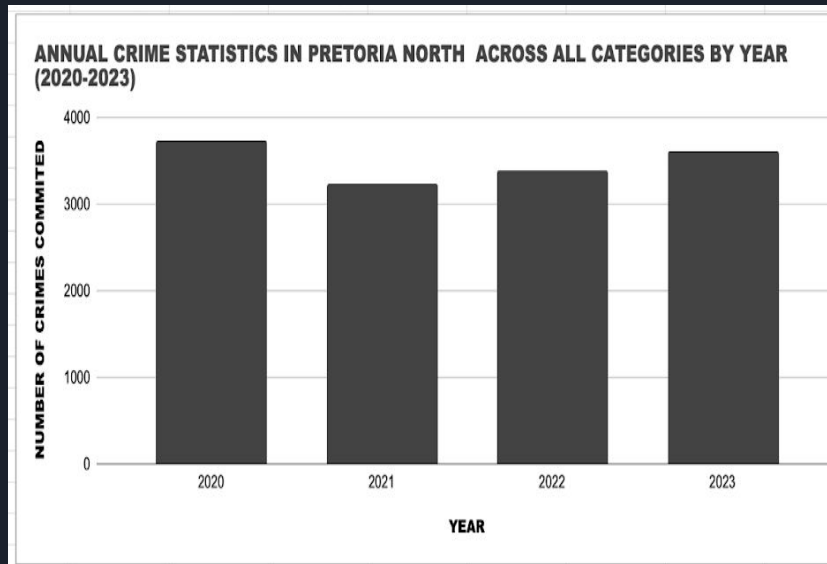
Understanding the problems (1/2)



Visualisation 1

Visualisation 1, shows the inconsistent confidence people have in our policing system, where there is a fluctuation between the years 2017 and 2021. In 2017 the confidence is higher, standing at 35%, and an outright decline in the following year which is 2018. We see improvement in the year 2020 and a staggering decline again in 2021.

Understanding the problems (2/2)



Visualisation 2

Visualisation 2 shows crime stats that have also fluctuated in the years and keeping at an all-time high in the years 2020 and 2023, having the lowest in 2021 while gradual increment happened in 2022

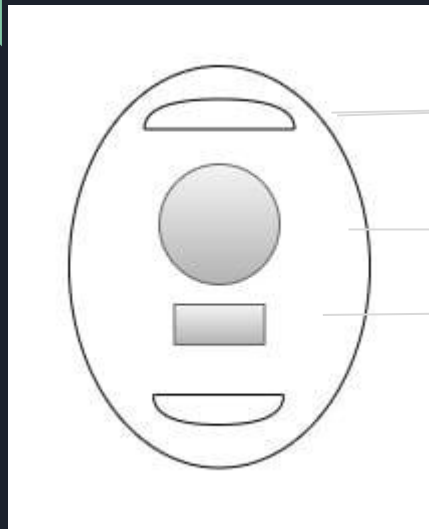
Solution: Panic pulse



Panic pulse is a wearable device that can be worn in many configurations. It is all about safety and security of users, it sends panic signals and real-time location in case of threat, for security intervention by security guards in the vicinity, family members and the police.

It provides accurate and reliable GPS, cellular and satellite network triangulation to provide precise location information and signals. The device is user-friendly and eco-friendly. It is versatility and customizable. We prioritize the privacy and security of user data by vetting all key personnel and uphold a contract highlighting confidentiality.

Panic Pulse



Hole for wristband or lanyard

Panic button

Cancel button

<https://youtu.be/cylbj3JgDz8>

Panic Pulse

Versatility and customizability





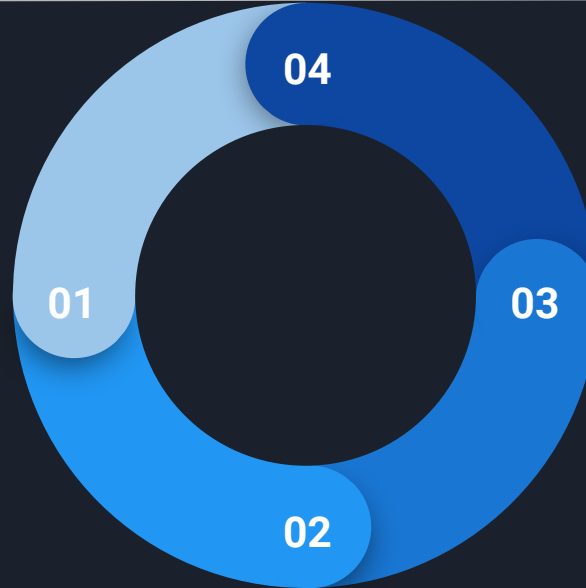
Needs and Pain points

1. **Fear and Worry:** People may feel scared, worried, or unsafe because of high levels of crime, personal experiences, or living in areas known for being dangerous.
2. **Lack of Trust:** Some individuals may not have confidence in the safety measures already in place, like the police or community security systems. This lack of trust can make them feel insecure and doubtful.
3. **Slow Emergency Response:** Users may get frustrated when emergency response times are slow or not sufficient, which can make a dangerous situation even worse.
4. **Limited Support Availability:** People in remote or underserved areas may struggle to find reliable support or assistance during emergencies, making it challenging to get the help they need when they need it.
5. **Concerns about Judgment:** Users might hesitate to seek help or use safety solutions due to worries about what others might think or say about them. Social stigma can discourage people from taking action to protect themselves.

Recommendations

The inclusion of
satellite network on
cellular

Expandability
regarding the
integration of
self-defence tools
such as a blade



Create an
integrated system
of other users (eg:
family members)

Prioritize the privacy
of users by properly
vetting people
receiving the data



Next Steps after obtaining funds

1. Refine your business plan
2. Build a team
3. Develop a prototype or minimum viable product (MVP)
4. Conduct market research
5. Establish partnerships
6. Execute your marketing and sales strategies
7. Focus on customer acquisition and retention
8. Monitor your finances
9. Seek additional funding if needed
10. Continuously innovate and adapt



Why Panic Pulse?

The problem of high crime rates and violence in Pretoria North (and other parts of South Africa) faced by vulnerable individuals requires added and integrated security measures to mitigate and Panic Pulse will serve to assure affected individuals that not all hope is lost, safety and security can literally be just a button press away.

Together, we can turn the tide. By embracing this device, we take control of our safety and send a powerful message to those who seek to harm us – we will not be silenced, we will not live in fear.