

A wide-angle photograph of the New York City skyline, featuring numerous skyscrapers and buildings along the waterfront. The sky is filled with large, white, fluffy clouds. The water in the foreground is dark and choppy, with several birds flying over it.

instaid

crowdsourced medical help

who are we?



Joseph
Chiang



Maura
Fitzgerald




Jeffrey
Shi



Neil
Argade



Bryce
Anderston




You're in an
unfamiliar
place.

You trip. Fall.
Something's
broken.



What do you do?

A person with short brown hair, wearing a dark blue jacket and blue jeans, is seen from behind. They are carrying a large, tan-colored tactical backpack with multiple pockets and straps. They are standing on a high vantage point, looking out over a vast mountain landscape. The foreground shows some dark evergreen trees. The middle ground features rolling green hills and valleys with small settlements. In the background, there are more mountain ranges under a sky filled with large, grey, dramatic clouds. The overall mood is adventurous and contemplative.

Emergencies are
unpredictable,
especially for
those who like to
adventure
&
travel.

United States: **911**

Haiti: **118**

Brazil: **911**

Chile: **131**

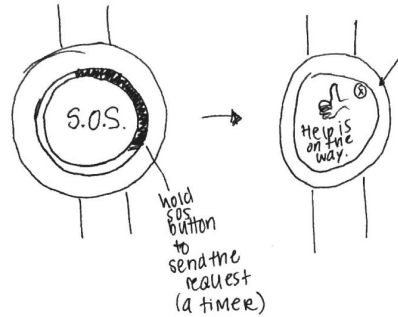
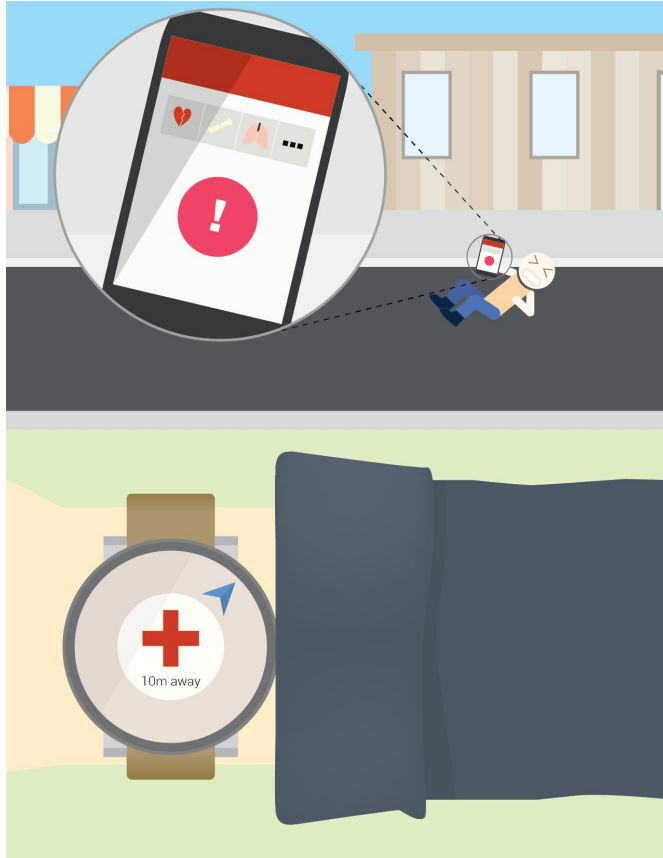
France: **112**

Egypt: **123**

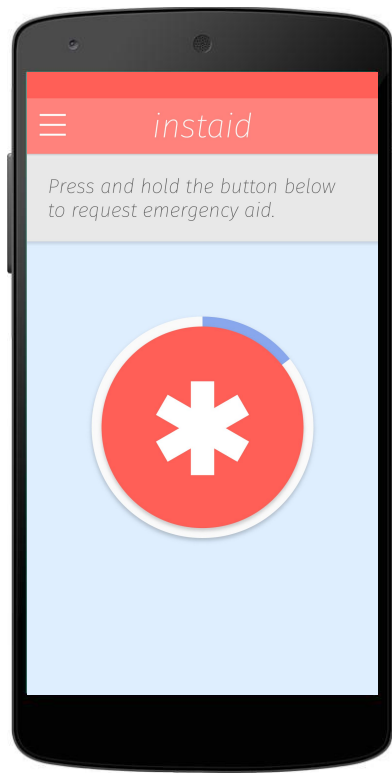
Singapore: **995**

Travelers often
do not know
how to contact
emergency
help in another
country.

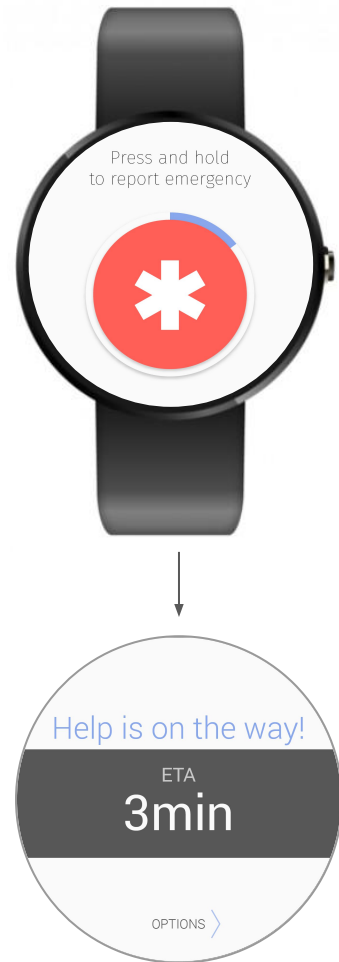
Goal: create a universal, simple way to request medical help, regardless of the user's location or context



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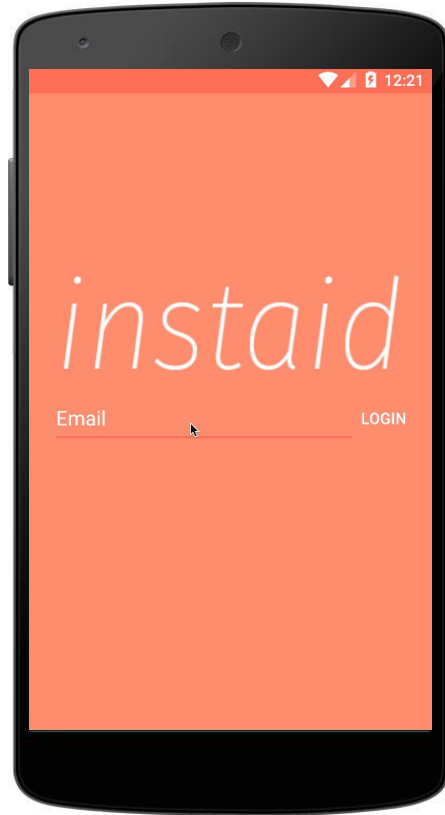
It takes only
one
gesture to
request
emergency
services.



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Task 1:
Inputting
medical history

Task 2:
Requesting
emergency help



Volunteers
arrive
knowledgeable
of the patient's
status.

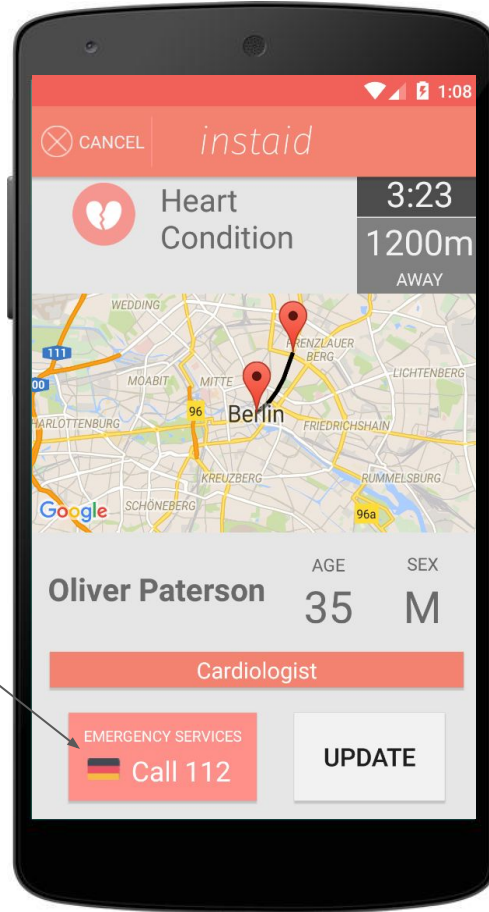
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EMERGENCY SERVICES



Call 112



The app provides the local equivalent of **911** for travelers who are in need of more serious emergency help.

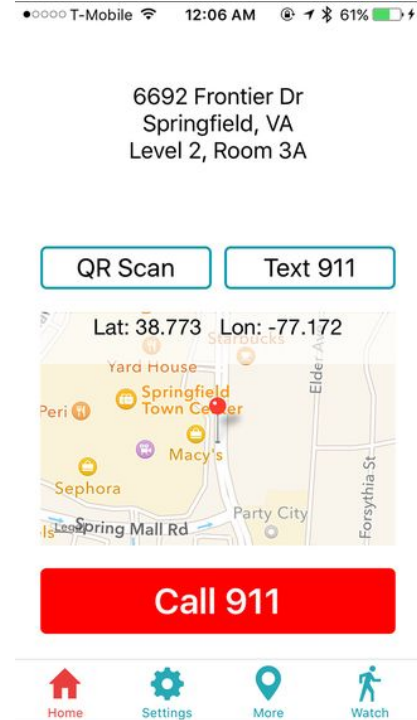


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Life Alert

our
competition



911 Help SMS

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A *safety net* of
medical **volunteers**,
providing help

wherever
&
whenever
you need it.

