

Zhypher

Venture Viability Analysis

University of engineering and management kolkata(UEMK)

Problem Statement/Industry

Problem Being Solved

This app addresses delays in emergency responses by mobilizing nearby verified individuals, like workers or security personnel, to assist during crises. It ensures faster help by leveraging local resources, integrating live monitoring (CCTV/audio), and creating a community-driven safety network, bridging gaps until authorities arrive.

Supporting Data

Police response often exceeds 20+ mins; ambulances average 134.5 mins (Nature, 2023).

Source: Sources: Times of India, Nature (2023), Business Standard on police and ambulance response times.

Area

A community-driven app for instant protection and women's safety anywhere, anytime.

Industry

Public Safety/Technology for Social Good

Domain

1. Public Safety
2. Mobile Application Development
3. Social Impact Technology
4. Community-Driven

Problem Analysis



Affected Stakeholders

The affected groups include women facing safety risks, emergency responders dealing with delays, nearby community members who can assist but lack coordination, families feeling helpless, government agencies with resource constraints, and local businesses unaware of nearby emergencies.



Impact on Stakeholders

Women face increased danger and distress, emergency responders are overwhelmed, and nearby community members feel powerless. Families experience anxiety, while governments and law enforcement face criticism for slow response times. Local businesses miss the chance to contribute to safety and their social



Root Causes

Root causes include limited resources for emergency services, geographical barriers hindering quick access, inefficient communication systems, and lack of training for community members. Legal restrictions on real-time data sharing and delayed integration of technology in safety apps also contribute to the problem.



Personal/Team Connect

As a team with a mix of backgrounds in technology, security, and social impact, we are deeply passionate about improving women's safety. Having seen friends and family face safety concerns in public spaces, we are motivated to use our skills to create a proactive, community-driven solution for real-time protection and response.

Customer Segment & Persona

Primary Segment

Urban working women aged 18-45 years, commuting or working in public/semi-public spaces.

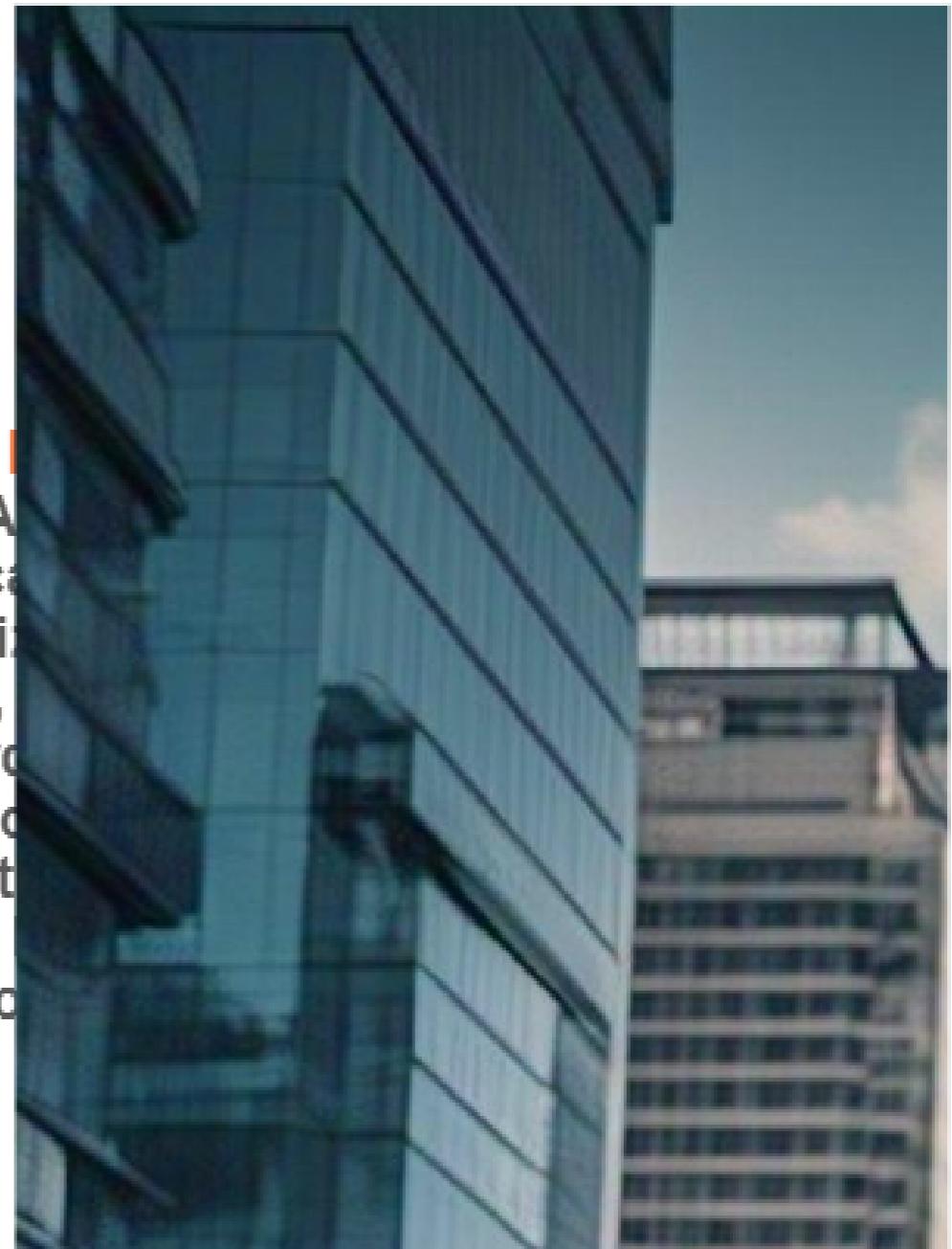
Secondary Segment

The segment title is: **Urban working women aged 18-45 years, commuting or working in public/semi-

Persona



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Jobs-to-be-Done

Functional JTBD



- * Find safety resources: Locate helplines, shelters, legal aid.
- * Report incidents: Easy reporting of harassment or violence.
- * Connect with others: Network with women concerned about safety.
- * Access safety tips: Get practical advice, self-defense technique.
- * Track location: Share location with

Emotional JTBD



- * Feel safe and secure: Gain confidence and reduce safety-related anxiety.
- * Gain control: Take control of personal safety.
- * Build resilience: Develop confidence to navigate danger.
- * Find support: Connect with understanding women for community.

Social JTBD



- * Raise awareness: Advocate for women's safety issues.
- * Build support networks: Create connections and accountability.
- * Connect with activists: Link with organizations working on safety.
- * Challenge norms: Advocate for a more just and equitable society.
- * Collective action: Inspire collective

Current Alternatives



Current Alternatives

- *Self-defense, avoiding risks, safety devices.
- * Location sharing, calling for help, community support.



Gaps in Current Alternatives

Existing women's safety apps have limitations. They often lack features beyond emergency alerts, raise privacy concerns, and have a high rate of false alarms. This leads to a false sense of security and dissatisfaction among users.

Problem Validation (GOOTB)

Partial List of Potential Customers/Users Interviewed

Name: PURNIMA ROY

Occupation: HOUSE WIFE

Name: RAJEET ASH

Occupation: STUDENT

Name: RAHUL SINGHA

Occupation: STUDENT

Problem Validation

Total customers/users interviewed:

- In-person: 8
- Virtually: 13

% who agree that the current problem is important enough for them to seek a solution: {Percentage2}

% who are dissatisfied with the current alternatives: {Percentage3}

Zhypher

A safety platform connecting women to verified responders for instant help and real-time protection.



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Context

Police response often exceeds 20+ mins; ambulances average 134.5 mins (Nature, 2023).

SAFETY
APP

SECURITY
APP

Problem Statement

Problem

Women face safety risks due to delayed emergency responses. SafeHaven addresses this by alerting nearby, verified individuals for instant protection, ensuring faster help until authorities arrive.

Impact

Women face greater danger, responders are delayed, and community members can't assist. Families feel helpless, while governments and businesses miss chances for quicker support and safety contribution



Target Customer Segments

Primary

Urban working women aged 18-45 years, commuting or working in public/semi-public spaces.



Secondary

The segment title is:
****Urban working women aged 18-45 years, commuting or working in public/semi-**

Solution Design



Our Solution

Women's Safety App—Alerts nearby verified responders (security, office staff) in emergencies, ensuring quick local help when authorities are delayed. Includes incident details and optional CCTV helps



Key Features

Real-time SOS alerts, live location tracking, verified responder network, secure authentication, instant notifications, AI responder matching, incident reporting, and user privacy.



Uniqueness

Verified responders network, AI-based responder assignment, end-to-end encrypted communication, real-time location tracking, and partnerships with trusted local businesses.

Solution Format:

The solution will be a **Digital Service** in the form of a **mobile app platform** that connects users to nearby verified volunteers and professionals for real-time emergency assistance and protection

Core Technologies/ Methodologies:

React Native, Node.js, MongoDB, Firebase, Google Maps API, OneSignal, AWS, End-to-End Encryption, AI Matching Algorithm for responder assignment.

Solution Benefits



Functional Benefits

* Immediate help in danger. * Quick alerts to contacts. * Deters attackers. * Evidence collection. * Fast location sharing. * Discreet activation. * Easy to use.



Emotional Benefits

1. Peace of mind knowing help is nearby in emergencies. 2. Confidence to move freely without fear. 3. Sense of security from trusted responders. 4. Empowerment to take control of personal



Social Benefits

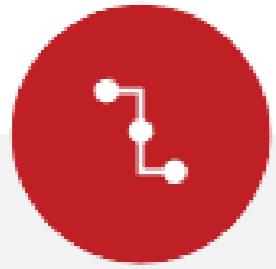
1. Respect for prioritizing safety and well-being. 2. Support from a trusted community of responders. 3. Reassurance for family and friends. 4. Inspiration to others to adopt safety



Macro Benefits

The app boosts safety, reduces crime, lowers costs, and empowers communities, making spaces safer for women.

Competitors



Direct Competitors in India

My Safetipin, 112 India, Himmat App, Raksha-PS tracking, SOS, police alert



Indirect Competitors in India

Uber Safety, Google Safety, G4S – Tracking, emergency contacts, private security.



Direct Competitors Globally

Citizen, bSafe, Noonlight, Guardians – SOS, live tracking, community safety alerts.



Indirect Competitors Globally

Life360, Ring, Apple SOS – Family tracking, alerts, but no local responder system.

Macro Analysis

Favourable Trends

AREA	DESCRIPTION
Social	Increasing awareness of women's safety is driving demand for faster, tech-driven emergency response systems.
Technology	Improved GPS tracking, AI-based monitoring, and real-time alerts enhance emergency services' ability to respond quickly.

Unfavourable Trends

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Social	Increasing awareness of women's safety is driving demand for faster, tech-driven emergency response systems.
Technology	Improved GPS tracking, AI-based monitoring, and real-time alerts enhance emergency services' ability to respond quickly.

Data Sources:

NCRB Reports, Ministry of Home Affairs (112 data), World Economic Forum (safety tech), Statista (GPS & AI safety