



Problem

- Crime rate is ever growing.
- Threat to the safety of people travelling to an unfamiliar block of the city especially lone female commuters.
- Lot of mobile applications like Panic button available but people don't use it frequently.





The Solution



SafeWay is a reinvented
personal safety application
which suggests safe routes to
the user taking into
consideration the past
crimes which took place in
the vicinity of route.

**WE ARE CREATING
VALUE**

FOR

WOMEN

TOURISTS

ELDERLY

HOW ARE WE DIFFERENT?

OTHERS

Use crowd-sourcing data which is not reliable and often contributed by pranksters.

US

Use CCTNS data which is much accurate and reliable.

The image features a dark gray background with abstract yellow geometric shapes in the corners. In the top-left corner, there is a solid yellow triangle and a yellow line forming a downward-pointing chevron. In the bottom-right corner, there is a yellow line forming an upward-pointing chevron and a solid yellow triangle. The text "PRODUCT DEMO" is centered in a bold, yellow, sans-serif font.

PRODUCT DEMO

END

THANK YOU!