

Project Brief: ResQ – India's Emergency Response Aggregator

Tagline: *Emergency Services, On-Demand. Because Every Second Matters.*

Vision

India's emergency response system is broken. Whether you're calling 108/102 or trying to book a private ambulance, delays, confusion, and zero visibility are common. There's no single platform where a citizen can instantly request help — be it for an ambulance, fire emergency, or rescue — and track it in real-time.

ResQ aims to build **India's first fully integrated, app-based emergency response platform** that connects users with nearby emergency vehicles (government + private), with:

-  Live GPS tracking
-  ETA estimates
-  Transparent pricing
-  Verified providers
-  Free access to 102/108 units where available

Just like Ola for ambulances — but for life-saving emergencies.

The Problem

- No real-time ambulance/fire tracking in most Indian cities
- Manual dispatching, long delays with 102/108
- No clarity between private vs government options
- Unregulated pricing from private operators
- Poor tech infrastructure, even in urban areas
- No public-facing platform for real-time emergency help

This leads to **avoidable deaths, stress, and panic** — all preventable with better coordination and tech.

Our Solution: One Emergency App for All

A real-time platform that:

Feature

Functionality

Instant Booking

Ambulance, fire, or rescue vehicle within 10km

 Feature	 Functionality
 Live GPS Tracking	Users can track help en route; family notified
 Govt/Private Toggle	Choose free (govt) or faster (private) ride
 Transparent Pricing	Clear fare details for private rides (per km)
 ETA + Notifications	Live alerts on vehicle arrival or delay
 SOS One-Tap Button	Auto-dispatch + share location with contacts
 Ratings & Reviews	Users rate providers to maintain quality
 History + Invoicing	Log of past rides, driver info, receipts

Core App Modules (MVP)

Module	Description
User App	Book emergency vehicles, view ETA, contact driver
Driver App	Accept bookings, navigate, mark ride status
Admin Panel	Assign rides, monitor live status, verify documents
Backend	Real-time sync, cloud messaging, location APIs

Similar Startups & Why They Struggled

Startup	What They Tried	Why They Struggled
AmbiPalm	City-wide ambulance network	Poor user trust, app issues
StanPlus	High-end ambulances	Too B2B, not citizen-focused
Ziqitza	Govt integration	No public-facing booking app
AidXpert	Claimed pan-India coverage	No operational depth
LifeLine Now	Real-time tracking pilot	Low adoption, unclear UX

Lessons Learned:

- A great app isn't enough — on-ground tie-ups are key
- Most failed due to poor execution, bad UX, or being too government-focused
- We need smart partnerships, hybrid model, and a user-first app

Why We'll Succeed

Common Startup Issues	Our Strategy
Poor government integration	Transparent split: Govt (free) vs Private (paid)
No tracking or ETA	Real-time GPS + alert system from day one
Lack of trust	KYC-verified partners + user reviews
Scaling too fast	Start with 1 pilot city, build operational depth
Unclear monetization	Clear revenue from private ops, hospitals, smart city grants

Market Opportunity

- **40,000+ ambulances in India**, only ~10% managed digitally
 - Tier-2/3 cities lack **digital health emergency services**
 - Increasing focus on **smart city safety and disaster readiness**
 - India's **GovTech + HealthTech industry** expected to reach **\$50B+ by 2030**
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Target Users

Segment	Reason
General Public	Panic-free emergency access
Hospitals/Clinics	Outsource ambulance bookings
Elderly Homes	Fast response for critical patients
Fire-Prone Zones	Live fire tracking, dispatch
Governments (State/Municipal)	Modernize public health emergency infra

Business Model

Revenue Stream	Description
Ride Commission	10–20% from each paid private ride
Hospital Subscriptions	Premium dashboard for emergency dispatching
Public Sector Contracts	108/102 integration + data intelligence

Revenue Stream	Description
NGO/Corporate Plans	Monthly plans for senior citizens/staff coverage
Future Expansion	Insurance tie-ups, diagnostics, event emergency rentals

MVP Development Roadmap (90–120 Days)

Phase 1 (Pilot City – MVP)

- Android App (User + Driver)
- Firebase or Node.js backend
- Real-time tracking with Google Maps/MapMyIndia
- Basic dashboard for bookings and support
- Ambulance provider onboarding system
- SOS + Alerts module

Phase 2 (Post-MVP)

- iOS version + Web dashboard
- In-app payments
- Multi-language support
- AI-based routing optimization
- Admin analytics + reporting tools
- Fire service integration

Tech Stack (Suggested)

Layer	Tools
App	Flutter / React Native
Backend	Firebase / Node.js + Express
Database	Firestore / MongoDB
Maps & GPS	Google Maps API / Mapbox / MapMyIndia
Auth	Firebase Auth / Twilio
Notifications	FCM (Firebase Cloud Messaging)
Payment	Razorpay / Paytm SDK
Hosting	Google Cloud / AWS

Who We're Looking For (Co-Founders / Core Team)

Role	What You'll Do
App Developer	Build mobile apps (user + driver)
Backend Developer	Design and maintain server, DB, API
UI/UX Designer	Create emergency-optimized, user-friendly UI
Ops Lead	Onboard ambulance/fire partners in pilot city
Government Liaison	Talk to 108/102 and Smart City officials

We can begin with **2–3 people** working lean, and grow from there.

Why Now?

- Indian users expect **Ola-level tech** from **emergency services**
 - State and national governments are looking for **GovTech & Digital Health** solutions
 - No single platform currently **unifies government + private emergency help**
 - There's growing funding and policy support for **public safety startups**
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Summary

- ✓ Solves a massive, real-life pain point
- ✓ High-impact + scalable across Indian cities
- ✓ Already proven in global markets (EMT, 911 models)
- ✓ Strong tech foundation, lean MVP possible
- ✓ Real revenue models from both B2B and public sector
- ✓ Urgent need, with national scope