

# ResQ — India's Emergency Response Revolution

-Emergency Services, On-Demand. Because Every Second Matters.



## Founder

**Name:** Manmada Reddy

**Role:** Founder & Visionary

**Contact:** [founder.resq@gmail.com](mailto:founder.resq@gmail.com)

# Executive Summary

**ResQ** is India's first AI-powered emergency response aggregator, unifying government (108/102) and private ambulance, fire, and rescue services on a single real-time platform.

We solve the critical problem of **delayed, uncoordinated emergency response** by offering citizens instant booking, live GPS tracking, ETA optimisation, transparent pricing, and verified providers — all in one app.

Our **AI differentiators** include predictive routing, automated triage, and demand forecasting, ensuring faster response times and smarter resource allocation.

With **40,000+ ambulances nationwide** and less than 10% digitally managed, ResQ addresses a massive untapped market. The immediate focus is Hyderabad and Telangana, with scalable expansion across Tier-2/3 cities.

ResQ's **hybrid model** bridges government services (free) with private operators (paid), creating trust, transparency, and efficiency. Revenue streams include ride commissions, hospital subscriptions, public sector contracts, and NGO/corporate plans.

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

**Impact:** Save lives, reduce panic, and modernise India's emergency infrastructure.

# The Problem

## Broken Emergency Response in India

- **No Real-Time Visibility:** Citizens and hospitals cannot track ambulances or fire vehicles en route.
- **Manual Dispatching:** Government systems (108/102) rely on call centers, leading to delays and misallocation.
- **Unregulated Private Pricing:** Families face unpredictable costs during emergencies, eroding trust.
- **Poor Tech Infrastructure:** Even in urban areas, GPS tracking and digital dispatch are rare.
- **No Unified Platform:** Citizens must juggle multiple numbers or private operators, with zero transparency.

## Impact

- **Critical Time Loss:** Average ambulance arrival in metros can exceed 25–30 minutes.
- **Avoidable Deaths:** Delays in trauma, cardiac, and fire emergencies directly cost lives.
- **Stress & Panic:** Families lack clarity on ETA, pricing, and provider reliability.
- **Systemic Inefficiency:** Government fleets underutilised; private operators fragmented.

# The Solution

## ResQ: One Emergency App for All

A unified, AI-powered platform that connects citizens instantly to nearby emergency vehicles — government (108/102) and private — with full transparency and real-time tracking.

### Core Features

- **Instant Booking** – Ambulance, fire, or rescue vehicle within a 10 km radius.
- **Live GPS Tracking** – Track vehicles en route; family notified automatically.
- **Govt/Private Toggle** – Choose free government units or faster private options.
- **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 emergency contacts.
- **Ratings & Reviews** – Verified providers, user feedback ensures quality.
- **History + Invoicing** – Log of past rides, driver info, receipts for accountability.

### How It Solves the Problem

- **Delays → Reduced:** AI routing + real-time GPS cut average arrival times.
- **Confusion → Clarity:** Govt vs private clearly split, with transparent pricing.
- **Trust → Verified:** KYC-verified providers, ratings, and reviews build reliability.
- **Panic → Calm:** Family notifications and ETA visibility reduce stress.
- **Fragmentation → Integration:** One app unifies all emergency services.

# AI Differentiators

## Why AI Matters in Emergency Response

Traditional dispatch systems are reactive and slow. ResQ leverages AI/ML to **predict, optimise, and prioritise** — ensuring faster, smarter, and more reliable emergency help.

## Core AI Features

-  **Predictive Routing**
  - Dynamic pathing using live traffic + historical delay patterns.
  - Minimises transit time in congested urban areas.
-  **ETA Optimisation**
  - Machine learning models continuously refine ETA accuracy.
  - Reduces uncertainty for families and hospitals.
-  **Automated Triage**
  - Short NLP-based questionnaire to assess urgency.
  - Prioritises critical cases (e.g., trauma vs non-critical transport).
-  **Demand Forecasting**
  - Predicts hotspots during events, festivals, or peak hours.
  - Prepositions assets to reduce response times.

## Impact of AI Differentiators

- **Faster Response:** Cut average arrival times by up to 40%.
- **Smarter Allocation:** Ensure critical patients get priority dispatch.
- **Trust & Transparency:** Families receive accurate ETAs and notifications.
- **Scalability:** AI models improve with more telemetry data, making ResQ stronger over time.

# Market Opportunity

## India's Emergency Response Gap

- Over **40,000 ambulances** operate nationwide — yet **less than 10%** are digitally managed.
- Tier-2 and Tier-3 cities lack structured emergency tech infrastructure.
- Citizens face fragmented, outdated systems with no unified platform.

## Macro Trends Driving Demand

-  **GovTech & HealthTech Growth:** India's GovTech + HealthTech industry projected to reach **\$50B+** by **2030**.
-  **Smart City Initiatives:** Increasing focus on safety, disaster readiness, and digital public health infrastructure.
-  **Demographic Shifts:** Growing elderly population and chronic disease burden → higher emergency demand.
-  **Urbanisation & Traffic:** Dense metros like Hyderabad face critical delays, making AI-optimised routing essential.

## Market Segmentation

- **TAM (Total Addressable Market):** National emergency + health mobility ecosystem.
- **SAM (Serviceable Available Market):** Urban ambulance & emergency dispatch market.
- **SOM (Serviceable Obtainable Market):** Initial focus on Hyderabad & Telangana urban areas.

# Competitive Landscape: Why They Failed

## AmbiPalm

- **Approach:** City-wide ambulance aggregation network.
- **Why they failed:**
  - Weak tech infrastructure → app crashes, poor GPS accuracy.
  - Lack of verified providers → trust deficit among users.
  - No clear differentiation between government vs private services.
- **ResQ Advantage:** Verified KYC partners, transparent govt/private split, robust real-time GPS.

## StanPlus

- **Approach:** Premium B2B ambulance services for hospitals.
- **Why they failed:**
  - Focused only on institutional clients → ignored citizen emergencies.
  - High-end pricing limited accessibility.
  - No consumer-facing app → poor public adoption.
- **ResQ Advantage:** Citizen-first model with hospital dashboards as *add-ons*, not the core.

## Ziqitza

- **Approach:** Government integration with 108/102 services.
- **Why they failed:**
  - Too dependent on government contracts → slow innovation cycles.
  - No public-facing booking app → citizens couldn't directly request help.
  - Bureaucratic delays in scaling.
- **ResQ Advantage:** Hybrid approach — government integration *plus* private marketplace, ensuring speed and flexibility.

## LifeLine Now

- **Approach:** Real-time tracking pilot in select cities.
- **Why they failed:**
  - Low adoption due to unclear UX and poor marketing.
  - Limited operational depth → couldn't scale beyond pilot.
  - No strong partnerships with hospitals or fire services.
- **ResQ Advantage:** User-first design, family notifications, and strong on-ground partnerships from day one.

## AidXpert

- **Approach:** Claimed pan-India coverage.
- **Why they failed:**
  - Overpromised reach without operational depth.
  - No verified provider network → inconsistent service quality.
  - Lack of focus on one pilot city → scaling too fast without proof of concept.
- **ResQ Advantage:** Start lean in Hyderabad, build depth, then expand city by city.

## Lessons Learned

- A great app alone isn't enough — execution and on-ground partnerships matter.
- Trust is critical: users won't risk emergencies on unverified operators.
- Scaling too fast without operational depth leads to collapse.
- Government-only focus slows innovation; citizen-first hybrid models win.

# Business Model

## Revenue Streams

-  **Ride Commission**
  - 10–20% commission on each paid private ambulance/fire/rescue ride.
  - Transparent per-km pricing ensures user trust.
-  **Hospital Subscriptions**
  - Premium dashboard for hospitals/clinics to manage emergency dispatch.
  - Monthly/annual subscription fees.
-  **Public Sector Contracts**
  - Integration with 108/102 fleets.
  - Data intelligence + analytics for municipal/state governments.
  - Potential smart city safety contracts.
-  **NGO/Corporate Plans**
  - Monthly plans for senior citizens, staff coverage, or CSR initiatives.
  - Bulk pricing for organisations.
-  **Future Expansion**
  - Insurance tie-ups for emergency coverage.
  - Diagnostics and event emergency rentals.
  - Partnerships with schools, sports events, and large gatherings.

## Monetisation Strategy

- **Short-term:** Private ride commissions + hospital subscriptions (direct cash flow).
- **Mid-term:** Public sector contracts + NGO/corporate plans (recurring revenue).
- **Long-term:** Insurance integrations + diagnostics (scalable ecosystem).

# Product Architecture

## Core Modules

-  **User App**
  - Book emergency vehicles (ambulance, fire, rescue).
  - View ETA, live GPS tracking, SOS button.
  - Family notifications + ride history.
-  **Driver App**
  - Accept bookings, navigate via integrated maps.
  - Update ride status (arrived, en route, completed).
  - KYC verification + compliance dashboard.
-  **Admin Dashboard**
  - Assign rides, monitor live status.
  - Verify documents, manage providers.
  - Analytics & reporting for hospitals/government.
-  **Backend & APIs**
  - Real-time sync across apps.
  - Cloud messaging + notifications.
  - Location APIs for GPS + routing.
  - Secure authentication & payments.

## Suggested Tech Stack

## System Flow

1. **User Request:** Emergency booking via app.

2. **Backend Dispatch:** Matches nearest verified provider.
3. **Driver App:** Accepts ride, navigates optimised route.
4. **User Tracking:** Live GPS + ETA updates.
5. **Admin Oversight:** Dashboard monitors, verifies, and reports.

# Team & Roles

## Founder

- **Manmada Reddy**
- Background: Former B.Tech CSE (AI/ML) student at LPU, now pursuing BBA (Data Analytics) at JNTUH.
- Mission: Inspired by lived experience in Hyderabad observing ambulance delays.
- Strengths: AI/ML foundation, business planning, resilience from past pivots, strong family-driven motivation.
- Role: Visionary leader, product strategy, investor relations.

## Core Team Roles

-  **App Developer**
  - Build mobile apps (User + Driver) using Flutter/React Native.
  - Ensure emergency-optimised UI and smooth performance.
-  **Backend Developer**
  - Design and maintain server, database, and APIs.
  - Handle real-time sync, notifications, and secure authentication.
-  **UI/UX Designer**
  - Create user-friendly, panic-proof interfaces.
  - Focus on accessibility (multi-language, clear SOS flows).
-  **Operations Lead**
  - Onboard ambulance/fire partners in pilot city.
  - Manage SLAs, compliance, and driver KYC.
-  **Government Liaison / Legal**
  - Build relationships with 108/102 officials, Smart City programs.

- Handle contracts, regulatory approvals, and public sector partnerships.
- **AI/ML Engineer (Phase 2)**
- Develop predictive routing, ETA optimisation, triage models.
- Refine algorithms using telemetry data from pilot.

## Team Philosophy

- **Lean Start:** 2–3 people for MVP build + ops.
- **Scalable Growth:** Add AI/ML and government liaison roles post-pilot.
- **Citizen-First Mindset:** Every role designed to prioritise speed, trust, and transparency.

# Financial Projections

## Revenue Streams Modeled

- **Private Ride Commissions** (10–20% per ride).
- **Hospital Subscriptions** (monthly/annual).
- **Government Contracts** (data analytics, fleet integration).
- **NGO/Corporate Plans** (bulk coverage).

## Projected Growth (Pilot → Scale)

## Cost Structure

- **Tech Development & Maintenance** – 30%
- **Operations & Partnerships** – 25%
- **Marketing & Awareness** – 20%
- **Team & HR** – 15%
- **Admin & Compliance** – 10%

# Why Now?

## Why Now?

-  **Critical Gaps Remain:** Average ambulance arrival in Indian metros still exceeds 25–30 minutes.
-  **Digital Health Adoption:** Post-COVID, citizens trust healthtech apps more than ever.
-  **Policy Push:** Smart City and public safety initiatives create fertile ground for GovTech integration.
-  **AI Readiness:** Affordable cloud + AI tools make predictive routing and triage feasible today.
-  **Timing Insight:** Competitors failed due to poor execution — ResQ enters lean, citizen-first, and AI-driven, at the right moment.

## Funding Ask

- Seeking seed investment.
- Purpose:
-  Build and launch MVP in Hyderabad (90–120 days).
-  Onboard 50+ private ambulances + 5 hospitals in pilot.
-  Develop AI routing + triage models.
-  Marketing, partnerships, and operational scaling.

## Partnership Ask

- Government collaboration for **108/102 integration**.
- Hospital partnerships for **dispatch dashboards**.
- NGO/Corporate tie-ups for **senior citizen and employee coverage plans**.

## Contact

- **Founder:** Manmada Reddy
- **Email:** [manmadareddy61@gmail.com](mailto:manmadareddy61@gmail.com) , [founder.resq@gmail.com](mailto:founder.resq@gmail.com)
- **Location:** Hyderabad, India
- **Tagline:** *Emergency Services, On-Demand. Because Every Second Matters.*