Citizen Alert: Empowering Communities in Emergencies

Your real-time emergency information and support app. Turning citizen reports into actionable insights. Making cities safer, one alert at a time.

The Team - VRAM

Our Members

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The Problem: Crisis Communication Gap

🕐 Emergency information is often slow and inaccurate, leading to delayed responses and increased risks for those affected. The lack of timely updates can hinder effective decision-making during critical situations.

Poor communication leads to more casualties during the event.

📰 **Traditional Lag**

Traditional channels, such as news broadcasts and official websites, can lag behind real-time events, failing to provide immediate and crucial information to the public during a crisis. This delay can result in people being unaware of rapidly evolving dangers or necessary safety measures.

Misinformation

Social media, while capable of spreading information quickly, is rife with misinformation and noise, making it difficult for individuals to discern accurate and reliable details from false or misleading content. This can lead to panic, confusion, and ultimately, poor decision-making during emergencies.

Language and Accessibility Barriers

A user-friendly interface for seamless access, even for non-English speakers during emergencies.

Our Solution: Real-Time, Verified Citizen Reporting

Citizen Alerts

Citizen-sourced emergency alerts with photos and text descriptions.
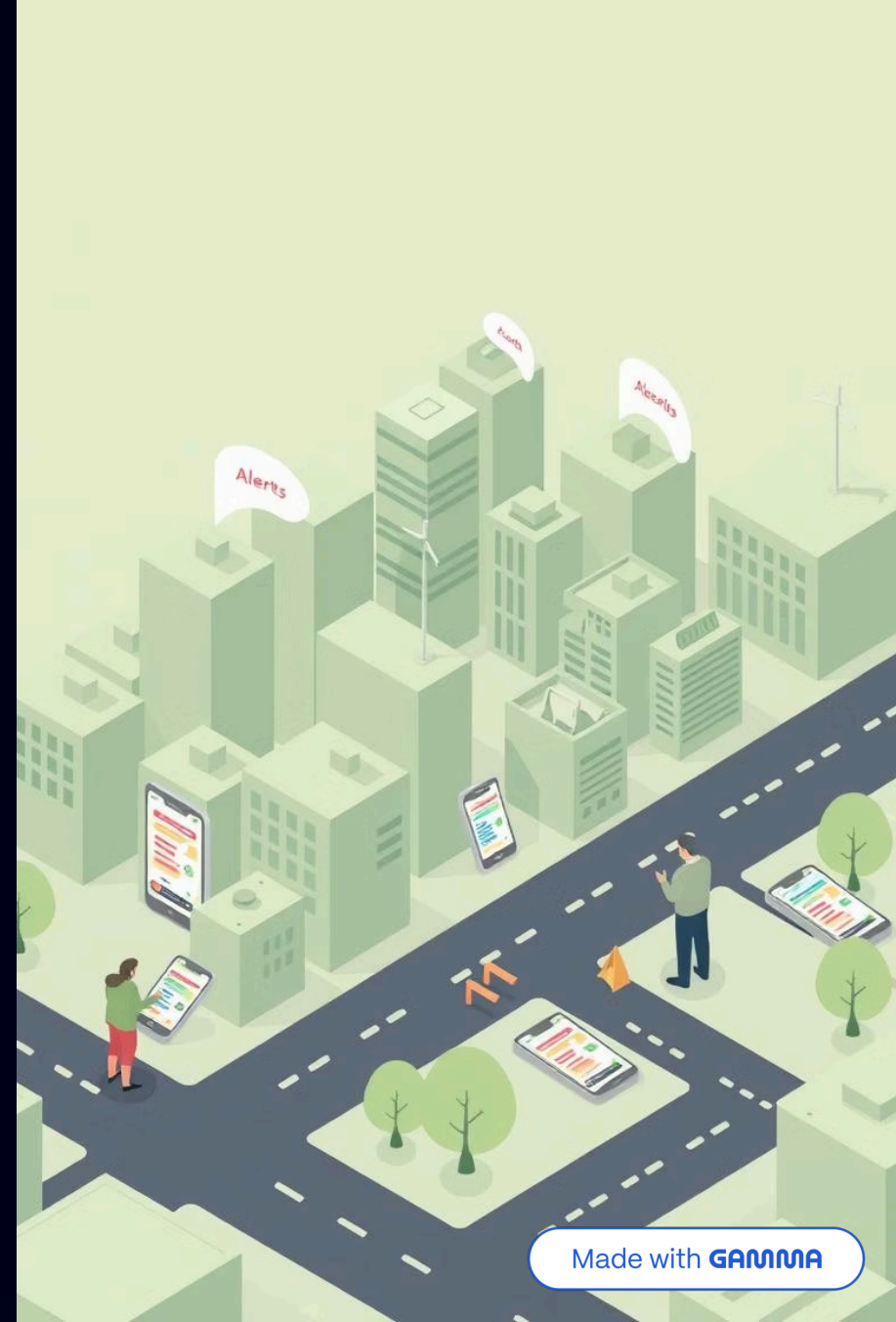
Location-Based

Location-based posts pinpoint incidents instantly.

Community-Driven

Community verification filters out false reports.

Live Alerts

Real-time emergency alerts for citizens in contrast to traditional news channels.

Friendly User Interface

Checklists by disaster type (Fire, Crime, etc.) offer step-by-step guidance during emergencies.

The interface is designed to be easy to understand, ensuring users of all technical abilities can quickly access critical information and support.

The goal is to provide a seamless and intuitive experience, making it simple for anyone to navigate and utilize the app's features effectively during times of crisis.

IT'S A WEBAPP!

83% of users won't install new apps during emergencies (Pew Research)

Instant Accessibility

- **No install** - Critical during emergencies.
- **Shared access** - Libraries, shelters, borrowed phones.
- **Zero storage** - Doesn't compete with evacuation needs.

Universal Compatibility

- **Cross-platform** - Works on any browser/device.
- **No OS restrictions** - Bypasses app store delays.
- **Low-bandwidth mode** - Works with intermittent connectivity.

Rapid Deployment & Updates

- **Real-time updates** - Emergency protocols can be updated instantly across all users
- **A/B testing** - Quickly optimize interfaces for different disaster scenarios
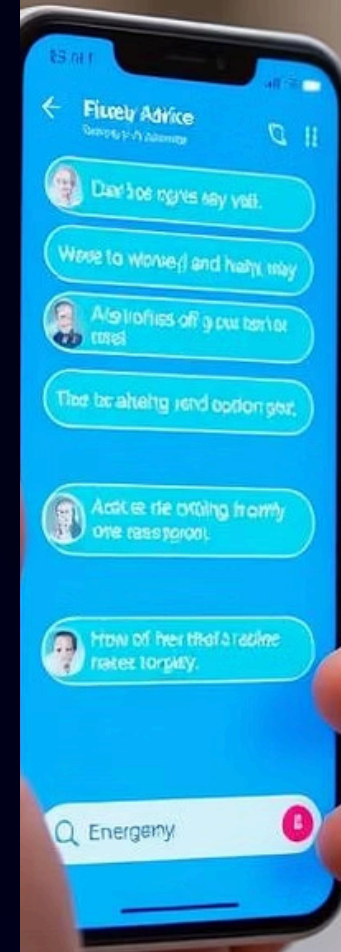
Key Feature: AI-Powered Relief Prompts

Instant Guidance

Tailored Prompts

Informed Decisions
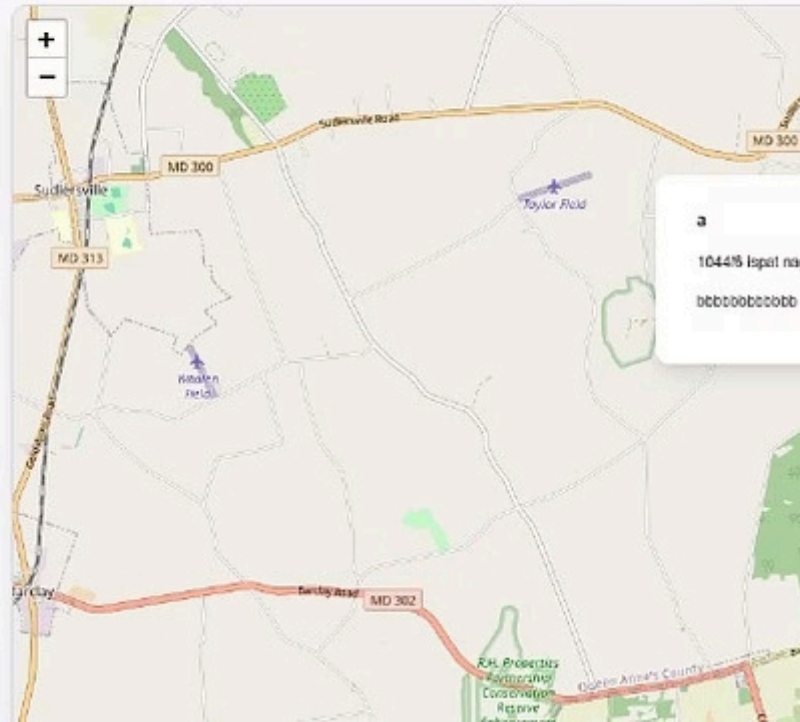
Location is Key: Integrated Mapping and Visualization
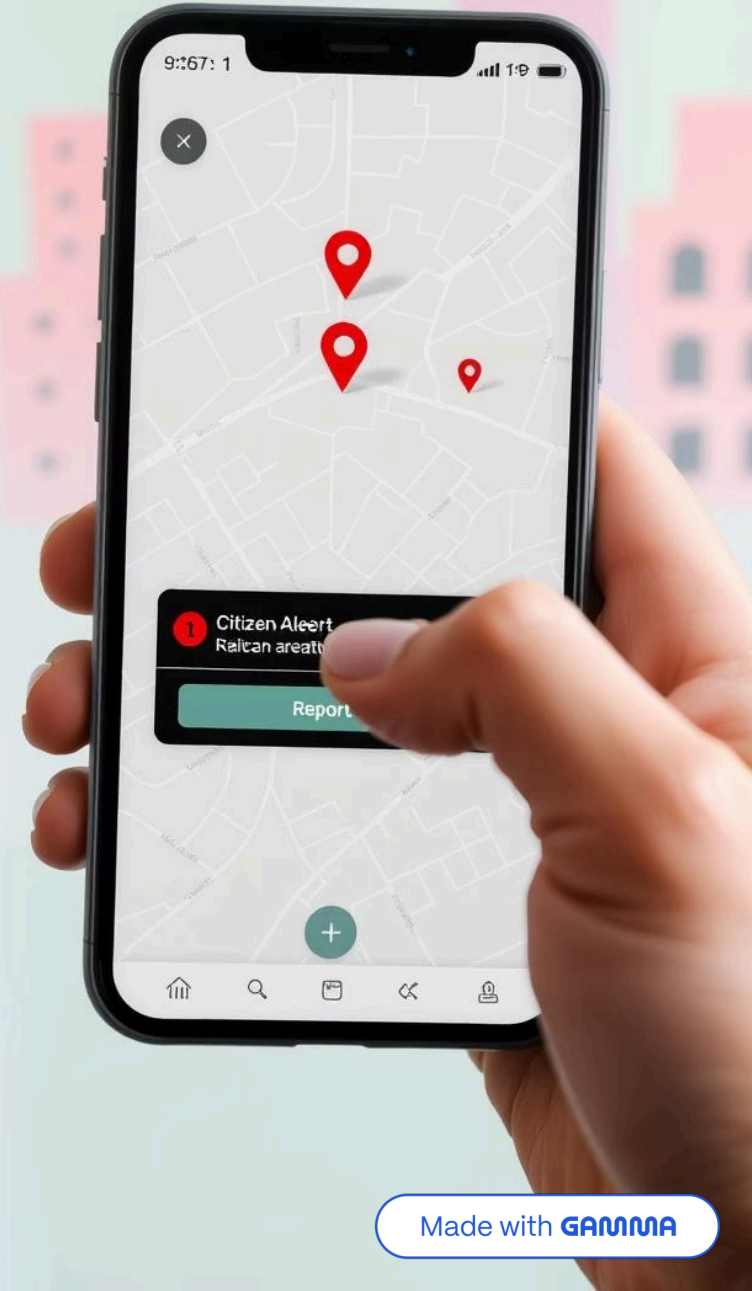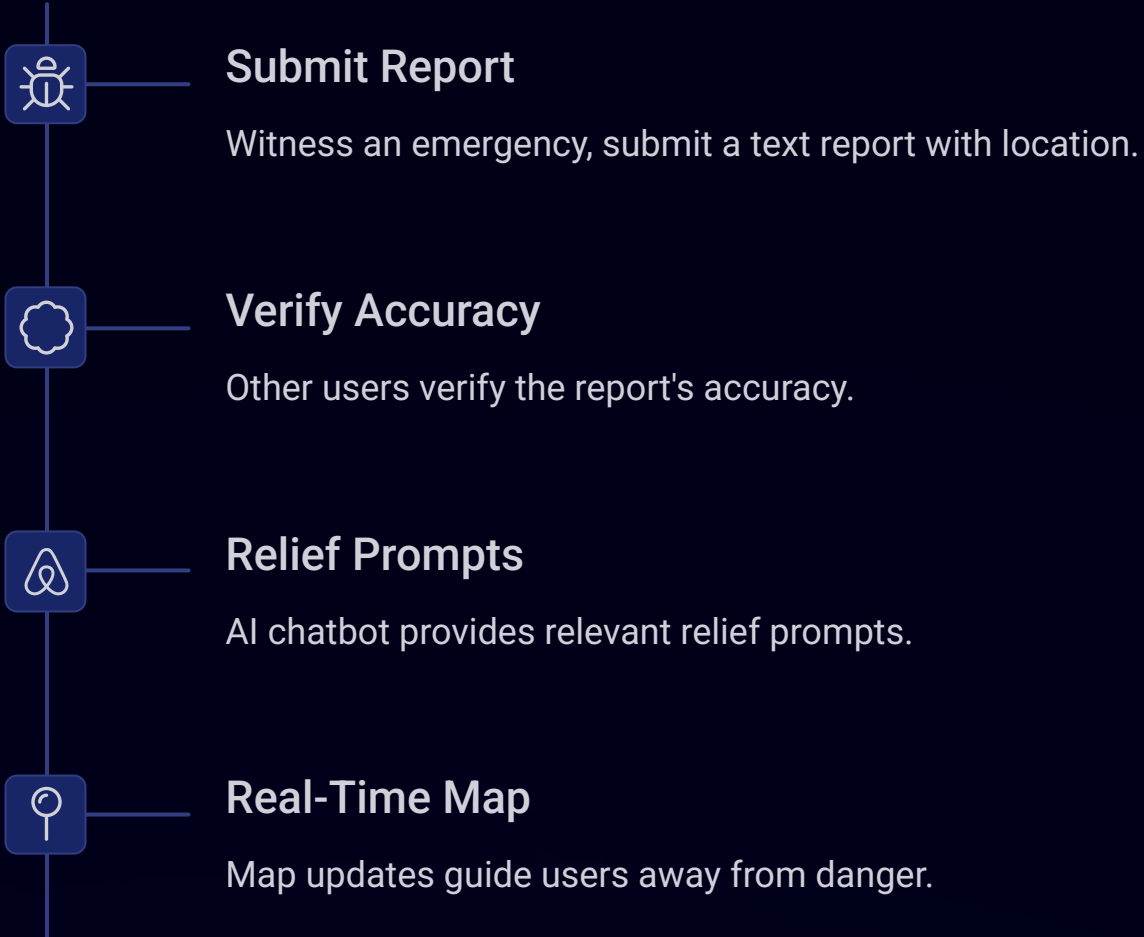
Real-time Display

Interactive map displays emergency locations in real-time.

Color-Coded Alerts

Easy identification (red for fire, blue for flood).

How Citizen Alert Works: A User's Journey

Submit Report

Witness an emergency, submit a text report with location.

Verify Accuracy

Other users verify the report's accuracy.

Relief Prompts

AI chatbot provides relevant relief prompts.

Real-Time Map

Map updates guide users away from danger.

Made with GAMMA

Future Expansion

AI-Powered Video Integration: Integrate video reporting with AI to visually verify incidents and assess emergency scale, increasing report reliability.
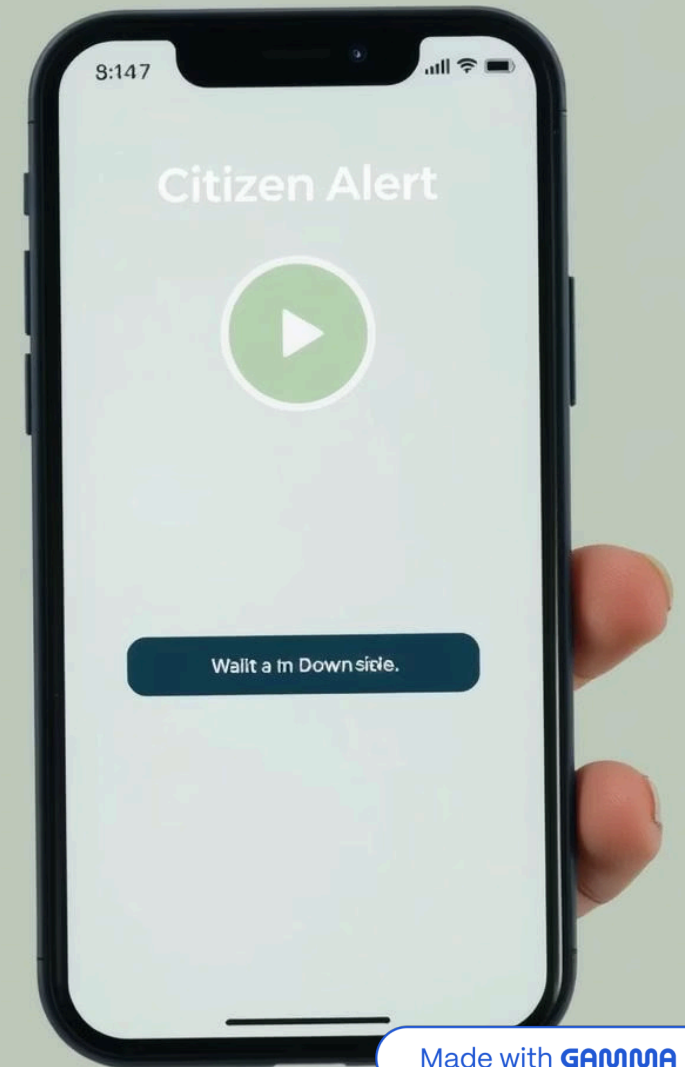
Smart App Notifications: Develop iOS and Android apps using AI to generate smart, location-based emergency alerts, minimizing false positives through user preference learning.

Prioritized Institutional Alerts: Provide government, hospitals, and critical institutions with prioritized alerts via a dedicated channel, including verified details and real-time updates for rapid response.

Join Us and Be Part of a Safer Future

THANK YOU!