

<b>Problem</b> #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.	<b>Solution</b> 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.	<b>Unique Value Proposition</b> 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.	<b>Unfair Advantage</b> Buy in from emergency services and governments will make it harder for similar products to compete once reputation and contracts are established.	<b>Customer Segments</b> #Families #Singles #Elderly #Interstate and Foreign Students #Recent Migrants #Tourists #Emergency Services  <b>Early Adopters</b> #Emergency Services #Tourists #Tech-Savvy Students
	<b>Key Metrics</b> Count Downloads Count Logins Count Events Reported Count Locations Searched Avg. Time Spent on App In-App Activity Tacking		<b>Channels</b> Word of mouth Official government conventional and social media advertising Viral sharing Advertising on travel sites and visa provider pages.	
	<b>Cost Structure</b> Concept and Design Code Development and Delivery Regulation and Compliance Costs Cloud Database Ongoing Maintenance and Updates		<b>Revenue Streams</b> Government Contract In App Advertising	
<b>Existing Alternatives</b> News reports Social media Phone calls Police and SES patrols Department Websites				