

PROBLEMS



- **Street insecurity**
- **“Insecure staircase”**
- **Lack of Accountability for places in the face of incidents**

EXISTING SOLUTIONS

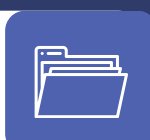
- **None**
- **Warning everyone ?**
- **Whistleblowing on Facebook ...**

SOLUTION



- **Informing about consent, giving access to hotlines, vetting places, and bringing you you’re AEGIS Captain**

KEY METRICS



UNIQUE VALUE PROPOSITION



- **Reclaiming spaces, one Shield at a time**

HIGH LEVEL CONCEPT

AEGIS is:

- **Wikipedia of informed consent**
- **Uber of friends bringing you home**
- **TripAdvisor of safety**

UNFAIR ADVANTAGES



CUSTOMER SEGMENTS

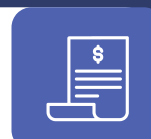


- **Young (15 - 40)**
- **Active in their community**
- **Involved**

CHANNELS



COST STRUCTURE



REVENUE STREAM



DESIGNED FOR :

AEGIS

DESIGNED BY :

AEGIS TEAM

DATE : **1/15/24**

VERSION : **1.0**