

## **[About RedDrop]:**

Mission Statement At RedDrop, our mission is to bridge the gap between those in need of urgent blood donations and the compassionate individuals who are willing to contribute. Our aim is to save lives by leveraging technology to create a seamless and efficient connection between potential blood donors and recipients. We are dedicated to promoting the culture of voluntary blood donation, fostering a sense of unity within communities, and ultimately making a positive impact on healthcare systems in India.

Through innovation, empathy, and collaboration, we strive to create a world where no life is lost due to a shortage of blood, where donors are appreciated for their selfless contributions, and where hope and solidarity flourish. RedDrop is a free-to-use mobile (iOS and Android) application. Users who register as blood donors will receive notifications when someone within a 5-mile radius requires blood, enabling them to donate at nearby clinics. Additionally, RedDrop incorporates an incentive program to encourage regular blood donations. Each successful donation earns the donor a star, and upon their first donation, they receive a wristband as a token of appreciation.

## **Objectives:**

1. Connect potential blood donors with individuals in urgent need of blood by leveraging location-based notifications.
2. Encourage regular blood donations by implementing an incentive program.
3. Promote awareness about blood donation and its importance among the Bangladeshi population.
4. Facilitate convenient and efficient blood donation processes by providing easily accessible information about nearby clinics.