Fig. 1. Lean Canvas. Based on [1]

Problem

#Families, #Singles, #Elderly may need to seek help in a disaster situation can be life or death and you need the quickest route to your destination that is safe and free of obstacles.

#Interstate and Foreign Students, #Recent Migrants, #Tourists are new to an area might not be familiar potential choke-points and dangers nearby in an emergency.

#Emergency Services face challenges communicating (both receiving and publishing) real time updates of street-scale hazards during life threatening events.

Existing Alternatives

News reports
Social media
Phone calls
Police and SES patrols
Department Websites

Solution

An application that allows managed, crowd-sourced and verified-source reporting, recording and mapping of life-threatening hazards in real-time.

Hazard or obstacle information is disseminated to both Emergency Services and the public in a collaborative away that allows for both response and avoidance.

Key Metrics

Acquisition
Engagement
Reachability
Retention

Unique Value Proposition

DisasterMap is designed by a team drawing on lived experience of extreme and dangerous situations. This app can show real-time threats, obstacles and hazards to keep communities safer at critical times.

Google maps-like Navigation, with Reddit-like user engagement, and Threads like update.

Unfair Advantage

Buy in from emergency services and governments will make it harder for similar products to compete once reputation and contracts are established.

Channels

Word of mouth
Official government conventional and social media advertising
Viral sharing
Advertising on travel sites and visa provider pages.

Customer Segments

#Families
#Singles
#Elderly
#Interstate and Foreign Students
#Recent Migrants
#Tourists
#Emergency Services

Early Adopters

#Emergency Services
#Tourists
#Tech-Savvy Students

Cost Structure

Concept and Design
Code Development and Delivery
Regulation and Compliance Costs
Cloud Database
Ongoing Maintenance and Updates

Revenue Streams

Government Contract
In App Advertising
Possibility of tiers – free tier with ads and paid tier without ads

PRODUCT   MARKET