



Bubble Shield

Providing a security service for students, staff in a
community

Problem



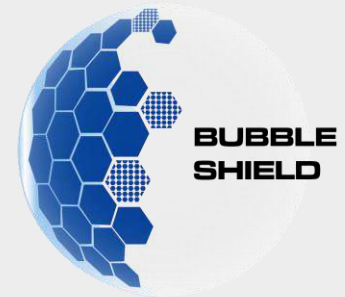
- Students can be victim of crime, including theft, assault, or harassment.
- Blue light boxes are in fixed places in the campus, and it will be very difficult to reach to that place to call for help in case of difficulties.
- Lots of people, especially international students, don't feel safe. They may not know how to respond to emergencies.

Solution



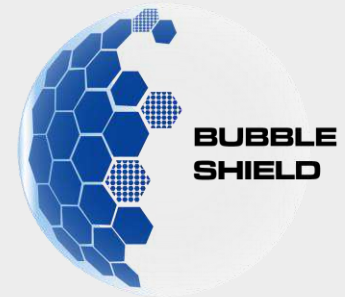
- Bubble shield is very useful in all case of emergencies.
- It is an app that is installed on mobile devices and by just shouting the name of your school and help, eg. "UC_Help", you can send emergency message directly to the security department of your school/institution.
- You can also send emergency messages with text

Your New/Better Product/Solution



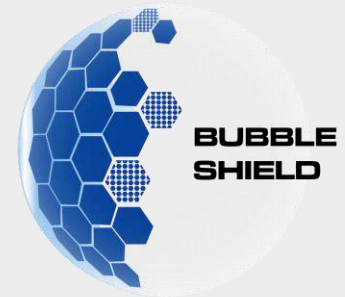
- App will be available on IOS and android devices
- The app will track the location of the person when they call for help
- Emergency signal can be set off either by a button or with voice recognition
- Access to texting features that enables users to clarify their specific situations
- Audio recording and transmission to the security department of the school/institution
- When a person set's off the emergency signal by accident, they have a 5 sec countdown to stop it.

Market Size



- Total Addressable Market:
- Total potential university customers: 3,982
- Predicted Adoption rate: 10%
- Number of adopting customers: $3,982 \times 0.10 = 398$
- Estimated revenue per customer: \$30,000 per year
- Total addressable market: $398 \times \$30,000 = \$11,940,000$
- Served Available Market[SAM]: Universities
- Share of Market[SOM] in Year 1: 15%
- Annual market growth: 7%

Business Model



- We plan to make money by appealing to schools to invest in the extra protection of their students.
- How will you reach your customer?
 - Email marketing
 - School events
 - Networking
- Revenue stream(s):
 - \$30k for yearly subscription from Large universities and institutions.

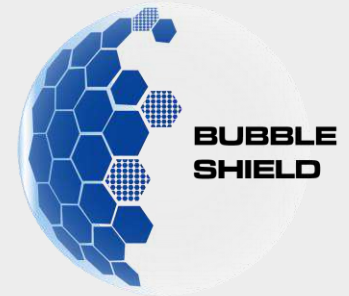
Competition



- Apple watch
 - The watch contacts local emergency services by pressing and holding the side button for a short period of time. Additionally, it instantly alerts first responders to the user's location, which is useful in an emergency.
- Safezone
 - It's an app that has some of the features of our app but it doesn't have voice recognition and activation system which is very handy in case of emergency.
 - Competitive Advantage
 - Live position tracking
 - Audio recording and transmission
 - Text based contact
 - Voice activation
 - Direct integration with campus security
 - Ease of use

Team- SPADS

Bubble Shield - A Shield that Expands



- Our team's technical expertise is essential to completing this project effectively. Several members of our team are skilled in UI design, programming, and data backup.
- Each member of our team is motivated to learn new things and are good at time management.

Team Members

- Sambhav Poudel
- Perfect Ackah
- Andrew Dele-Lawal
- Derrick Owusu
- Shreya Kurmi