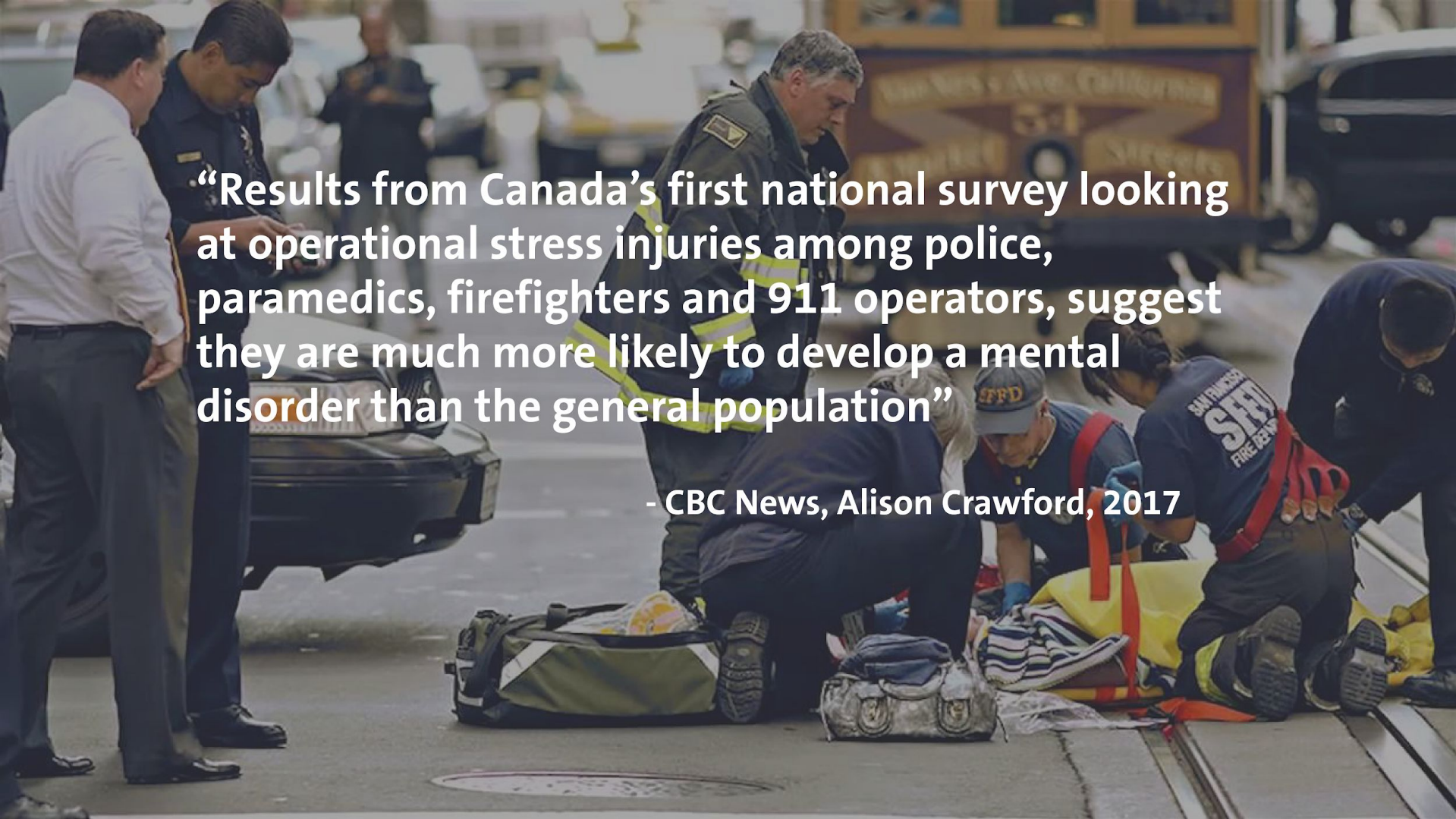
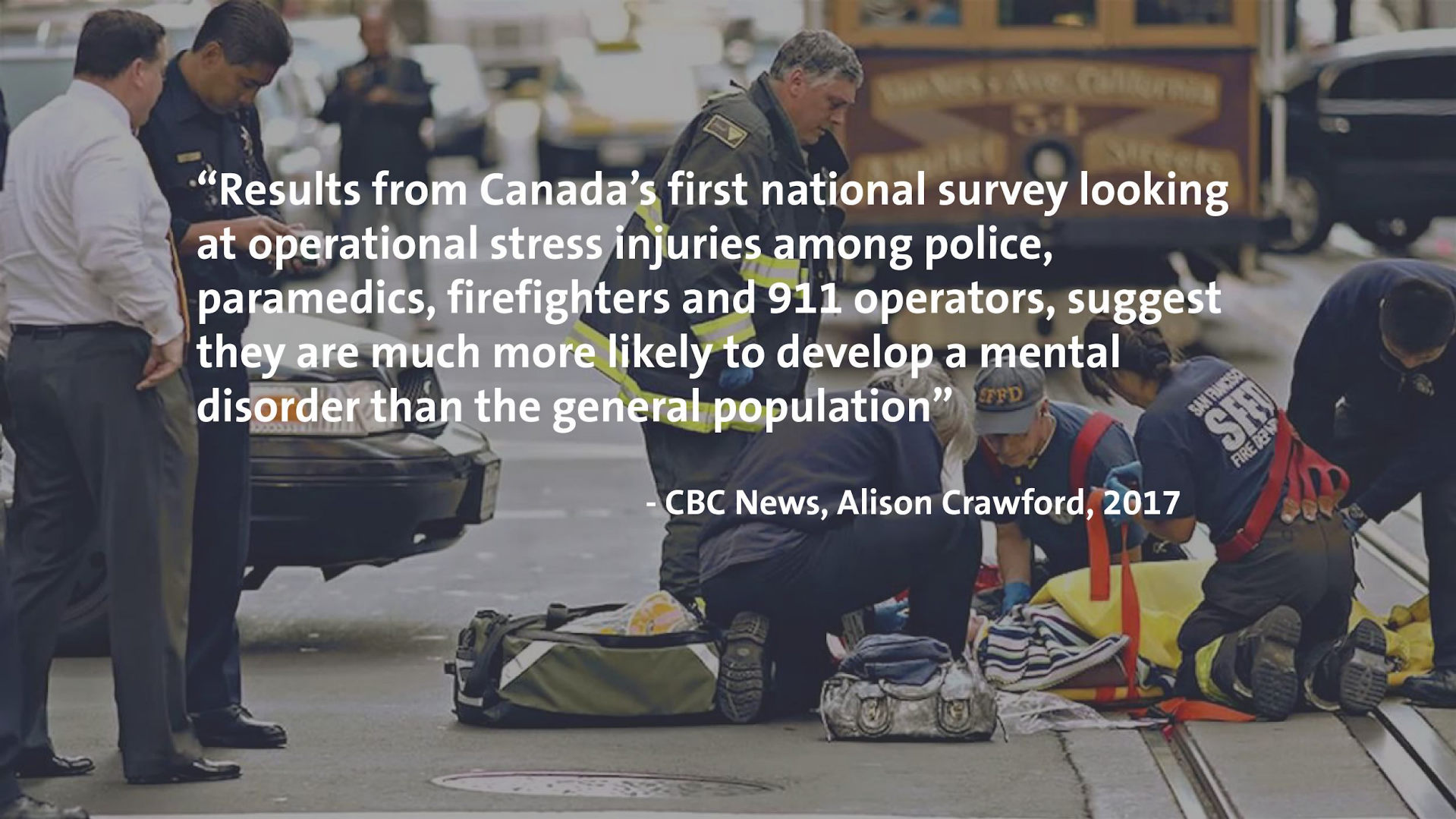


Front—line



“Results from Canada’s first national survey looking at operational stress injuries among police, paramedics, firefighters and 911 operators, suggest they are much more likely to develop a mental disorder than the general population”

- CBC News, Alison Crawford, 2017

A photograph of emergency responders at a scene, with a quote overlaid. The scene shows several people, including police officers and firefighters, attending to a person on the ground. A fire truck is visible in the background. The quote is: "Results from Canada's first national survey looking at operational stress injuries among police, paramedics, firefighters and 911 operators, suggest they are much more likely to develop a mental disorder than the general population". The source is cited as: - CBC News, Alison Crawford, 2017.

“Results from Canada’s first national survey looking at operational stress injuries among police, paramedics, firefighters and 911 operators, suggest they are much more likely to develop a mental disorder than the general population”

- CBC News, Alison Crawford, 2017

The Problem

First responders and veterans are the first on scene to provide help and risk their lives for others, but this also means they are the first to witness tragic and often horrific events. The mental stress incurred with this line of work leads to a drastically heightened levels of mental health issues.

So the question is: **How do we support those in need?**

Target Market



Individuals who are one degree from those vulnerable to PTSD



The Close Friend

David S, 26

Visits with veteran every few weeks, either over drinks and dinner with mutual friends or together for a run or exercise.

Occasionally, David notices a change in the veterans mood and motivation. He acknowledges that veteran occasionally seems irritable, pessimistic, loss of appetite. He is worried that veteran might be having suicidal thoughts.

"Today she didn't really seem with us. I don't know if it's my place but I think something might be bothering her."



The Family Member

Sarah L, 32

Daughter of the veteran. Visits the veteran on weekends and holidays, and occasionally holidays with the veteran. Previously has lived with veteran for many years.

Often, Sarah notices negative and paranoid emotions from the veteran. She has been with the veteran during the recollection of a traumatic event, and the experience the emotional turbulence that follows.

"I worry about him a lot. I know something is wrong, but I'm not really sure how I could help. I worry about him a lot."



The Veteran

John P, 38

Served for the Canadian military between 2004 - 2008. Toured Iraq twice during this time. Has returned to Canada and started a family, but something has never felt right.

John doesn't like to share too much with his friends and family, but he often awakens from night-terrors. Every day he feels uneasy, guilty, and fearful when he thinks about his service, so he tries his best to block out any emotions.

"I don't really know how to describe it. People call me a hero but some days I can't even get out of bed. I feel like a robot"

Veteran Examples

The Solution

Front-line



Interactive chatbot for personalized and localized support



Natural Language Processing



Facebook integration



Google Cloud Platform hosting

Positioning

- Counselling and chat services
- Online forums
- Peer support

Front Line empowers individuals to identify the signs of PTSD, and provides those suffering from PTSD the support system needed to heal.

Objectives

- Educate and empower the community to help others
- Create localized social impact

Front—line

It takes a community to heal.