CliMit solution

Here is where your presentation begins

Introduction

- Briefly introduce your company and team
- Ideally include profile pictures

Problem Statement

First responders and EMTs find it difficult to efficiently preplan flood responses without a visual representation of the city/response area, especially when they are not familiar with it.

There are many distinct/independent flood preplanning and emergency response preparedness tools that exist (flood simulators, flood preplanning and hazard analysis tools). However, no major effort has really been put forth in synthesizing all of them and facilitating effective flood preplanning and response.

Solution

Creating a program/game that can simulate real life flooding situations that emergency personnel may face. This would help them better understand how to act and more efficiently save people in flooding situations.

Market Opportunity

The market size of our initial product will be small as we will only have a simulation and landscape (topographical) modeling for New Brunswick. Additionally, in the starting stages of our solution implementation, we'd only have a few main customer - the New Brunswick government. Later on, we can market the software to other governments as well (ideal consumer base).

Regarding the climate technology, our group plans to utilize modeling softwares such as ArcGIS CityEngine, game engines like Unreal Engine and Unity, and immersive and modern technology such as Virtual Reality.

Business Model

We would first look for partnerships with other companies that would help us raise money and create our idea. Assuming that our idea gains popularity we would then sell the game to emergency training facilities.

Crowdfunding would also be another way to try and get our idea started.

Market Validation

Provide evidence of market interest or validation.

Matthew Smith - Chief of the Bound Brook Fire Department:

- Having a 3D simulation of the city in general can help first responders better understand what a potential flood scene would look like and determine areas with flood risk.
- It could help in training and making simulations more
- It would also assist in incident management, designation of flood hazards around the city, and flood response preplanning

Competition - not done

Analyze competitors and emphasize your unique selling points.

- Reference your case studies and background research here as well

Find existing solutions for city simulators and flood simulations

Unique selling points:

- Free in the beginning (hopefully cheaper than other solutions later on)
- Customized to New Brunswick
- Has an actual flood simulation
- Allows users to mark hazard/high-risk areas, preplan for floods

Go-to-Market Strategy

- Social media promotions
- University, corporate, and government partnerships
- Provide prototype/beta versions to EMS training locations, which would both promote our idea as well as test our program

Timeline

- Showcase the progress of your team over the semester
  - September 2023
    - Initial research into climate tech climate problems that New Brunswick faces
  - October & November 2023
    - Looked into potential solutions (community awareness, mental health app, navigation app, water and flood monitoring app)
  - December 2023
    - Came up with the flood simulation idea for New Brunswick

Potential plans for the future

- Potential plans for the future (if any)
  - Computer game (our game becomes really popular: we give players real challenges to find and save someone that's in danger during floods)
  - Integration with navigation, partner with Google Maps to use their 3D models to improve our tech and also let Google Maps integrate our tech into theirs
  - VR integration/Metaverse
  - Expand simulation/game to more people like regular citizens
  - Have multiple users use the simulation at a single time
  - Government officials can think of potential solutions to better respond to floods and test their ideas with AI giving possible outcomes using the simulation

Closing Slide

- Thank you
- Contact information