



DEFENDERS APP



OVERVIEW



Defenders App Overview

- They snap a photo of the wound.
- The app's AI analyzes the image and identifies the insect.
- It instantly provides custom first-aid advice based on the bite.
- With live location tracking, the app pinpoints their exact coordinates.
- In severe cases, emergency contacts are alerted for immediate help.



Most existing apps offer tutorials and species info, with limited emergency features. Our app stands out by combining expert consultation, location-based emergency dispatch, and community alerts in one complete platform



Description

📌 Market Status

- New idea – no app focuses on AI-based bite detection + emergency alerts
- Similar apps: ~10–15 general first-aid apps
- What's Unique: Photo detection, live tracking, hospital alerts

📌 Why It's Not on Market Yet

- Hard to collect bite data for AI
- Emergency integration needs partnerships
- Still feasible with today's tech

📌 Estimated Cost

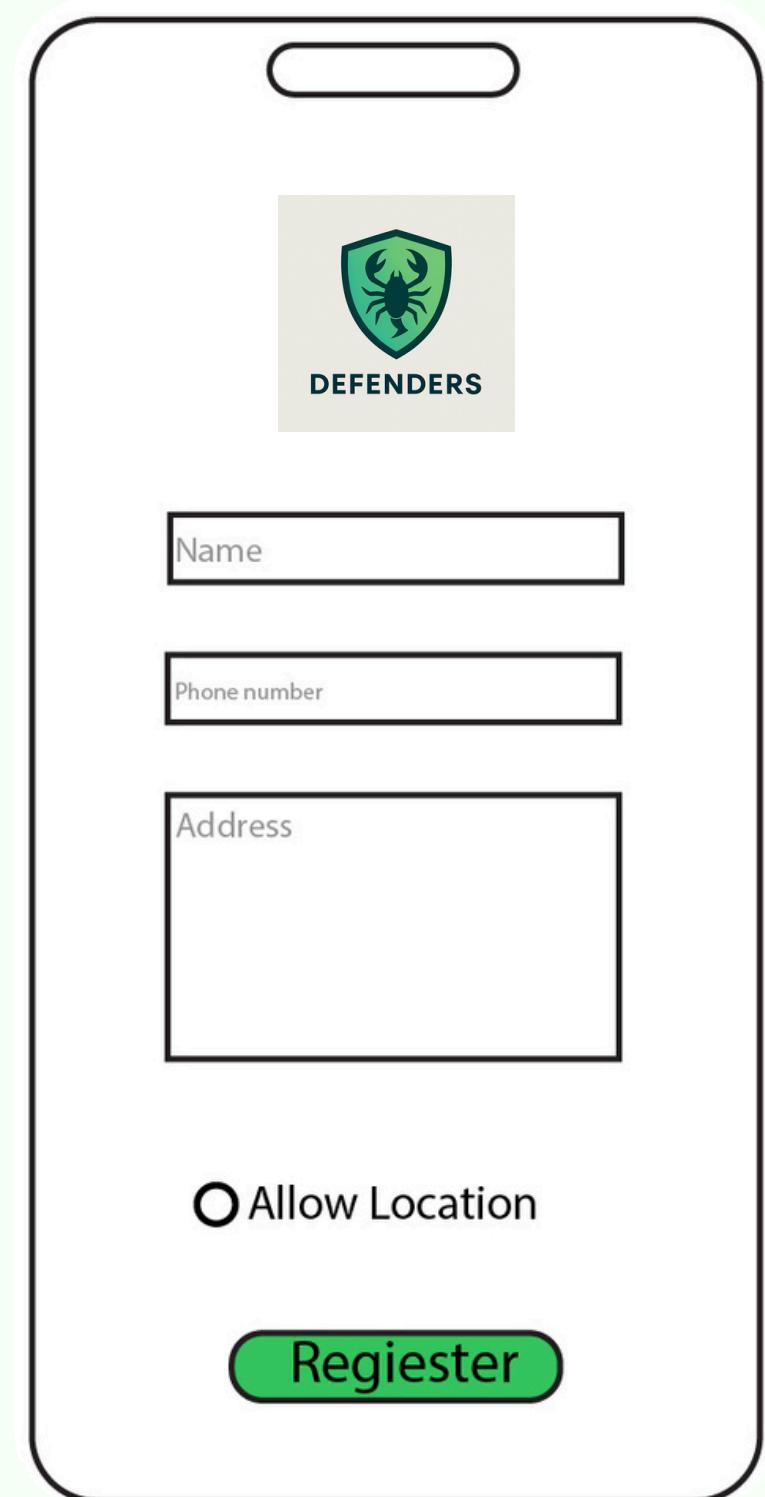
- Total:
 - Single Region - \$150000-250000
 - Multi-region Global \$1.5M

📌 Revenue Plan

- Freemium + Subscription
- Ads from health partners



Our Features & UI

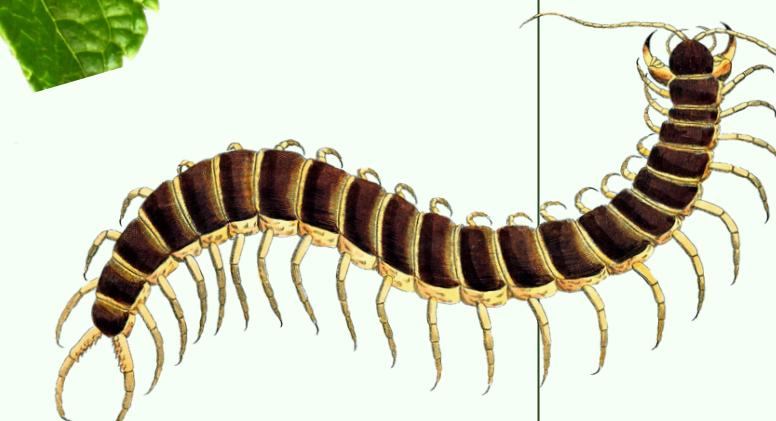


Register

To start using Defenders, users must complete a quick registration by providing:

- Full Name
- Home Address
- Current Location (GPS-enabled)
- Phone Number

This information helps the app offer personalized advice and fast emergency response when needed.

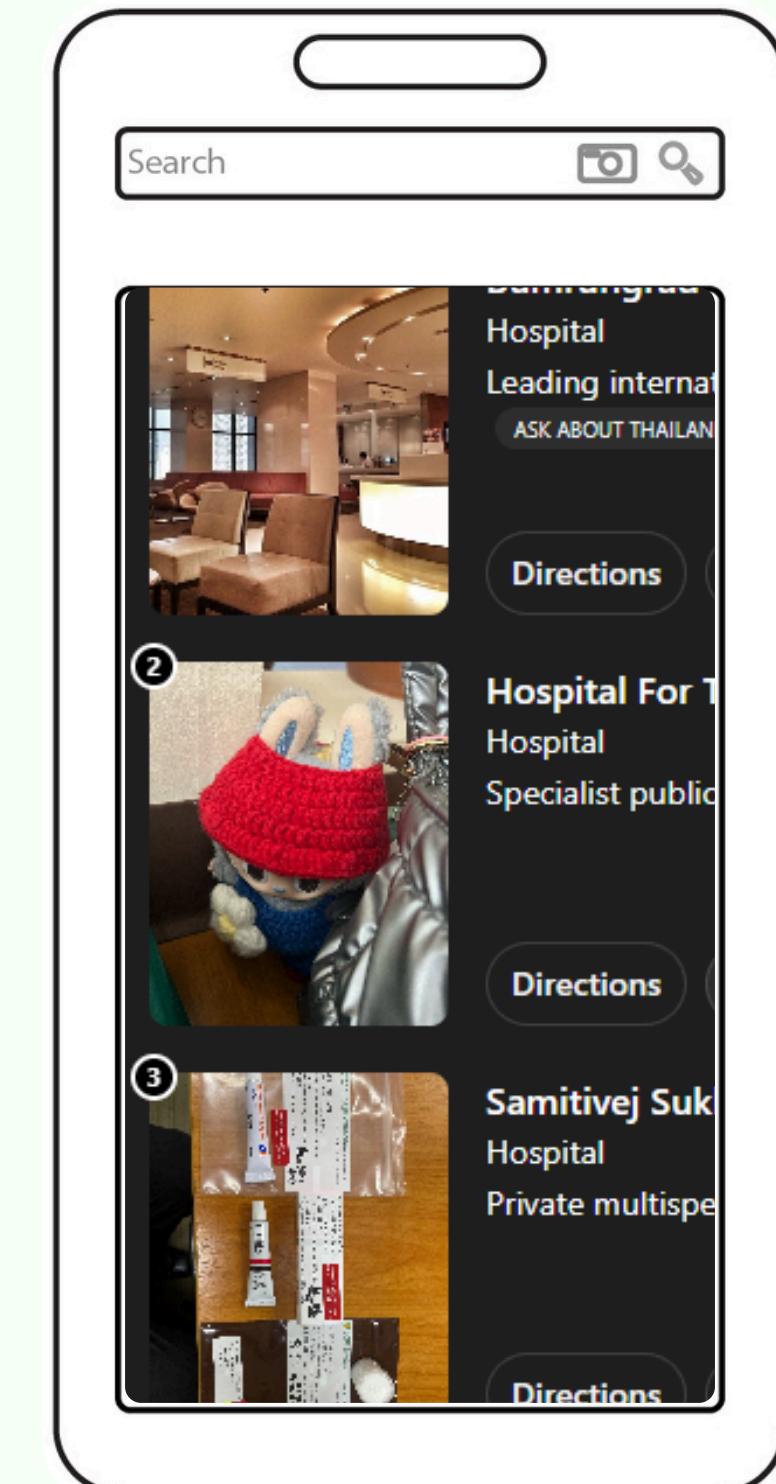


WHAT CATEGORY IS IT IN?

Free Version

The Free Version includes essential tools for general users:

- Upload a photo of the bite wound for insect identification
- Receive immediate first-aid advice tailored to the type of bite
- Access to educational content on insect prevention and care

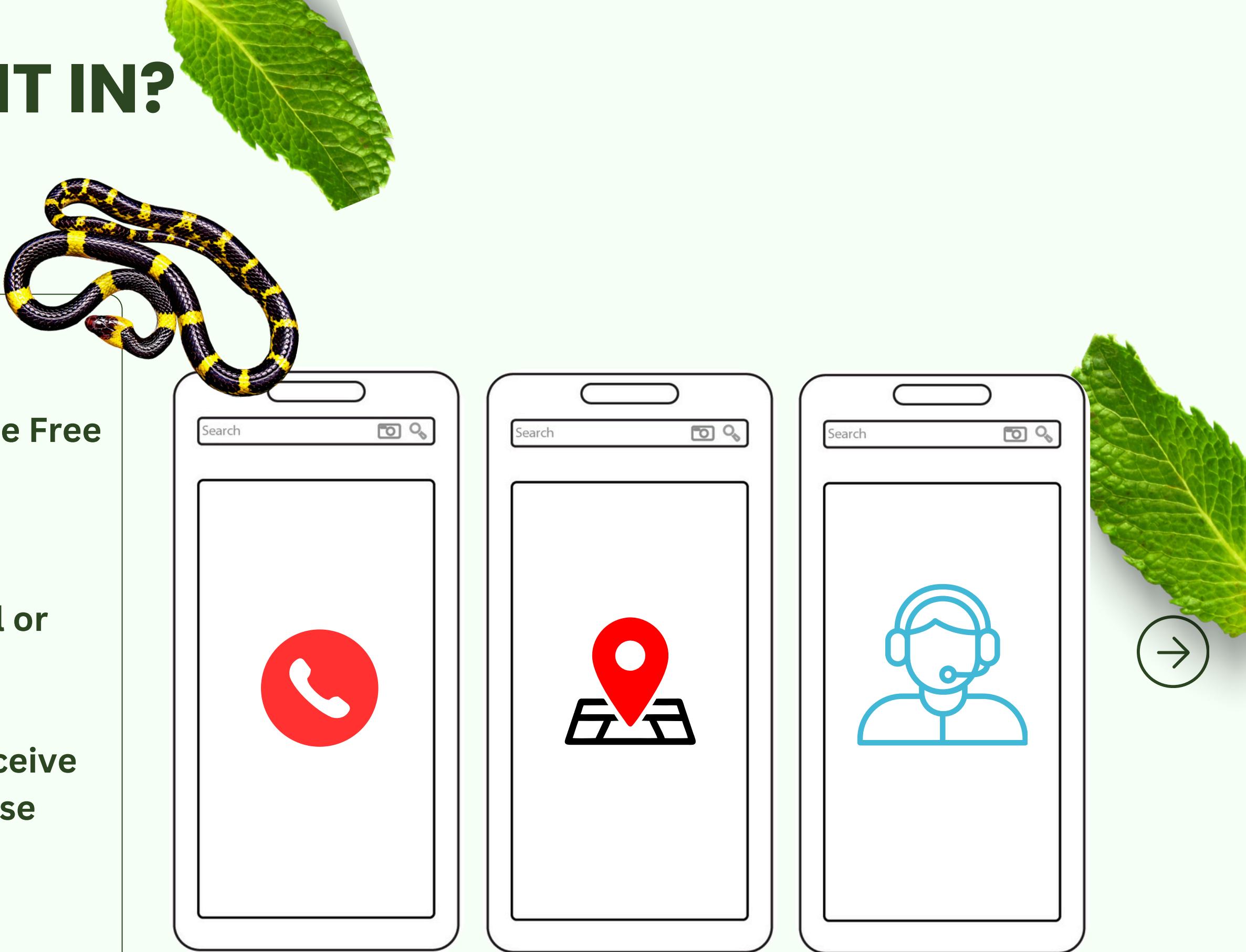


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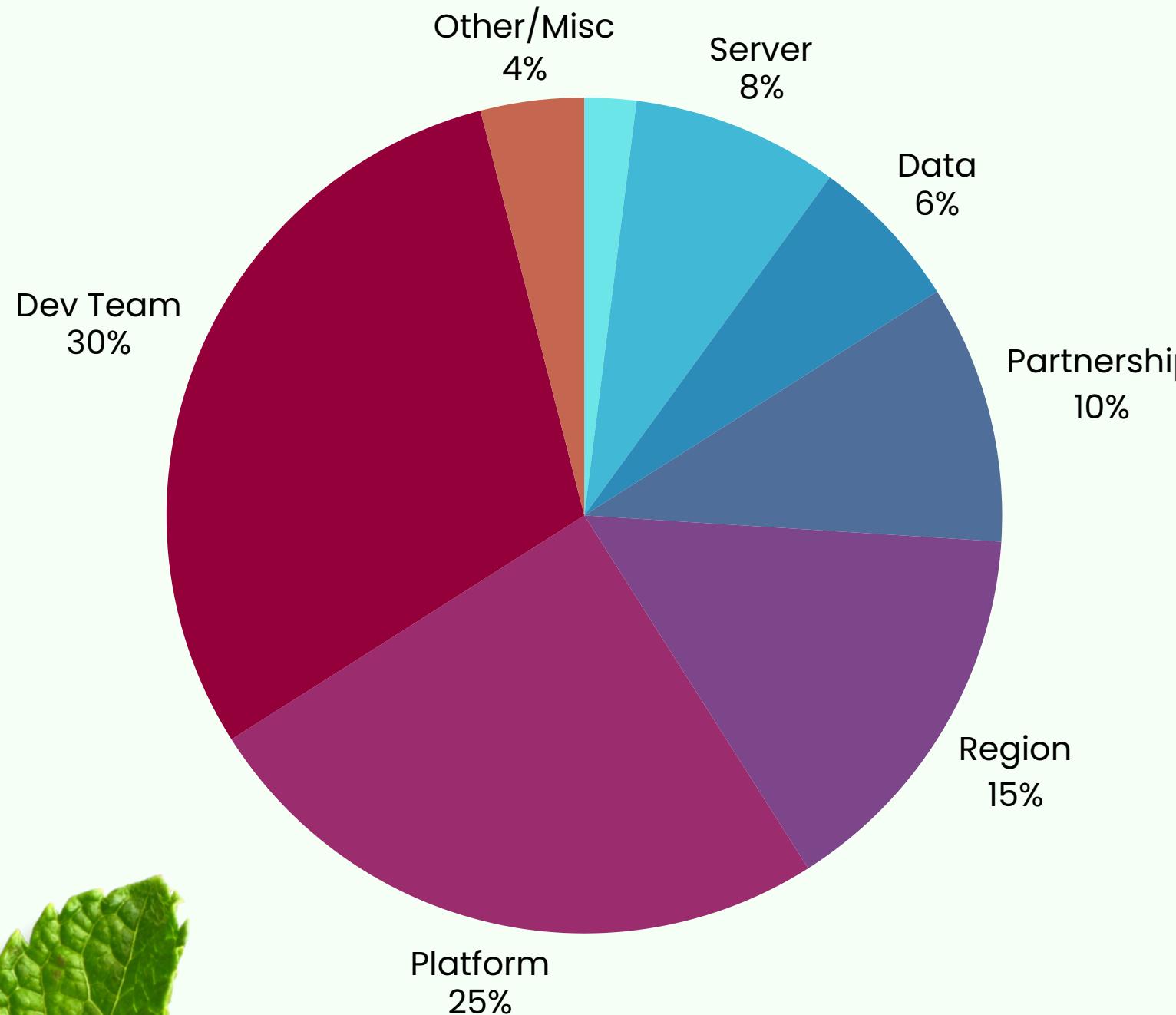
Premium Version

Unlock advanced safety features with the Premium Version, including everything in the Free Version plus:

- **Emergency Button:** When pressed, it automatically alerts the nearest hospital or clinic
- **Live Location Sharing:** Medical teams receive your real-time location for faster response
- **Priority Support:** Get expert help and treatment suggestions immediately



Financial Budget & Investment



Component Estimated Cost

- API Keys \$5000-30000 2.5%
- Server \$10000-100000 10%
- Data \$20000-80000 7.5%
- Partnership \$30000-100000 10%
- Region \$10000-30000 7.5%
- Platform \$100000-300000 30%
- Developer Team \$150000-500000 30%
- Misc./Other \$20000-40000 2.5%

Single Region \$150,000-250,000
Multi-Region Global \$500,000-1.5M

Revenue Plan



1. Freemium Subscription Model

- Free Version: Basic tutorials, venom species info, ads
- Premium Version: Emergency dispatch, consultant access, ad-free

2. In-App Advertising

- Display non-intrusive banner or video ads in the free version

3. Affiliate Marketing & Product Links

- Promote health-related items (first-aid kits, antivenom packs)

4. Emergency Pay-Per-Use Option

- Users without premium can still pay a small one-time fee

Future prospect and Security

🔮 Future Prospects (3 Main Ideas)

- AI-Powered Treatment Guidance
- Wearable & IoT Integration
- Time health data.
- Global Expansion with Offline Access



🔧 Maintenance Plan (3 Main Area)

- Regular Content & Feature Updates
- System Monitoring & Bug Fixes
- User Support & Feedback System

🔒 Security (3 Main Ideas)

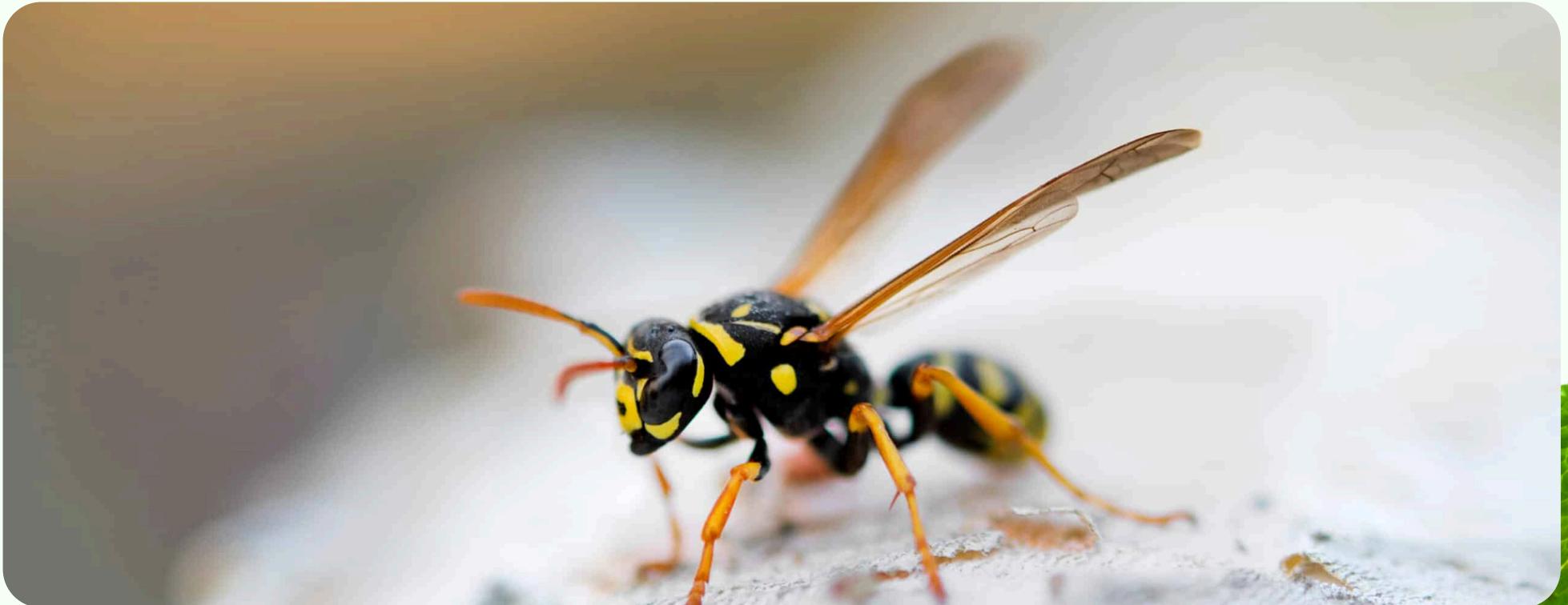
- End-to-End Encryption
- Two-Factor Authentication (2FA)
- Privacy Compliance (e.g., GDPR, PDPA)



THANK YOU



Have You Any Questions?



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