

Rescue Care: Revolutionizing Accident and Emergency Response with Smart Assistance

Rescue Care is a comprehensive solution for accidents involving humans or animals, offering instant assistance during emergencies and providing peace of mind.

The Problem:

Road accidents are a major global issue, causing severe harm to both humans and animals. After an accident, immediate medical support is crucial in preventing fatalities and minimizing long-term damage. Millions of lives could be saved every year if timely intervention like medical services alert system in emergency is ensured.

Our Proposed solution:

We are developing a Smart Alert Platform to provide immediate assistance during road accidents. The platform quickly notifies the nearest health services, primarily Sadar hospitals, and dispatches ambulances using real-time GPS data. Pre-listed family members receive instant alerts, while nearby individuals are encouraged to provide on-site help. This solution aims to reduce response time and ensure timely medical intervention, ultimately saving lives.

Problem Analysis: Delayed Response in Emergency Situations

Unforeseen Events:

Accidents happen unexpectedly, leaving individuals vulnerable and without immediate assistance.

Lack of Awareness:

family members or emergency services may be unaware of an accident, it can result in critical delays in the emergency response.

Limited Resources:

Traditional emergency response systems often struggle to reach remote locations or handle high volumes of calls.

Lack of Communication:

People at an accident site usually don't communicate with the hospital about the victim's condition, whether someone is taking the victim to the hospital, or if an ambulance is on its way.

Delayed Medical Help:

In many cases victims get medical help after Golden Hour.

Proposed Solution :

We are developing a Smart Alert Platform designed to provide immediate assistance in case of road accidents. Our platform automatically triggers alerts to:

- **Nearest Health Services:** The closest hospitals (initially targeting Sadar hospitals) are notified for quick medical response.
 - **Emergency Medical Services:** Ambulances and paramedics are dispatched to the accident location based on real-time GPS data.
 - **Family Members:** Pre-listed family contacts are instantly informed, ensuring they receive updates and can respond accordingly.
 - **Nearby Crowd:** The platform also alerts nearby individuals, encouraging them to provide immediate on-site assistance while professional help is on its way.
- In Case of Helping Others Alerted Hospitals or Medical services contact details provided to Helper
This feature ensures seamless communication, allowing helpers to confirm whether an ambulance is en-route to the scene or if they should transport the victim to the hospital themselves

Solution: Efficient and Seamless Emergency Assistance

Instant Alert:

Our system automatically alerts the nearest emergency services (initially starting with government hospitals) and designated contacts in the event of an accident

Automatic Accident Detection:

Built-in sensors automatically detect accidents and trigger alerts, **regardless of user consciousness.**

Real-time Tracking:

Accurate location tracking ensures a rapid and precise response from first responders.

Personalized Support:

Our platform offers tailored support for various emergencies, including medical and roadside assistance.

Animal Help:

Our system automatically alerts nearest NGO ,Hospital or veterinary If someone wants to help animals

Crowd support:

Our system automatically alerts users of the same application within a specified range.

Features overview:

- **Self-Help Mode:** Automatic notifications with real-time tracking.
- **Other-Help Mode:** Quick reporting just clicking photo and Sharing Location, applicable for both humans and animals.
- **Crowd Support:** Connects nearby helpers to the scene for immediate aid.
- **Health Services Integration:** Direct contact with nearest hospitals or health services.
- **Rewards System:** Incentivizes users who assist others.
- **Subscription Benefits:** Personalized emergency tracking until the client reaches the hospital and further help.

Competitor Overview:

1. Apple Crash Detection

- Automatic crash detection using device sensors
- Direct Communication with emergency services
- Integration with apple health for medical information sharing
- **Market Overview:**
- Apple Crash Detection is a feature built into the **iPhone 14 series** and the **Apple Watch Series 8**
- The feature is primarily targeted at Apple's existing user base

2. Life 360

- Family location sharing and real-time alerts.
- Emergency SOS feature that connects users with local emergency services.
- Driving reports and safety features for family members.
- **Market Overview:**
- Life360 is a leading family safety app, boasting over **33 million active users** globally. **It is widely popular in North America,**
- The app has expanded its services beyond the U.S. into Europe and Australia

Weakness of our Competitor:

1. Life 360

- **Limited geographical coverage specially in United States.**
- **Subscription Dependency:** Advanced features like crash detection and SOS alerts are locked behind a paid subscription, limiting accessibility for users who opt for the free version.
- **Over-reliance on User Input:** Certain features, such as driving reports, require manual user engagement or permissions, which can reduce effectiveness in real emergency situations.
- **No Involvement with Medical Services:** While the app provides emergency alerts, it lacks direct integration with medical services, potentially delaying emergency response times.

2. Apple Crash Detection

- **Platform Exclusivity:** Crash Detection is currently only available on the latest iPhone and Apple Watch models, making it inaccessible to a broader audience. This limits its impact in the global market, particularly in regions where Android dominates.
- **Family Notifications:** Emergency services are contacted first, and family members are notified afterward, which could delay family involvement and coordination in critical situations.
- Data privacy concerns

Our Competitive Edge over Competitor :

- How We Stand Out:

- Comprehensive Modes**: Covering both **self-help** and **third-party intervention**, even including **animals**.
- Crowd Help** : A unique approach to real-time assistance.(Specially in Asian Region)
- Reward System for Helping Victims**: Providing reward to helpers with collaboration with governments eg. Rajasthan govt. has announced incentive to victim helpers and Giving monetary and scratch card incentives
- Services like Accident detection and smart Alert should be free.**
- Organization Collaboration**: Working with healthcare providers and non-profits to extend our reach.
- Providing Real-time Support**: Our platform connects users with qualified professionals, including medical, roadside, and animal care specialists.

Our Competitive Edge over Competitor :

•How We Stand Out:

•Data Privacy:

- Covering self-help and third-party intervention, including animals, while ensuring **data encryption** and **anonymity** when sharing personal details to protect users' privacy.
- user data is kept private, with only necessary details shared, adhering to **strict data privacy regulations** and **government-approved standards**.

- **Multi-Language Support:** To cater to India's diverse population, our platform will offer **multi-language support**, ensuring accessibility for users across different regions and languages, enhancing user experience.
- **Subscription Model:** Ensuring personalized follow-ups and post-accident care, unlike competitors.
- **User Empowerment and Education:** We provide users with educational resources on accident prevention and emergency response, empowering them to take proactive measures. **This approach not only enhances user engagement but also builds a more informed community.**

Revenue Generation Strategies:

- **Targeted Advertising:** Allow carefully vetted ads from relevant businesses (e.g., health services, auto insurance companies) within the app
- **Subscription Services:** Personalized accident tracking and hospital follow-ups for premium users.
- **Public Safety Collaborations:** Work with local and state governments to provide your platform as a public safety tool, securing contracts for implementation in public services, including emergency response systems.
- **Crowd Help Incentives:** Sponsored rewards and partnerships to enhance user engagement.
- **Sponsorship Deals:** Partner with brands in the automotive, healthcare, or safety sectors to sponsor features or sections of the app, generating additional revenue.
- **Promotional Collaboration:** Collaborate with automotive and safety product companies for promotional campaigns targeting your user base.
- **Crowd Help Donations:** Facilitate donations or small fees for users who wish to support crowd helpers, which can be collected through the app.

Societal Impact:

- **Social Responsibility:** Reducing response time in emergencies and saving lives.
- **Community Building:** Creating a culture of mutual aid by rewarding those who help.
- **Increased Road Safety:** By providing timely alerts and assistance during accidents, your platform can help reduce the severity of injuries and fatalities, contributing to overall road safety in communities.
- **Empowerment through Technology:** Your platform empowers users by giving them the tools and resources to respond effectively in emergencies, promoting a proactive approach to safety rather than a reactive one.
- **Contribution to Sustainable Development Goals (SDGs)**
we can align with the UN's Sustainable Development Goals, particularly Goal 3 (Good Health and Well-being) and Goal 11 (Sustainable Cities and Communities), by promoting safer and healthier urban environments.

Business Impact:

- > **Brand Loyalty and Trust:** A focus on user privacy, safety, and community support fosters trust and loyalty among users, leading to higher retention rates and long-term customer relationships.
- > **Market Differentiation:** By offering unique features such as crowd help and animal assistance, your startup can stand out in a crowded market, attracting users seeking comprehensive safety solutions.
- > **Partnerships and Collaborations:** with healthcare providers, government agencies, and NGOs can enhance service delivery, expand your reach, and create mutually beneficial relationships that drive growth.

Scaling Rescue Care:

- **Geographical Expansion:** Initially targeting urban areas, expanding to rural regions where emergency response times are slower.
- **Integration with Wearables:** Sync with fitness trackers and smartwatches for real-time health monitoring.
- **Corporate Collaborations:** Collaborating with companies for employee safety solutions.
- **Animal Welfare Collaborations:** Partnering with animal rescue organizations to integrate the animal emergency feature
- **R&D Investment:** Invest in research and development to continuously improve and innovate your services, keeping you ahead of competitors and aligned with user needs.
- **Market Expansion:** Collaborate with local healthcare providers, government agencies, and NGOs to enhance credibility and expand reach in new markets.

Rescue Care – Your Lifeline in Emergencies

Because in the moments that matter most, we ensure help is just one tap away.

- Saving lives, protecting loved ones, and empowering communities.
- Join us in making the world a safer place for everyone – anytime, anywhere.