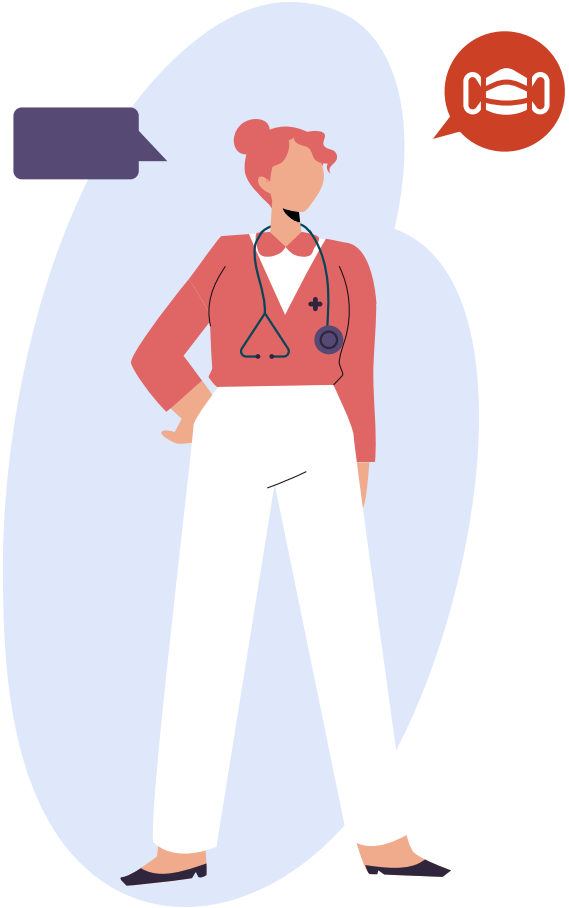
SOS AI
EMERGENCY RESPONSE

Presented by Alawad and Anand



INTRODUCTION

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

PROBLEM STATEMENT

01 Lack of emergency SOS apps in web 2 and web 3

02 Difficult navigation in emergency situations

03 Apps in the market have functionality issues, errors

The Solution :

Ai Emergency Response

To achieve this, we needed to solve several issues

01
Number
How to get a programmable number?

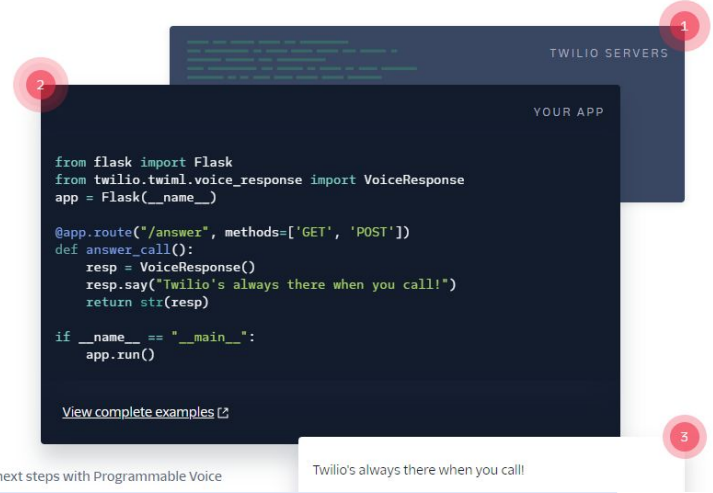
02
Ai
How to make AI understand the caller?

03
Assigning
How to assign those calls to the right services?

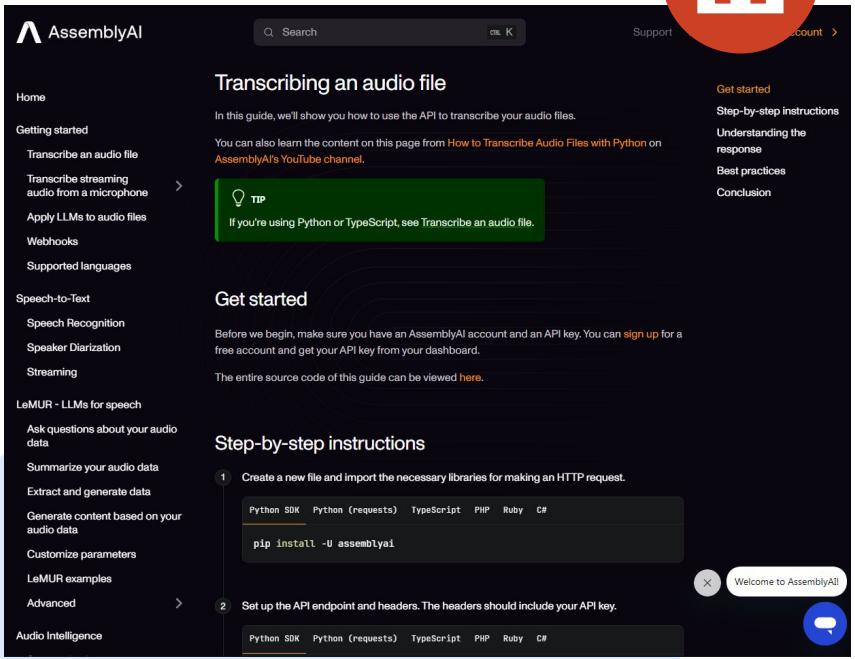
Programmable Voice

With Twilio, you can quickly make and receive voice calls in your application. We provide the docs, code samples, helper libraries, and developer tools you need on your journey. You bring your imagination. Let's build something amazing together.

Make your first voice call →

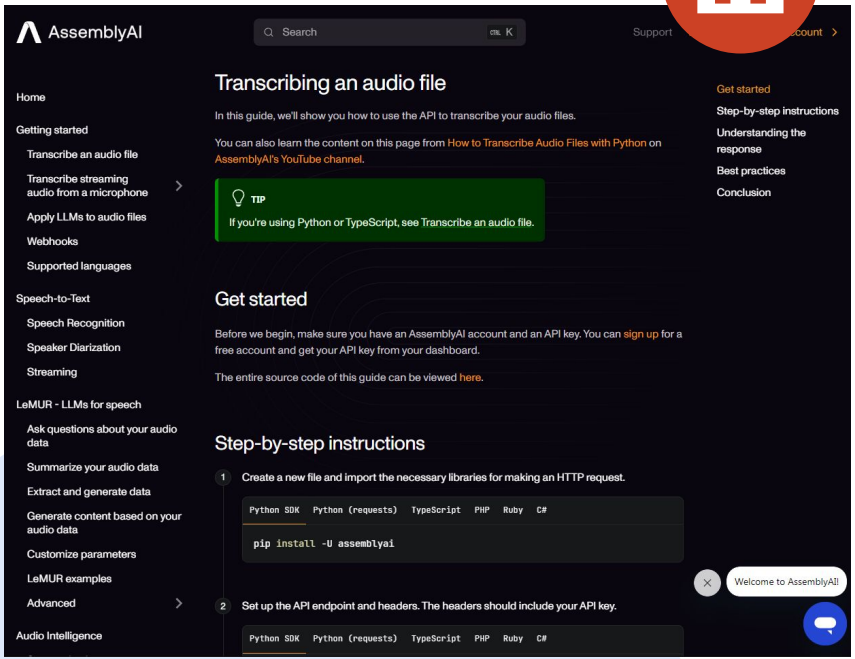


Twilio programmable voice webhook



AssemblyAI

Transcribing audio in real-time



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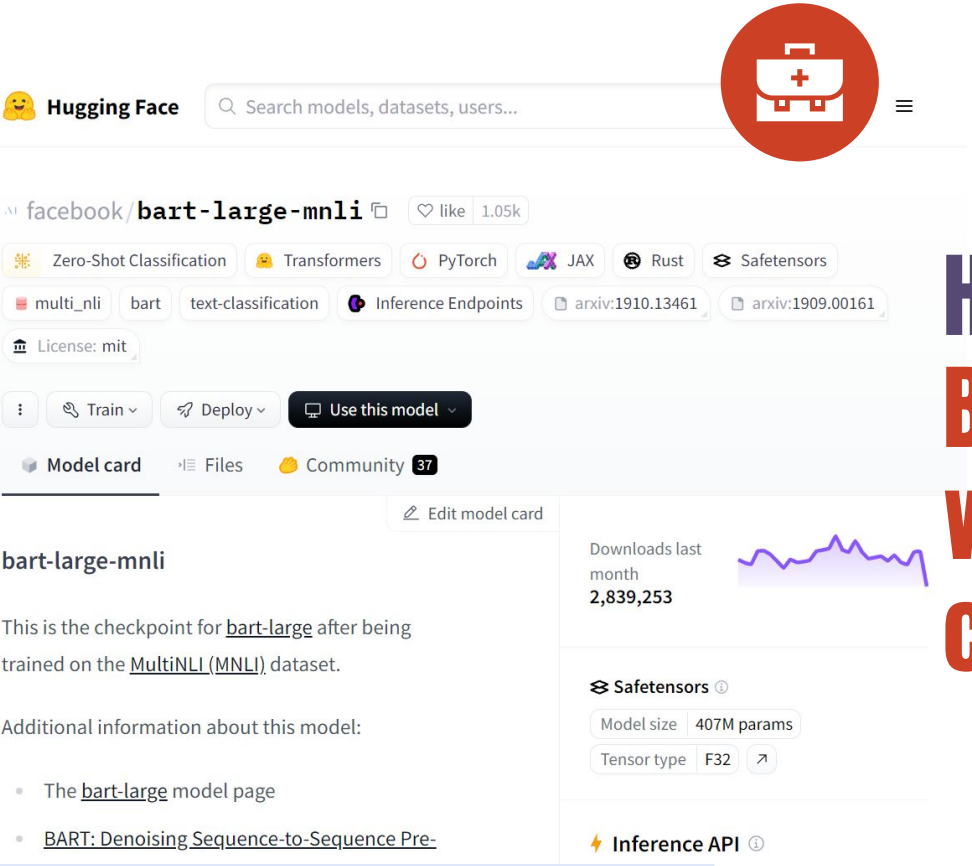
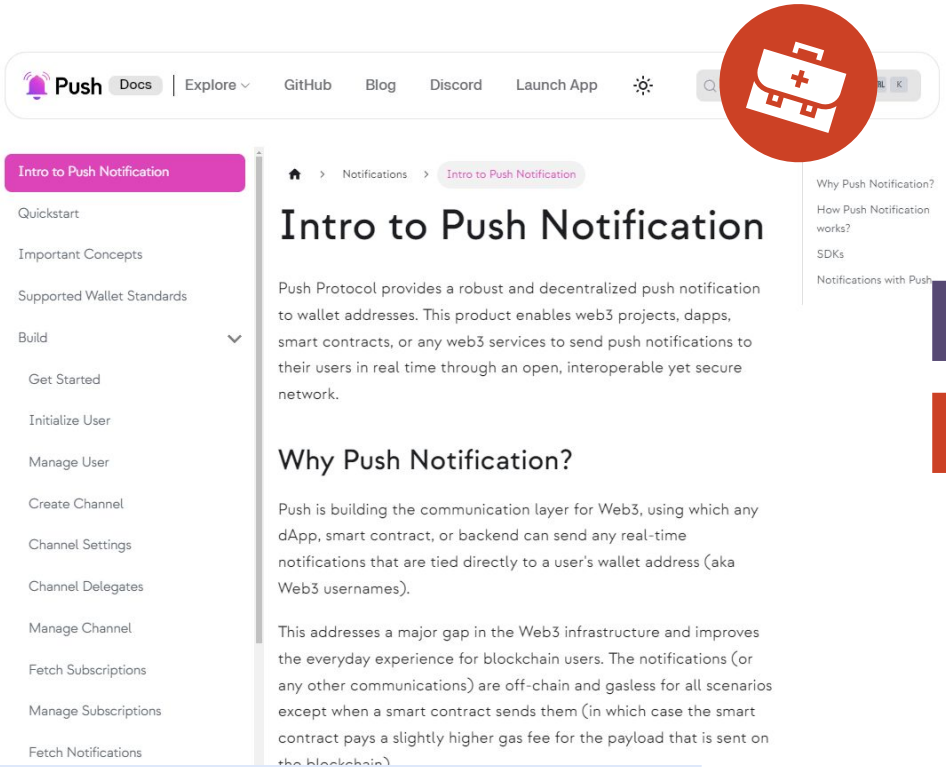
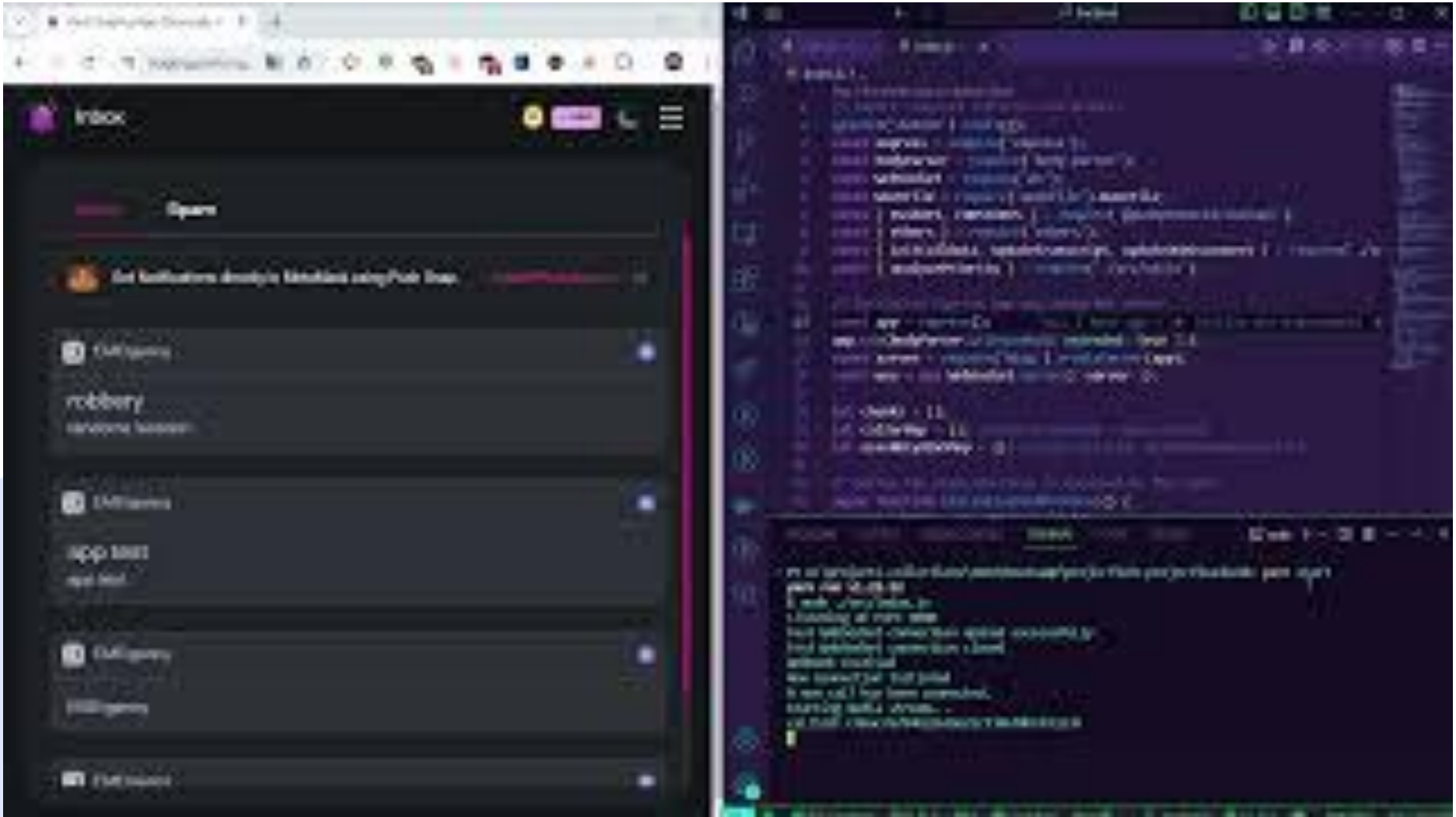
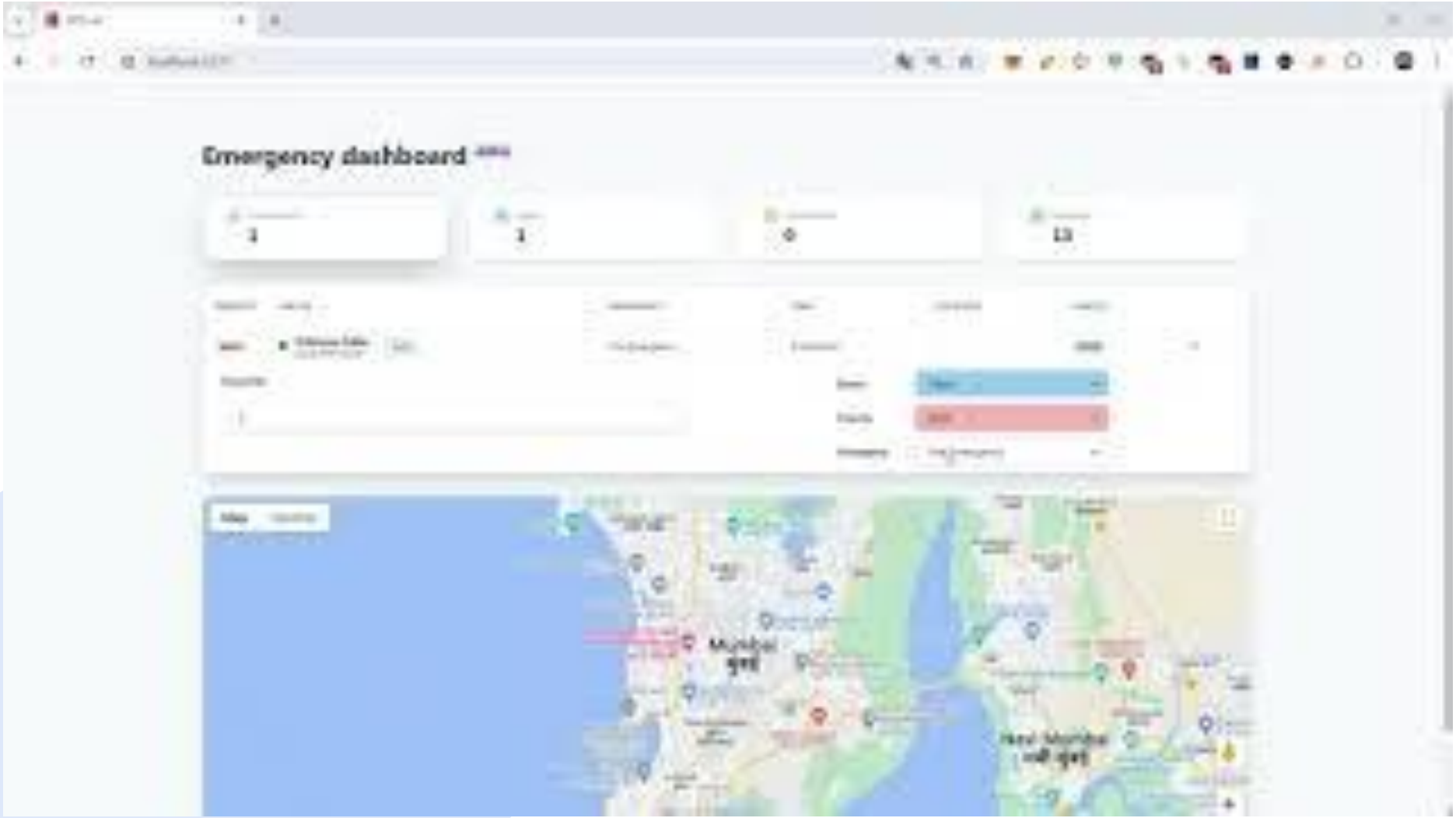


Hugging Face
BART large model with zero-shot text classification



Push
Push Notification


Inbox
robbery


Emergency dashboard
1
1
0
13
Mumbai
Navi Mumbai

MARKET ANALYSIS

EMERGENCY APP MARKET

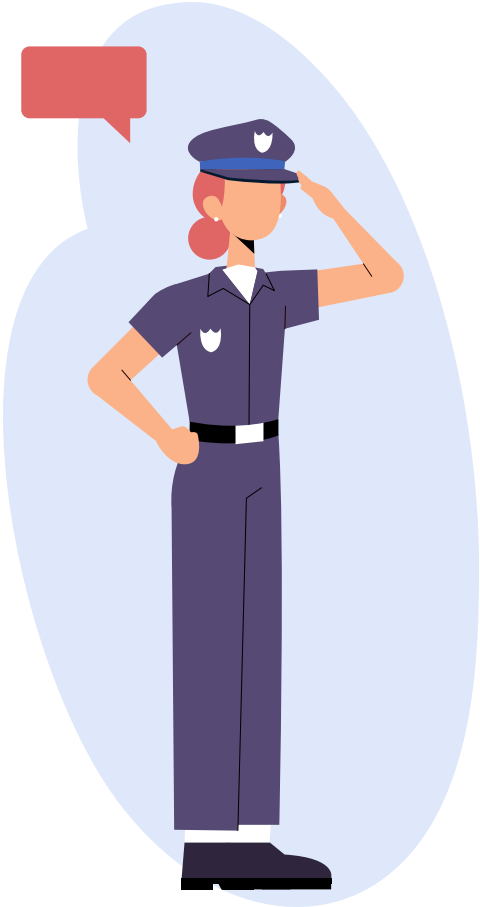
The global market for emergency mobile apps was valued at $5.2 billion in 2021 and is expected to reach **$16.2 billion** by 2028, growing at a CAGR of 17.6% from 2021 to 2028.

Source: ResearchAndMarkets

AI SAFETY APP MARKET

The AI in emergency response market is projected to grow from $1.2 billion in 2020 to $6.2 billion by 2026, at a CAGR of 31.3%.

Source: MarketsandMarkets



SEGMENTATION AND TRENDS

- North America is the largest market, accounting for over 35% of the total share in 2021, driven by the high adoption of smartphones and advanced technology.
- The Asia Pacific region is expected to witness the highest growth, with a CAGR of 19.2% due to increasing smartphone penetration and urbanization.
- AI Integration: Predictive analytics, real-time assistance
- Blockchain Utilization: Data integrity, decentralized record

Source: Market Research Future, Accenture and IBM

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COMPETITIVE LANDSCAPE

Some established players in the emergency SOS app market incorporating advanced technologies include:

- **Life360**: Over 30 million active users, focusing on family safety and location sharing.
- **bSafe:** Popular in various regions, offering location sharing and emergency alerts.
- **Noonlight:** Partnered with various apps for enhanced safety features.

COMPETITOR ANALYSIS

BUSINESS MODEL

A

FREEMIUM MODEL

Basic features for free. Advanced AI driven predictive alerts feature for subscription

B

TRAVEL AGENCIES

Integrating the app into travel packages for enhanced traveler safety

C

CORPORATE PARTNERSHIP

Collaboration with corporations to offer the app as part of employee safety programs

D

IN-APP PURCHASES

Wearable devices that integrate with the app for instant SOS alerts

GTM STRATEGY

MARKET SEGMENTATION

Individual Users & Families, Corporate Clients, Insurance Companies and Travel Agencies

CHANNELS

Digital Marketing: SEO, Social Media, Influencer Partnerships, **App Stores**: Google Play, Apple App Store. **Website**: Direct downloads, lead generation **Corporate Sales:** Dedicated team, industry events, Partnership Channels: Insurance, travel agencies

LAUNCH PLAN

Pre-Launch: Beta testing, PR outreach, email marketing, **Launch:** Press release, launch event, referral program, **Post-Launch:** User onboarding, continuous engagement

METRICS AND KPIs

User Acquisition Cost (UAC), Customer Lifetime Value (CLV), Churn Rate, Engagement Metrics (DAU/MAU, session duration), Conversion Rate

THANK YOU.