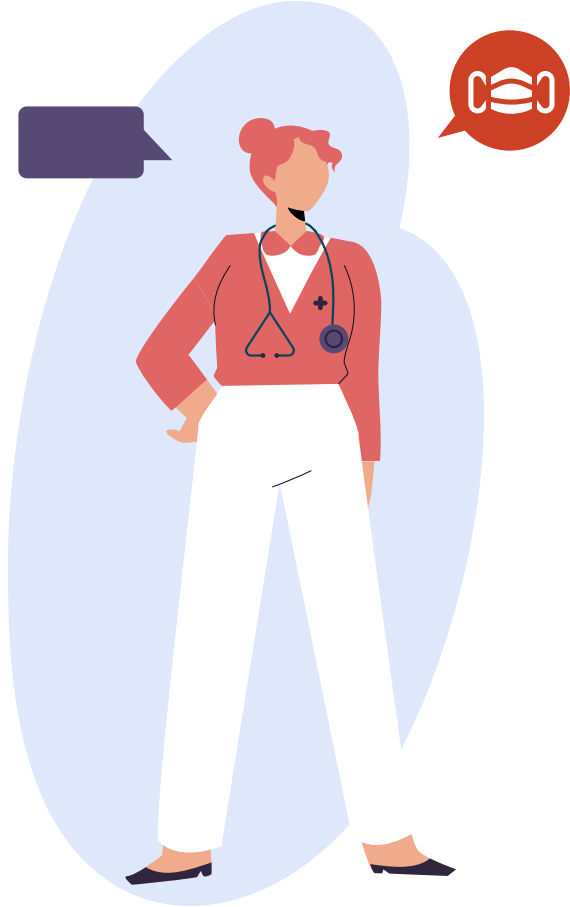# SOS AI

MARKETING DECK

Presented by Alawad and Anand

BY TEAM 14

INTRODUCTION

An **AI-enhanced** decentralized emergency response network, integrating Push Notifications to facilitate secure communication between first responders and victims.

MARKETING OBJECTIVES

- **Increase Brand Awareness**: To establish as the go-to solution for personal safety, leveraging AI and blockchain for enhanced security.
- **User Acquisition**: Achieve a targeted number of downloads within the first six months post-launch.
- **Engagement and Retention**: Ensure high user engagement and retention through continuous feature updates and user-focused improvements.
- **Partnership Development**: Form strategic partnerships with corporates, insurance companies, and travel agencies to expand market reach.

TARGET AUDIENCE

A

INDIVIDUALS

Students, working professionals, travelers, and women.

B

FAMILIES

Parents seeking safety solutions for their children and family members.

C

CORPORATES

Companies prioritizing employee safety and compliance with safety regulations.

D

TRAVEL AGENCIES

Agencies aiming to provide enhanced safety measures for travelers.

Value Proposition

01
AI Driven Alerts

Provides real-time alerts and proactive safety recommendations using advanced AI algorithms.

02
Data Integrity

Blockchain ensures that all data is secure, and immutable, boosting user trust.

03
User Friendly

The user experience has been kept pretty simple and straightforward.

MARKETING CHANNELS

DIGITAL MARKETING

SEO - Focus on AI & Blockchain safety
Content Marketing - Case studies, E-books
Social Media - Influencer marketing

STRATEGIC PARTNERSHIPS

Corporate Safety Programs
Insurance Integrations
Travel Safety Packages

LAUNCH ACTIVITIES

Pre-Launch - Beta testing, tech blog engagement, pre-lauch sign ups

Launch - Virtual launch with live demo highlighting USPs, referral program launch

Post-Launch - Seamless onboarding, support, apps updates, and FAQs

THANK YOU.

TEAM 14